

PRODUCT CATALOG

2025/2026



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About TLTH

The Student Union at LTH is the student union for all the approximately 8,000 students at the faculty of engineering at Lunds University. As a student union, our main purpose is to monitor and contribute to the development of education at LTH. In addition to this, we have extensive business and leisure activities so that you as a student can get valuable contacts for the future and have a fun study time, even outside school.

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Newsletter

We put a notice in our newsletter “Kårnytt” which goes out to all members periodically.

Cost *6 000 kr*

Targeted mailing

We send out an email to our members. It is possible to reach specific batch and specialisations.

Fixed cost *3 000 kr*

Variable cost: *4 kr for year 1 and 2*

6 kr for year 3

8 kr for year 4

10 kr for year 5

Reach out to a whole guild: *17 000 kr*

Sociala media

Posting on social media. The post is up for at least 1 week, the possibility exists to extend this at a cost of 500 kr / week.

Facebook Followers: *10 300 st* *Cost 5 000 kr*

Instagram Followers: *4 700 st* *Cost 3 500 kr*

Posters

We put up posters on campus, the poster is up for 1 week, afterwards there is the possibility of extension.

Kostnad *4 500 kr + 500 kr / week*


Lunch lectures

You have the students' full attention for 45 minutes. This is perfect if you want to reach out to many students studying a specific programme and be seen in person. Our capacity is up to 400 seats.

15 000 kr + 150 kr / student

Includes marketing (via our social media and the newsletter), registration, room booking, presentation equipment, food and drinks.





On campus event

You will be allowed to stand on campus and promote yourself via direct contact with students. You will be given the option to choose between a half-day or full-day stand.

Full-day, from kl. 8 to kl. 17

10 000 kr

Half day, from kl. 8 to kl. 12 or from kl. 13 to kl. 17

7 000 kr

Both options include promotion via our social media channels.



Evening event

Workshops, case events, panel discussions or after works. We also offer a flexible possibility to get in touch with students in the evening. This is best suited to smaller groups where a greater focus is placed on quality over quantity.

15 000 kr + 150 kr / student

Includes marketing (via our social media and the newsletter), registration, room booking, presentation equipment, food and drinks*.

*By beverage is only the non-alcoholic range meant.

Package 1

1 st Article in Kårnytt
1 st Facebook posts that stay up for 2 weeks and are pushed
up after half the time
ARKAD basic package

Ordinary cost 66 000 kr

Package deal 50 000 kr

Package 2

2 st Lunch lectures*
1 st Article in Kårnytt
2 st Facebook posts that stay up for 2 weeks and are pushed up after
half the time
1 st Posters for 2 veckor

Ordinary cost 87 000 kr

Package deal 65 000 kr

*Lunch lecture with food for
100 registered participants



New year's ball

The New Year's Ball is one of Lund's biggest student parties, and an old tradition. The first New Year's Ball was held by the Student Union of Technology before it was even a union (i.e. before 1984 when it was still just a union party at Lund Student Union). Now we offer you to also advertise at this old traditional event. If you are interested, please contact naringslivs@tlth.se to discuss the possibilities.

ARKAD

In the autumn, we organise our career fair ARKAD, the largest of its kind in Scandinavia. It is an excellent way to get in touch with students. For more info contact; arkad@tlth.se or via our website; arkadtlth.se



Marketing

Social media: $5\,000 / 3\,500\text{ kr} + 500 / \text{week}$

Targeted mailing: $3\,000\text{ kr} + x\text{ kr} / \text{student}$
 $4\text{ kr for year 1 and 2}$
 6 kr for year 3
 8 kr for year 4
 10 kr for year 5

Posters: $4\,500\text{ kr} + 500\text{ kr} / \text{week}$

Newsletter $6\,000\text{ kr}$

Events

Lunch lectures $15\,000\text{ kr} + 150\text{ kr} / \text{student}$

On campus event $7\,000 / 10\,000\text{ kr}$

Evening event $15\,000\text{ kr} + 150\text{ kr} / \text{student}$