ADVERTISING OPPORTUNITIES 2023-2024
North Eastern Universities Purchasing Consortium (NEUPC) is one of six UK Higher Education purchasing consortia (UKUPC) established to deliver and manage a wide range of collaborative framework agreements, designed to maximise third party expenditure within the higher education sector.

We are a highly qualified and experienced team, able to influence the HE sector, throughout the UK. We strive to continue launching new initiatives to ensure maximum exposure for our supplier community.

As an approved NEUPC supplier, you could take advantage of a number of advertising opportunities to help further promote your organisation and your framework products and services to our members across the North East, Yorkshire and Humber, and Midlands.

We can help you reach new customers and drive real results for your business, with direct access to our members to increase awareness and engagement through our many platforms.

Who are NEUPC’s members?

Our members have access to an ever-widening range of essential goods and services. During the year, £285m of member spend was channelled through collaboration, achieving £20m cash and non-cash benefits.

Full members are 23 Higher Education Institutions located in the North East, Yorkshire and Humber, and the Midlands. They have full access rights to all of our agreements and voting rights to shape the direction and focus of the consortium.

Associate Members tend to be Further Education Colleges and have full access rights to our agreements, but do not have voting rights. The seven Associate Members are appointed a dedicated Account Manager who ensures that members obtain value from their membership and can advise on procurement related matters. On joining NEUPC we carry out a review of spend and make recommendations where better value can be obtained.

Affiliate Members are colleges, schools, charities, NHS Trusts and other public sector organisations who only require access to a few agreements. They can access up to three frameworks within a 12 month period, most join with one framework in mind and then access others at a later date.

Why Advertise with NEUPC?

Our members have access to an ever-widening range of essential goods and services. During the year, £285m of member spend was channelled through collaboration, achieving £20m cash and non-cash benefits.
### Digital Marketing Opportunities

Our website is used by all of our members on a regular basis.

<table>
<thead>
<tr>
<th>Advertising Opportunity</th>
<th>Size</th>
<th>Cost Per Annum</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PACKAGE ONE</strong></td>
<td>Two x social media posts per channel, X (Twitter) and LinkedIn plus two news stories to be featured on the new NEUPC website.</td>
<td>520 x 320px high res image &amp; 500 word advertorial</td>
</tr>
<tr>
<td><strong>PACKAGE TWO</strong></td>
<td>Two x social media posts per channel, X (Twitter) and LinkedIn, plus two news stories to be featured on the new NEUPC website, plus two featured articles in our monthly e-Newsletter, which we send to all our members. Logo added to the homepage of the NEUPC website on a carousel.</td>
<td>520 x 320px high res image &amp; 500 word advertorial</td>
</tr>
<tr>
<td><strong>BESPOKE PACKAGE</strong></td>
<td>It will be customised on a case-by-case basis between the category manager and supplier.</td>
<td></td>
</tr>
</tbody>
</table>
Delivering outstanding value to the Higher Education sector through collaborative framework agreements

NEUPC utilizes a partnership approach to provide collaborative procurement expertise, guidance, and agreements that are aligned to, and actively support members’ needs, values, and objectives.

Featured News
Stay up-to-date on the latest developments in the Higher Education procurement industry, such as new frameworks, policies, and opportunities.

12th October 2023
New Networking Supply and Services Framework launch
We’re pleased to announce that NEUPC, LUPC, APUC, HEPOW, NWUPC, and SUPC members can now access the new national Networking, supply and services...

View all Articles
BE PART OF NEUPC

Other opportunities

NEUPC are able to offer additional opportunities including webinars, framework launch events and attendance at category group meetings. Please contact Marketing to explore your needs and the options available.
FOR ADVERTISING OPPORTUNITIES

CONTACT
Marketing
E: l.haslin@neupc.ac.uk

FOR MORE INFORMATION GO TO:
NEUPC.AC.UK