

# UPP Packages

	UPP Unlimited £30,000	UPP Premium £27,000	UPP Remarketing £23,500	UPP Lead Gen £18,500	UPP £13,500
<b>Lead generation credits on The Uni Guide</b>	Unlimited	5,000		5,000	
<b>Off-site remarketing</b>	1 million impressions	1 million impressions	1 million impressions		
<b>Display advertising on The Student Room</b>	300,000 impressions	300,000 impressions	150,000 impressions	150,000 impressions	
<b>University Guide (ad-blocked)</b>	✓	✓	✓	✓	✓
<b>University Forum (ad-blocked)</b>	✓	✓	✓	✓	✓
<b>Official Reps x 3</b>	✓	✓	✓	✓	✓
<b>Keyword alerts</b>	✓	✓	✓	✓	✓
<b>Exclusive student research from TSR Insight NCO reports</b>	2022 and 2023 entry data	2022 entry data	2022 entry data	2022 entry data	2022 entry data
<b>Two questions in our monthly TSR Asks survey to Yr 12/13</b>	✓				
<b>Two search promotions on The Uni Guide (exclusions apply)</b>	✓				
<b>Monthly reporting</b>	✓	✓	✓	✓	✓
<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>