



North Eastern Universities
Purchasing Consortium

ADVERTISING OPPORTUNITIES



WHY ADVERTISE WITH NEUPC?

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.

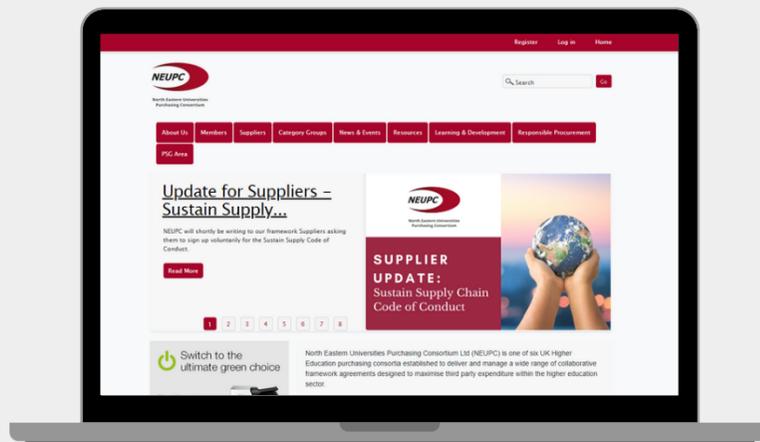
Affiliate Members are 23 colleges, schools, charities, NHS Trusts and other public sector organisations who only require access to a few agreements. They can access up to three frameworks within a 12 month period, most join with one framework in mind and then access others at a later date.



North Eastern Universities
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OUR PLATFORMS



NEUPC.AC.UK



E-NEWS



SOCIAL

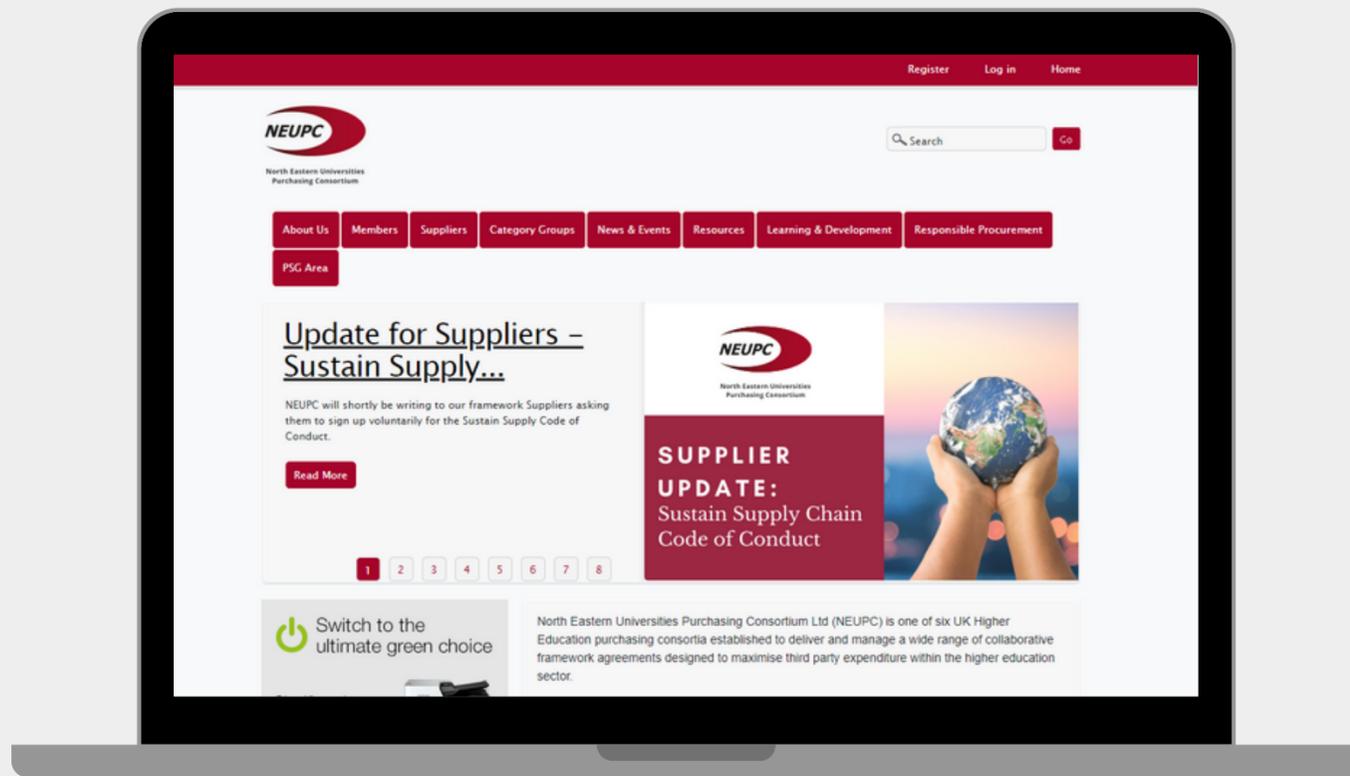
- 89%** VIEW NEUPC.AC.UK ON A DESKTOP
- 92%** OF ALL ONLINE TRAFFIC IS DIRECT AND ORGANIC
- 7.5K** ESTIMATED PAGE VIEWS PER MONTH TO NEUPC.AC.UK
- 15.5K** USERS PER YEAR TO NEUPC.AC.UK
- 1%** LESS THAN 1% E-NEWS BOUNCE RATE
- 31%** AVERAGE E-NEWS UNIQUE OPEN RATE

Sources: Google Analytics August 2020 - July 2021. and CIVICRM: August 2020 - July 2021.



DIGITAL MARKETING OPPORTUNITIES

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



ADVERTISING OPPORTUNITY	SIZE	COST PER MONTH UNLESS STATED
FEATURED NEWS ADVERTORIAL & HOME PAGE SLIDESHOW Only one supplier featured per month and shared via social channels. To include your company logo and details. Should be editorial led focused on wider issues, latest legislation, case studies or advice for members.	520 x 320px high res image & 500 word advertorial	£400 + VAT
FEATURED NEWS ADVERTORIAL Only one supplier featured by month, appears on the News & Events drop down menu and shared via social channels. To include your company logo and details. Should be editorial led focused on wider issues, latest legislation, case studies or advice for members.	163 x 143px high res image & 500 word advertorial	£200 + VAT
HOME PAGE BANNER 1 Banner appears on all pages of the website. Only one supplier featured per month, link through to a web page of your choice. Artwork can be supplied as either a static image or animated GIF.	284 x 550px high res image or GIF	£200 + VAT ONE MONTH £300 + VAT TWO MONTHS £400 + VAT THREE MONTHS
HOME PAGE BANNER 2 Banner appears on all pages of the website. Only one supplier featured per month, link through to a web page of your choice. Artwork can be supplied as a either static image or animated GIF.	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 Banner appears on the Category Group page of the website related to your Framework Agreement. Only one supplier featured per Category Group per month, link through to a web page of your choice. Artwork can be supplied as a either static image or animated GIF.	1400 x 425px high res image or GIF	£100 + VAT



North Eastern Universities
Purchasing Consortium

DIGITAL ADVERTISING SPACES

FEATURED NEWS ADVERTORIAL & HOME PAGE SLIDESHOW

HOME PAGE BANNER 1

HOME PAGE BANNER 2

NEUPC North Eastern Universities Purchasing Consortium

Home Log out PSG Area

Search

About Us Members Suppliers Category Groups News & Events Resources Learning & Development Responsible Procurement

PSG Area

Update for Suppliers – Sustain Supply...

NEUPC will shortly be writing to our framework Suppliers asking them to sign up voluntarily for the Sustain Supply Code of Conduct.

Read More

1 2 3 4 5 6 7 8

HOME PAGE BANNER 1

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

Utilising a partnering approach NEUPC provides collaborative procurement expertise, guidance and agreements that are aligned to, and actively support members' needs, values and objectives.

OUR VISION
"To be the best collaborative partner that supports the procurement needs of our members"

GOAL 01 Deliver outstanding customer service

GOAL 02 Achieve optimum levels of collaborative category spend

GOAL 03 Create an environment which encourages members to share skills and value from collaborative spend

GOAL 04 Build an environment which encourages professional development, promotes Best Practice & Responsible Procurement

HOME PAGE BANNER 2

Recently Awarded Agreements

- Water Quality Management (Including Legionella) (EFM1044 AB)
- Antibodies & Sera and other matrices
- Laboratory Equipment (General) and Associated Post Installation Services
- Legal Services
- White Goods and Associated Electrical Appliances
- Catering Innovation and Concept Solution (CICS)

Agreements

Search Agreements...

- Audio Visual (AV)
- Catering

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Home Log out PSG Area

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About Us Members Suppliers Category Groups News & Events Resources Learning & Development Responsible Procurement

PSG Area

Home News & Events

News & Events

- News articles
- Diary
- Framework Launch Presentations
- NUPC Conference 2021

News

Update for Suppliers – Sustain Supply Chain Code of Conduct

NEUPC will shortly be writing to our framework Suppliers asking them to sign up voluntarily for the... read more

Switch to the ultimate green choice

Significantly reduce carbon and energy usage without compromise.

Green

Successful pass rates and positive feedback see NEUPC retain its CIPS Study Centre status

NEUPC have been successfully re-assessed by CIPS and approved as a CIPS study Centre for the... read more

Switch to the ultimate green choice

Significantly reduce carbon and energy usage without compromise.

Green

Successful pass rates and positive feedback see NEUPC retain its CIPS Study Centre status

NEUPC have been successfully re-assessed by CIPS and approved as a CIPS study Centre for the delivery of CIPS qualifications and procurement apprenticeship for a further year.

The auditor's report complimented the NEUPC pass rates, the positive feedback from students and the quality of learning resources.

NEUPC has been a CIPS study centre since 2016 and is unique amongst university consortia in having staff dedicated to the development of procurement skills in member employees.

For further details of our CIPS qualifications and funded Procurement apprenticeship, go to CIPS or Procurement Apprenticeships, or contact DEBBIE SHORE or RACHEL LUNN.

Did you know?

- You could get £3000 towards the salary of a new member of staff if you employ an apprentice before 30 September 2021?
- They must be new to employment within the university and in need of a procurement qualification and training, all of which can be funded by the Apprenticeship Levy Fund.
- They can be any age from 18 upwards.
- For further details, Go to CIPS, Procurement Apprentices or contact DEBBIE SHORE or RACHEL LUNN.

Agreements

Search Agreements...

A GUIDE TO OUR CIPS QUALIFICATIONS AND STUDY CENTRE July 2021

FEATURED NEWS ADVERTORIAL

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About Us Members Suppliers Category Groups News & Events Resources Learning & Development Responsible Procurement

PSG Area

Category Groups Estater has been updated.

Home Category Groups

Category Groups

- Audio Visual
- Estates
- Furniture
- IT & Telecoms
- Office Supplies
- Postal
- Professional Services
- STEMed & Laboratories
- Soft FM
- Travel
- eProcurement

Estates

The Estates Category Group manages collaborative procurement activity in the following categories:

- Construction and related Professional Services
- Utilities
- Vehicles
- Maintenance and workshop
- Furniture and textiles

The Category Group also has regard for related categories, including Soft Facilities, Postal, and Travel. The Category Group Strategy is available for members to view as a private document below. To join the Estates category group - simply register online and select your groups of interest: www.neupc.ac.uk/register. If you are already registered, please email us and we'll add you to the group list.

Chair of the Category Group: Rob Cross University of Loughborough
Deputy Chair of the Group: Steve Jackson Newcastle University
NEUPC Estates Category Manager: Andy Hughes

Planned Meetings:

- 8th June 2021
- 5th Oct 2021

Full details of meetings are available in the Diary page

FEATURED SUPPLIER CATEGORY GROUP BANNER

FEATURED SUPPLIER CATEGORY GROUP BANNER



North Eastern Universities Purchasing Consortium

E NEWS

Whilst you are able to contact our members directly via the Category Group Lists, we also offer the following additional e-news opportunities.

ADVERTISING OPPORTUNITY	SIZE	COST
PER MONTH UNLESS STATED		

<p>MONTHLY E-NEWS FEATURE</p> <p>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.</p>	<p>166 x 130px high res image, Title: 50 characters Copy: 100 words, linked to a 500 word article.</p>	<p>£300 + VAT</p>
<p>MONTHLY E-NEWS BANNER</p> <p>Only one supplier featured per month, link through to a web page of your choice. Artwork supplied as a static image.</p>	<p>570 x 200px high res image</p>	<p>£150 + VAT</p>
<p>BI -ANNUAL DIRECTOR E-NEWS BANNER</p> <p>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.</p>	<p>570 x 200px high res image</p>	<p>£50 + VAT</p>
<p>SUPPLIER LED E-SHOT</p> <p>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.</p>	<p>up to 300 words, your company logo and up to 3 high res images</p>	<p>£250 + VAT</p>

E-NEWS

Unsubscribe View in your browser



North Eastern Universities Purchasing Consortium

Welcome to our latest NEUPC E-NEWS!

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[LINK TO FULL ARTICLE](#)

570 X 200PX BANNER

DATES FOR YOUR DIARY

SUPPLIER LED E-SHOT

Unsubscribe View in your browser



North Eastern Universities Purchasing Consortium

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IMAGE 2 258 X 180PX

IMAGE 3 350 X 150PX

[OPTION TO LINK TO ANOTHER PAGE](#)



North Eastern Universities Purchasing Consortium



BE PART OF OUR EVENTS

Annual Members Conference

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.



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FOR ADVERTISING OPPORTUNITIES

CONTACT

Marketing

E: marketing@neupc.ac.uk

FOR MORE INFORMATION GO TO:
NEUPC.AC.UK