

UPP Packages

	UPP Unlimited £30,000	UPP Premium £27,000	UPP Remarketing £23,500	UPP Lead Gen £18,500	UPP £13,500
Lead generation credits on The Uni Guide	Unlimited	5,000		5,000	
Off-site remarketing	1 million impressions	1 million impressions	1 million impressions		
Display advertising on The Student Room	300,000 impressions	300,000 impressions	150,000 impressions	150,000 impressions	
University Guide (ad-blocked)	✓	✓	✓	✓	✓
University Forum (ad-blocked)	✓	✓	✓	✓	✓
Official Reps x 3	✓	✓	✓	✓	✓
Keyword alerts	✓	✓	✓	✓	✓
Exclusive student research from TSR Insight NCO reports	2023 and 2024 entry data	2023 entry data	2023 entry data	2023 entry data	2023 entry data
Two questions in our monthly TSR Asks survey to Yr 12/13	✓				
Two search promotions on The Uni Guide (exclusions apply)	✓				
Monthly reporting	✓	✓	✓	✓	✓
<i>Additional advertising on TSR (exclusions apply)</i>	15% discount	10% discount	10% discount	10% discount	10% discount
	<i>Rate card value £70,200+</i>	<i>Rate card value £50,000+</i>	<i>Rate card value £42,750+</i>	<i>Rate card value £37,750+</i>	<i>Rate card value £30,500+</i>