

# Online advertising

## Opportunities for approved suppliers



[www.lupc.ac.uk](http://www.lupc.ac.uk)



London Universities Purchasing Consortium (LUPC) is a not-for-profit professional buying organisation, owned by its Members, for its Members.

We have more than 75 full [Members](#) spread across higher education, further education, museums, galleries, the arts, science and government departments. In 2016-17 our Members spent £217.5 million through the consortium.

Our agreements are shared not only with LUPC Members, but with our partner consortia across the UK, giving our website a national presence within the sector.

LUPC Members regularly access our website for:

- Information on new agreements, both national and regional
- LUPC and sector news stories
- Social media updates
- Training and events
- Management information
- Procurement resources

LUPC can offer advertisers a uniquely tailored online audience of institutional buyers who already have a relationship with us and our suppliers.

Online advertising is available exclusively for consortium approved suppliers. Please note that only adverts that relate solely to consortium agreements, and not other potential products and services provided by suppliers, will be accepted.

**85% of LUPC Members use our website 'Regularly' or 'Sometimes'**

**LUPC's website receives more than 1,500 unique visitors per month**

**97% of Members feel LUPC adds value to their organisation**

## Rates and specifications

Banner	Size (width x height)	Price per month
<b>Leaderboard</b> (below navigation bar on home page)	1260 x 530 pixels	£1500 + VAT
<b>MPU</b> (appears in place of 'About Us' box on homepage)	275 x 460 pixels	£1000 + VAT
<b>Slider</b> (rotating images at top of home page)	1280 x 300 pixels	£750 + VAT

Banners can only be .jpg, png, gif formats, and can be either animated or static. Advertising analytics are only available if advertisers provide a trackable url.

***A 10% discount is available for consecutive bookings of four months and over.***

### Booking and contact

Online adverts are booked on a first come first served basis. For further information and to book advertising on LUPC's website contact Suzanne Picken [s.picken@lupc.ac.uk](mailto:s.picken@lupc.ac.uk), 020 7307 2766.

