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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

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## **Participation**

### **Particular suitability**

- Small and medium-sized enterprises (SME)

- Voluntary, community and social enterprises (VCSE)

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## 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

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## Award criteria

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

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Name	Description	Type	Weighting
Meeting specification	Meeting specification	Quality	10.0%

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## Procedure

### Procedure type

Below threshold - open competition

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## 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](mailto:lfenn@harper-adams.ac.uk)

Region: UKG21 - Telford and Wrekin

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