ADVERTISE YOUR BUSINESS WITH SUPC

Please email Grace Parsons at g.a.parsons@reading.ac.uk for more information
WHAT WE DO:
Southern Universities Purchasing Consortium (SUPC) is a not-for-profit purchasing consortium working for our 134 higher and further education members, as well as the wider HE sector. Our members have access to a wide range of competitive framework agreements, a professional support network and expert advice. To consolidate our vision as the leading provider to the education sector of high-quality, innovative procurement services, we want to work with awarded suppliers to promote framework goods and services.

BENEFITS OF ADVERTISING ON THE SUPC WEBSITE:
SUPC is currently experiencing an uptrend in monthly views, with previous months achieving as many as 9,000 unique interactions. Therefore, choosing to display your advertisement on the SUPC website, will offer an opportunity for your company to raise brand awareness among the target audience.

Cross-promotion advertisement offers a cheaper alternative to many other methods, without sacrificing any reach.

With SUPC’s wide stakeholder reach and recognised expertise, deciding to advertise on our website can support in increased positive brand equity for your organisation.
**MORE DETAILS:**
Top ad slot: £450 +VAT & Bottom ad slot: £400 +VAT. These prices are per calendar month. SUPC offers a 5% discount for each extra month that the advert is displayed. This is shown in the table below:

<table>
<thead>
<tr>
<th>SUPC Website - Advertising Costs and Discounts</th>
<th>1st Month Cost (Full price)</th>
<th>2nd Month Cost (5% discount off first month)</th>
<th>3rd Month Cost (10% discount off first month)</th>
<th>4th Month Cost (15% discount off first month)</th>
<th>5th Month Cost (20% discount off first month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Ad</td>
<td>£450</td>
<td>£427.50</td>
<td>£405</td>
<td>£382.50</td>
<td>£360</td>
</tr>
<tr>
<td>Bottom Ad</td>
<td>£400</td>
<td>£380</td>
<td>£360</td>
<td>£340</td>
<td>£320</td>
</tr>
</tbody>
</table>

Dimensions: (WxH) 232 x500px.
Banners need to be supplied as jpg or png formats and will be kept up on our website on a monthly basis. The image below shows how the advertisement banners appear on the SUPC website:

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**SUPC**
Southern Universities Purchasing Consortium

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**ABOUT US**

Welcome to the Southern Universities Purchasing Consortium (SUPC) - we are a membership-based quality organisation for universities and further education colleges that provides high-quality products and services at competitive prices. SUPC offers a 5% discount for each extra month that the advert is displayed. This is shown in the table below:

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**FAQS:**

**Can the advertisement period begin at any day of the month?**
No, the advertisement period begins when you select your choice of month. For example, if you select December, your advertisement period will run from December 1- December 31.

**Can I swap my advert design monthly?**
Yes, you may update your advertisement at any time. However, we ask you send your new design at least three days in advanced to the advert being posted.

**Will my advert be clearly visible on the website?**
Yes, the advert displayed will remain clearly visible on screen at all times, despite what part of the website the visitor is using.

**When will the payment be made?**
Payments will be made at the beginning of the month, prior to the advertisement being posted.

**How many months does the 5% discount continue for?**
The discount continues for 6 months currently. However, if the advertisement period extends beyond 6 months, arrangements will be made where necessary.