**A picture containing logo

Description automatically generated**

**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](mailto:g.varriale@lupc.ac.uk) 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](mailto:g.varriale@lupc.ac.uk).

🔍Artwork Guidelines & Specifications

* Supply artwork as a high resolution pdf to [Giorgia Varriale](mailto:g.varriale@lupc.ac.uk)
* 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

# 

✅ 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**](mailto:g.varriale@lupc.ac.uk)