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 **LUPC Marketing Opportunities Booking Form**
LUPC offers opportunities for approved consortia suppliers to advertise their goods and services covered under the scope of their framework agreement with us. These are: **Advertising on two of the highest-traffic pages of the LUPC website, placing an advert in our twice-yearly digital magazine, *Linked*, and featuring as the sole supplier on the monthly member ebulletin. Additionally, we offer a visibility bundle which comprises all three.** The specification for each advert is listed below. To book, fill in the form below, tick your preferences and email it to Giorgia Varriale who will be able to confirm availability.

# Advertising in our monthly ebulletin

✅ **NEW!** **Ebulletin banner advertising £349+VAT   \*\*Introductory offer\*\***
Sole supplier feature in our monthly ebulletin, putting your message in front of over **650 engaged LUPC members** - our most direct, regular communication. **Only** **1 spot available per month.**

# Advertising on the LUPC Website

✅**£349+VAT per month \*\*new discounted price\*\***
Your web advert will reach an average of **1,600+ visitors every quarter**, giving you great visibility where it matters most.🔍**Website Advert Specification**

* 1110px (width) x 170px. (height) (for website)
* 290px (width) x 400px (height) (for mobile)
* High quality images. Accepted file format: JPEG, PNG or GIF (animated or static).
* Website page/url or email address of where the ad should point to.

You will be featured in two of the most high-traffic pages on our website, the [**homepage**](https://www.lupc.ac.uk/) and the [**framework agreement page**](https://www.lupc.ac.uk/frameworks/framework-agreements/).

# Advertising In Linked Magazine

Featuring in *Linked Magazine* our biannual digital publication, puts you directly in the inbox of **over 700 individual procurement professionals** across the LUPC membership - plus it is also shared on our **LinkedIn page with 1,400+ followers**, extending your reach even further. Full, half and quarter page adverts are available, rates and specs are detailed below.

*Published twice a year, May and November.*

 ✅ **Linked Magazine Advertisement Rates:**

* **£169 +VAT** for quarter page
* **£299 +VAT** for half page
* **£499+ VAT** for full page

Discounts available for consecutive bookings, please contact Giorgia Varriale.

🔍Artwork Guidelines & Specifications

* Supply artwork as a high resolution pdf to Giorgia Varriale
* Images to be high res and colour, min. 300dpi
* Advert bleed to be 3mm
* Please ensure fonts are embedded in adverts when the PDF is created.
* All adverts must include:
* Supplier contact details (a hyperlink to your website or an email address)
* **Reference must be made to the framework agreement and reference number in your advert**

Please note:The standard term for approved suppliers is ‘LUPC framework supplier’, *not* ‘Preferred supplier’ or ‘Number 1 Supplier’.

Copy Area :

* Full page 210mm (horizontal) x 297mm (vertical)
* Half page 210mm (horizontal) x 148mm (vertical)
* Quarter page 105mm (horizontal) x 148mm (vertical)

# Linked Magazine Schedule

**Autumn (published in November)**

## Artwork deadline: 31st October

## Spring 2025 (published in May)

## Artwork deadline: 30 April

# Visibility Booster Bundle

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✅ Triple the exposure, one simple package - **£750 + VAT**

* 1 x month web ad
* Full page ad in *Linked* magazine
* 1 x ebulletin banner advertising (sole advertiser)

*Month of advertisement subject to availability.*

**Ts & Cs:**

* Advertisement are granted strictly on a first come, first serve basis.
* Deadlines must be strictly adhered to.
* Artwork guidelines must be followed.
* Suppliers may not specifically promote goods and services that are outside the scope of the agreement with LUPC – promoting products covered by the agreement and/or a general company advert (making reference to the agreement) is fine.
* Please include a document with the hyperlinks you want featured on your artwork and limit these to a max of 4 links per artwork.
* **Web Advertising:** The advertising period begins once you have confirmed your preferred start month and supplied the artwork. The campaign will run for one month from the upload date, usually within a few days of receiving the artwork.
* **Payment Terms**: This booking form commits you to paying for the specified advertising within 30 days of the invoice date. A refund will only be provided if you give 21 days or more notice of cancellation to LUPC before the advert artwork deadline.

# Advertising Booking Form

Please indicate where you would like to place your advert:

Linked Magazine Ebulletin Website advertising

Visibility Booster Bundle

Company Name:

Name:

Email:

Tel:

Purchase Order Number (if applicable):
Invoice Address:

##  Linked Magazine

## Which Linked Magazine issue? (Month of publication in brackets)

Autumn (November) Spring (May)

## Advert size & pricing for Linked Magazine:

Quarter page Half page Full page

£169 +VAT £299 + VAT £499 + VAT

*Please state if half page advert will be horizontal or vertical in orientation*:

1. **Ebulletin**

Which month would you like to advertise in? Please put an X next on the desired month below.

|  |  |  |  |
| --- | --- | --- | --- |
| **January** |  | **July** |  |
| **February** |  | **August** |  |
| **March** |  | **September** |  |
| **April** |  | **October** |  |
| **May** |  | **November** |  |
| **June** |  | **December** |  |

 **3. Web Advertising

When would you like to advertise on the LUPC website?**Please put an X next on the desired month below.

|  |  |  |  |
| --- | --- | --- | --- |
| **January** |  | **July** |  |
| **February** |  | **August** |  |
| **March** |  | **September** |  |
| **April** |  | **October** |  |
| **May** |  | **November** |  |
| **June** |  | **December** |  |

 **Agreed to Terms and conditions**

**Email completed form to:** **Giorgia Varriale**