

LUPC Online Media Pack



A not-for-profit professional buying organisation
owned by its Members, for its Members



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Welcome to London Universities Purchasing Consortium

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

LUPC exists to generate savings and better value for our Members through the collaborative procurement of goods and services.

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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 70 full [Members](#) spread across higher education, further education, museums, galleries, the arts, science and government departments. In 2014-15 our Members spent £204 million through the consortium.

Our agreements are shared not only with LUPC Members, but with our sister 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
Top Leaderboard	728 x 90 pixels	£1200 + VAT
Skyscraper	160 x 600 pixels	£900 + VAT
MPU	300 x 250 pixels	£700 + VAT

Banners can only be .jpg, png, gif formats, and can be either animated or static. Recommended banner size is no larger than 50kb. 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. To secure your placement, please complete and return the booking form, [available online](#).

For further information and to book advertising on LUPC's website contact [Laura Compton](#), 020 7307 2766.

