

The Education UK E-newsletters are segmented by two levels, reaching two groups of prospective students, i.e. 1) Pre-university & Undergraduate (3,200 contacts) and 2) Post-graduate (4,800 contacts).

The Education UK E-newsletters aim at improving knowledge of our prospective students about the UK education system and life in the UK, keeping them updated with upcoming key educational events, and maintaining their interest in looking for appropriate UK courses.

The Education UK E-newsletters Package provides options for UK institutions to enhance profile awareness in Vietnam market by placing advertisements in either or both of the Pre-university & Undergraduate and Post-graduate E-newsletters.

About the Education UK E-newsletters Package

- Frequency : 4 quarterly issues
 - June – August
 - September – November
 - December – February
 - March – May
- Quantity : Two E-newsletters will be issued every quarter targeting at two main groups of prospective students interested in UK education, i.e. 1) Pre-university & Undergraduate and 2) Postgraduate.
- Recipients : Currently, the British Council is maintaining a database of over 6,000 prospective students who show their interest in UK education, including 3,200 Pre-university and Undergraduate contacts, and 4,800 Post-graduate contacts.

Once sent out, the E-newsletters will be posted on the Study in the UK page of the British Council Vietnam website at <http://www.britishcouncil.vn/en/study-uk>.

- Main contents:
 - UK culture: articles about life and culture features of UK popular cities
 - Subjects of study: articles to improve knowledge of prospective students about courses/subjects in the UK
 - Alumni success story: stories from Vietnamese students studied in the UK
 - Institutions profile: advertisements of participating UK institutions, featuring their academic strengths, scholarships opportunities, upcoming institutional events...
- Language : Vietnamese
- Sample : Click [here](#) for a sample of the Education UK E-newsletter

Benefits for participating UK institutions

- *Reaching your target audience:* Each issue of the E-newsletter expects to reach 3,200 prospective students at pre-university and undergraduate level and 4,800 at postgraduate level.
- *Highly cost-effective option:* If you have a limited marketing budget but are looking for a cost-effective method of doing promotion in Vietnam, the Education UK E-newsletter package provides a consistent and effective alternative to reach prospective students.
- *Measurable promotions:* A report of number of Click-throughs to your advertisement for each issue of the E-newsletters will be sent to you so that you can measure the effectiveness of this promotion channel.

Fees

Options	Package cost <i>(exclusive of 20% UK VAT)</i>	Maximum number of advert slots per E-newsletter
Pre-university & Undergraduate E-newsletter	GBP 760	3
Postgraduate E-newsletter	GBP 760	3
Both of the above E-newsletters	GBP 1,400	

Notes: Applications and the order of adverts placed in the E-newsletter will be accepted on a first-come first-served basis.

Input needed from participating UK institutions

After your participation has been confirmed, you will be required to prepare and send British Council Vietnam following information:

Text	50-60 words
Language	Vietnamese preferably <i>If the advertisement text is in English, translation will be provided by the British Council</i>
Image	Your institutional logo 01 image of your institution of 1MB – 2MB
Link	The web address to be linked from the content page <i>This could be the website or a specific sub-page of the participating UK institution</i>

Timelines

Quarterly issue of the E-newsletter	Input submission deadline
June – August	15-May
September – November	15-Aug
December – February	15-Nov
March – May	15-Feb