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Tender

GIO0724 - Media (websites) Placements

Harper Adams University

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-041793

Procurement identifier (OCID): ocds-h6vhtk-056354

Published 21 July 2025, 5:33pm

Scope

Reference

CA16234

Description

In line with the specification the supplier will be required to provide placement of digital advertising and paid for profiles on:

- a) [Whatuni.com](https://www.whatuni.com)
- b) [Completeuniversityguide.co.uk](https://www.completeuniversityguide.co.uk)
- c) [Hotcoursesabroad.com](https://www.hotcoursesabroad.com)
- d) [Postgraduatesearch.com](https://www.postgraduatesearch.com)

to measure campaign effectiveness and to provide insight on best practice.

Total value (estimated)

- £180,000 excluding VAT
- £180,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 1 September 2025 to 31 August 2028
- 3 years

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UK - United Kingdom

Participation

Particular suitability

- Small and medium-sized enterprises (SME)

- Voluntary, community and social enterprises (VCSE)

Submission

Enquiry deadline

8 August 2025, 1:00pm

Tender submission deadline

15 August 2025, 1:00pm

Submission address and any special instructions

To access this opportunity, log in to <https://suppliers.multiquote.com> and view the opportunity. If you are not registered with MultiQuote, please visit <https://suppliers.multiquote.com>, complete the registration form on the log in page and quote the title and reference of the notice in your registration.

Tenders may be submitted electronically

Yes

Award criteria

| Name | Description | Type | Weighting |
|-----------------|-----------------|---------|-----------|
| Annual cost | Annual cost | Cost | 80.0% |
| Placements plan | Placements plan | Quality | 10.0% |

| Name | Description | Type | Weighting |
|-----------------------|-----------------------|---------|-----------|
| Meeting specification | Meeting specification | Quality | 10.0% |

Procedure

Procedure type

Below threshold - open competition

Contracting authority

Harper Adams University

- Public Procurement Organisation Number: PZWM-7298-MZHW

Edgmond

Newport

TF10 8NB

United Kingdom

Contact name: Louise Fenn

Telephone: 01952 815015

Email: lfenn@harper-adams.ac.uk

Region: UKG21 - Telford and Wrekin

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)