



## **Advertising in LUPC's *Linked* magazine**

To cover the costs of producing a quarterly edition of LUPC's *Linked* magazine, we offer LUPC approved suppliers the opportunity to advertise.

### **Benefits**

- ◆ Our circulation includes more than 300 individual buyers at more than 80 member institutions, plus all of LUPC's suppliers.
- ◆ The magazine reaches a section of contract users that do not regularly access the web.
- ◆ The magazine 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**

- ◆ £175 +VAT for quarter page
- ◆ £300 +VAT for half page
- ◆ £500 + 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.

*Please note, if you are no longer an approved supplier to LUPC Members at the date of publication, we cannot publish your advert and we will refund your payment.*

### **Guidelines**

- ◆ Advertisement and editorial submissions 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 your agreement with LUPC – promoting products covered by the agreement and/or a general company advert (making reference to the agreement) is fine.
- ◆ All adverts must include:
  - Supplier contact details (a website, email etc)
  - Reference should be made to the agreement and, where relevant, agreement logo
  - The standard term for approved suppliers is 'LUPC framework supplier', *not* 'Preferred supplier' or 'Number 1 Supplier'.

## **Artwork specification**

- ◆ Supply artwork as a high resolution, print ready pdf to [Reema Shah](#).
- ◆ 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

Copy Area :

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

## **Contacts and booking**

To book your advert, you must sign the authorisation form on page 3 and return this to [Reema Shah](#).

For queries about bookings, please contact [Reema Shah](#), 020 7307 2771.

## **Editorial Submissions**

We also welcome articles from suppliers about current issues/updates in your commodity markets, case studies, best practice, sustainability etc. There is no charge for placing these articles, but they must focus on the 'big issues', rather than being an overt 'sell' for a particular supplier.

Please be aware, our free supplier editorials are not advertorials – each article from a supplier must focus on the 'bigger picture' ie – case studies (especially including LUPC members), new legislation, best practice, hints and tips from your industry etc. It should not be used to promote off-contract goods/services and it shouldn't be an overt sell for your company or its specific products (for this, you'll need to buy advertising from us). To be fair to other suppliers we will edit this if it veers off the wrong path – if unsure, please have a read through some of our back issues, which include supplier-written editorials and hit the right tone <https://www.lupc.ac.uk/linked-magazine>. Of course, we'll by-line this article to you and include your logo and contact details, so there are definitely benefits!

For more information contact [Reema Shah](#), 020 7307 2771 in the first instance with a short overview of your topic, so we can confirm space is available in a future issue and that this doesn't duplicate another article. On approval, all articles would need to be 650 words.

## **Schedule**

### **Spring 2021 (published April)**

Artwork deadline: Friday 26<sup>th</sup> March 2021

### **Summer 2021 (published July)**

Artwork deadline: Friday 25<sup>th</sup> June 2021

### **Autumn 2021 (published October)**

Artwork deadline: Friday 24<sup>th</sup> September 2021

### **Winter 2021 (published January 2022)**

Artwork deadline: Monday 13<sup>th</sup> December 2021

**Linked Advertising Authorisation Form**

Company Name:

Name:

Email:

Tel:

Purchase Order Number (if applicable):

Invoice Address:

**Which issue? (Dates of publication in brackets)**

Spring 2021 (April)

Autumn 2021 (Oct)

Summer 2021 (July)

Winter 2021 (Jan 2022)

**Size of advert:**

Quarter page  
£175 +VAT

Half page  
£300 + VAT

Full page  
£500 + VAT

**\*\*10% discount available for booking 4 consecutive spaces in advance\*\***

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

**Signature and date**

*Please note: This booking form commits you to paying for the agreed advertising after publication. Adverts cancelled less than 21 days before the advert artwork deadline will be charged 100% of the agreed fee.*

Email completed form to: [Reema Shah](#)