ADVERTISING OPPORTUNITIES
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 agreement 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 from over 120 collaborative arrangements, which our members channelled £198 million of spend through these agreements during 2020/21.

**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 23 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.
Our website is used by all of our members on a regular basis.

<table>
<thead>
<tr>
<th>Advertising Opportunity</th>
<th>Size/Details</th>
<th>Cost/Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Featured News Advertorial &amp; Home Page Slideshow</td>
<td>520 x 520px high res image &amp; 500 word advertorial</td>
<td>£400 + VAT</td>
</tr>
<tr>
<td>Featured News Advertorial</td>
<td>165 x 145px high res image &amp; 500 word advertorial</td>
<td>£200 + VAT</td>
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</tbody>
</table>
| Home Page Banner 1 | 284 x 550px high res image or GIF | £200 + VAT ONE MONTH
£300 + VAT TWO MONTHS
£400 + VAT THREE MONTHS |
| Home Page Banner 2 | 284 x 275px high res image or GIF | £100 + VAT ONE MONTH
£150 + VAT TWO MONTHS
£200 + VAT THREE MONTHS |
| Featured Supplier Category Group Banner | 1400 x 425px high res image or GIF | £100 + VAT |
Whilst you are able to contact our members directly via the Category Group Lists, we also offer the following additional e-news opportunities.

<table>
<thead>
<tr>
<th>ADVERTISING OPPORTUNITY</th>
<th>SIZE</th>
<th>COST PER MONTH UNLESS STATED</th>
</tr>
</thead>
<tbody>
<tr>
<td>MONTHLY E-NEWS FEATURE</td>
<td>166 x 150px high res image, Title: 50 characters, Copy: 100 words, linked to 500 word article.</td>
<td>£300 + VAT</td>
</tr>
<tr>
<td>MONTHLY E-NEWS BANNER</td>
<td>570 x 200px high res image</td>
<td>£150 + VAT</td>
</tr>
<tr>
<td>BI-ANNUAL DIRECTOR E-NEWS BANNER</td>
<td>570 x 200px high res image</td>
<td>£50 + VAT</td>
</tr>
<tr>
<td>SUPPLIER LED E-SHOT</td>
<td>up to 500 words, your company logo and up to 3 high res images</td>
<td>£250 + VAT</td>
</tr>
</tbody>
</table>

Only one supplier featured per month. Includes your company logo or a static image, Title and copy. This should be editorial led focused on wider issues, latest legislation, case studies or advice for members. It will be linked to the full article on the News & Events drop down menu and shared via social channels.

Only one supplier featured per month, link through to a web page of your choice. Artwork supplied as a static image.

Bi-Annual Director e-news go to Finance, IT and Estates Directors every 6 months. A new opportunity for one supplier banner to be featured per Director E-news. Includes a link through to a web page of your choice, with artwork supplied as a static image.

Designed in the style of NEUPC’s e-news communication and sent on your behalf by NEUPC. These are limited to one e-shot per category group per month.
The NEUPC annual members conference is a fantastic opportunity for your business to network with delegates from the HE sector and showcase your brand to a captive audience.

Attracting buyers from higher education, further education and wider not-for-profit sectors from across the North East, Yorkshire and the Midlands.

There are limited opportunities for approved suppliers to exhibit as this event, as well as additional sponsorship packages.

Go to NEUPC for further details of our next event in 2024.

**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.