

**A PURCHASING CONSORTIUM OF UNIVERSITIES AND COLLEGES WITHIN  
THE LONDON AREA**



**Advertising in the LUPC Newsletter**

**To supplement the costs of producing a quarterly edition of the LUPC Newsletter, we offer LUPC preferred suppliers the opportunity to advertise.**

**Benefits**

- ◆ Our database includes over 1100 buyers at 68 member institutions,
- ◆ The newsletter reaches a portion of contract users that do not regularly access the web.
- ◆ The newsletter is also available to anyone who accesses the LUPC website, including back issues.
- ◆ Your support demonstrates to customers your commitment to LUPC agreements.

**Advertisement Rates – please sign the authorisation form on page 3**

- ◆ £250 +VAT for quarter page
- ◆ £500 +VAT for half page
- ◆ £1000 + VAT for full page
- ◆ **10% discount available for booking 4 consecutive spaces in advance**

Invoices are sent once the issue with the advertisement is published. Payment is due by 30 days past invoice date.

**Guidelines**

- ◆ Advertisement and editorial submissions are granted strictly on a first come, first serve basis please contact the LUPC Administrator details outlined below.
- ◆ **Deadlines must be strictly adhered to.**
- ◆ Artwork guidelines must be followed.
- ◆ All submissions must include the details on the checklist below:

<b>Supplier Contact details</b>
Some reference should be made to the agreement (e.g. the agreement reference number) and if there is an agreement logo e.g. NDNA, NSSA

## Editorial Submissions

We also welcome articles from preferred suppliers about current issues/updates in your commodity markets, events and case studies; there is no charge for these articles. For more information, contact Laura Compton, Head of Membership, [l.compton@lupc.lon.ac.uk](mailto:l.compton@lupc.lon.ac.uk), 020 7863 1692.

## Artwork

- ◆ Supply artwork as a high res. Pdf to [L.Administrator@lupc.lon.ac.uk](mailto:L.Administrator@lupc.lon.ac.uk) files over 2MB can be emailed via <http://www.yousendit.com>
- ◆ Advert bleed to be 3mm
- ◆ Images to be photoshop files of 300dpi

## Copy Area (Your choice whether vertical or horizontal)

- ◆ Full page 210 (horizontal) x 297mm (vertical)
- ◆ Half page 192mm (horizontal) x 144mm (vertical)
- ◆ Vertical Half page 94.5mm (horizontal) x 291mm (vertical)
- ◆ Quarter page 94.5mm (horizontal) x 144mm (vertical)

## Contacts

To reserve a space in the newsletter:

LUPC Administrator  
LUPC, Mezzanine 2  
University of London Union  
Malet Street, London  
WC1E 7HY  
Tel: 020 7863 1692  
Email: [L.Administrator@lupc.lon.ac.uk](mailto:L.Administrator@lupc.lon.ac.uk)

## **2011/2012 Schedule**

### **March 2012**

Deadline: Friday 24<sup>th</sup> February 2012

### **June 2012**

Deadline: Friday 25<sup>th</sup> May 2012

### **September 2012**

Deadline: Friday 31<sup>st</sup> August 2012

### **December 2012:**

Deadline: Friday 30<sup>th</sup> November 2012

**Advertising Authorisation**

Company Name:

Name:

Email:

Tel:

Purchase Order Number (if applicable):

Invoice Address:

Do you require additional copies of the publication?

**Which issue?**

March 2012

September 2012

June 2012

December 2012

**Size of advert:**Quarter page  
£250 +VATHalf page  
£500 +VATFull page  
£1000 + VAT**Signature and date**

**Email/Fax completed form back to: LUPC Administrator -  
L.Administrator@lupc.lon.ac.uk / 020 7863 1699**