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| **INFLUENCER PACKAGE: CANADA AND THE USA** | | |
| One-shot email to independent and high school counsellors in Canada and the United States. All counsellors in this database have registered to receive more information about UK higher education. The database currently holds over 500 contacts and is growing quickly.  Limits:   * Available on a first come first served basis * Only available as a combined mailing for Canada and the USA.   Requirements and deadlines:   * EducationUK Standard Template requires: institution logo, image (no limit), text (max 500 words), link (no limit) * Deadline two weeks prior to the email shot | | |
| **£300 set-up; £500 CPM (exc. VAT)\*** | | |
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| **STUDENT PACKAGES: CANADA AND/OR THE USA** | | |
| **Canada** | **United States** | **Canada and USA** |
| * One time email shot on EducationUK Standard Template * Non-targeted to British Council database of 3,000 and growing prospective undergraduate students * Students have interacted with EducationUK either face to face or digitally and have expressed interest in studying in the UK * Additional email (plus reminder email) delivered through local commercial partner. Target by age, location, and study interests. * Includes one Facebook post by global EducationUK page | * One time email shot on EducationUK Standard Template * Non-targeted to British Council database of 5,500 and growing prospective undergraduate students * Students have interacted with EducationUK either face to face or digitally and have expressed interest in studying in the UK * Includes one Facebook post by global EducationUK page | * Combine Canada Student Package and USA Student Package * One non-targeted campaign to USA and Canada student database, one targeted campaign in Canada * Includes one Facebook post by global EducationUK page |
| **£350 set-up; £300 CPM (exc. VAT)\*** | **£200 set-up; £200 CPM (exc. VAT)\*** | **£500 set-up; £400 CPM (exc. VAT)\*** |
| Limits and deadlines:   * Available on a first come first served basis; deadline three weeks prior to email shot   Requirements and deadlines:   * EducationUK Standard Template requires: institution logo, image (no limit), text (max 1000 words), link (no limit) * Social media post: 24 hour notice on when the post will occur   \*10% discount for additional emails with same logos/images.  \*Pricing is for individual institutions only. | | |
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| **STUDENT MAGAZINE: EDUK EXPERIENCE NORTH AMERICA** |
| Quarterly magazine that provides students with high-quality information on studying in the UK through articles, interviews, and photography. Sent digitally to Canada and the United States database of counsellors, students, and other local promotion. Past issues archived publically online for future use and sharing. Reach up to 100,000 readers; targeting tailored to thematic issue.  Requirements and deadlines:   * Adverts designed by university, sized to British Council specifications, can include multimedia. * Advertorial designed by British Council, can include multimedia and lead capture. * Deadline is three weeks prior to magazine distribution date. Enquire for detailed specs. * Institutions can make one purchase per edition. |
| **£650 quarter page (exc. VAT); £1,200 half page (exc. VAT)**  **£2,100 full page advertorial (exc. VAT); £2,300 two page advertorial (exc. VAT)** |

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| **ONLINE AUDIENCE: CANADA AND USA** | |
| **EducationUK.org: Adverts and Advertorials**   * Combined (USA and Canada) annual and growing reach of over 180,000 visits and 478,000 page views * Limit: one vacant space for adverts per week * Limit: three vacant spaces for advertorials per month   Requirements and deadlines   * Contact enquiry e-mail for more information on specs, limitations and deadlines | **Facebook: EducationUK Global**   * Over 50,000 targeted Facebook users per country * Can target by age, location, general interests, gender * Two week campaign * No limits   Requirements and deadlines:   * Image (one), link (one), text (max 50 words) |
| **£250 per advert per week (exc. VAT)**  **£1200 per advertorial per month (exc. VAT)** | **£200 per two week campaign per country (exc. VAT)** |

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| **OTHER PACKAGES: CANADA AND USA** | |
| *Undergraduate Recruitment* | *Study Abroad and Exchange* |
| **Creative Education Film Series**  In 2015, we will produce a series of five short films featuring UK Universities with strong courses in creative education. These inspirational videos will profile a range of popular creative subjects, to represent UK Creative Higher Education as a whole. The University will be chose to represent its subject (dance, music, paint, etc.) for the whole of UK education in that subject. The films will be promoted to both Canada and US audiences. | **EducationUK Study Abroad and Exchange Guides**  Our team is producing two guides for study abroad officers and college counsellors as part of an EducationUK Counsellor Toolkit intended to reduce barriers to study in the UK. There will be separate editions for the US and Canada. Each guide offers a limited number of advertising opportunities. |
| **Contact enquiry e-mail for more information** | **Contact enquiry e-mail for more information** |

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| **CANADA & USA DIRECT MARKETING CONTACT INFORMATION** | |
| **Ceecee Lu; Education Marketing & Project Coordinator Canada**  [ceecee.lu@britishcouncil.org](mailto:ceecee.lu@britishcouncil.org)  1.416.593.1290 x6238 | **Caprice Hoeveler; Education Marketing Coordinator USA**  [caprice.hoeveler@britishcouncil.org](mailto:caprice.hoeveler@britishcouncil.org)  1.717.875.0620 |
| **SIEM Enquiry Email**  [Ca-education@britishcouncil.org](mailto:Ca-education@britishcouncil.org) | |
| **For visual examples of above DMS options, please e-mail** [**ca-education@britishcouncil.org**](mailto:ca-education@britishcouncil.org) **with request.** | |