

Direct Marketing Opportunity – Middle East and Africa August Education UK Newsletters

Book your advertisements now in the August 2016 Education UK newsletters!

SIEM is pleased to announce the launch of new direct marketing opportunities in the Middle East and Africa region via our Education UK newsletters. We aim to provide UK institutions an affordable option to increase brand awareness, promote specific programmes or courses, scholarship or other opportunities relevant to a specific market, and to offer a high-quality and consistent channel for institutions to engage with a highly targeted audience.

The newsletters are dispatched to a highly-targeted database of prospective students and parents, school counsellors and agents, and will offer practical advice to prospective students on the various study options in the UK, application processes, accommodation, visas, exciting places to visit, cultural experiences and adventures, as well as market-specific information including scholarships, alumni success stories and events.

Education UK newsletters were launched in all SIEM countries in the region in May 2016 and we are now pleased to be able to offer advertising opportunities in future editions in the following key markets :

Kuwait, Qatar, UAE, Egypt, Jordan, Morocco, Nigeria, Ghana, Kenya, Uganda and South Africa.

The newsletter will be dispatched during the week 8 – 12 August 2016.

Future issues are as per the following schedule – bookings will be advertised one month before.

Issue #3 Week of 10 October 2016

Issue #4 Week of 5 December 2016

Issue #5 Week of 6 February 2017

Advertisement Formats

Advertisements may promote new or specific subjects, promote scholarships or particular services for international students, highlight your institution's attendance at local events eg counselling sessions or pre-departure briefings or simply raise brand awareness.

Two different ad formats are available

1. Display Advertisement : Image (quality and pixels): set at 72dpi, 600px x 74px + link (to be hyperlinked in



advert)

2. Advertorial : One image - set at 72dpi, 195px x 113px

Plus a short paragraph of 50 words on the article along with the **web link** which will take the reader to your website/ social media channel.

Advertisement



Advertorial Example

Suspendisse ipsum nunc, maximus in ante sed, volutpat luctus elit. Quisque vestibulum maximus libero quis dignissim. Aliquam erat volutpat. Praesent sit amet risus aliquet.

[Read more...](#)

Booking

Bookings are taken on a strictly first-come first served basis. Institutions may book slots in a single or several markets. Booking requests which cannot be fulfilled for August 2016 issue will be considered on a priority basis for the October and December issues

Pricing and Reach:

The newsletter will be sent to highly targeted databases of students – recipients may have attended a recent Education UK event, or been referred by a friend, teacher, counsellor or agent. After release to the student databases, the newsletter will also be promoted on Education UK Facebook pages in the relevant markets.

Rate Card				
Country	Cost of Display Ad	Cost of Advertorial	Number of recipients July 2016	Newsletter open rate June 2016
Kuwait	300	400	533	41%
Qatar	300	400	1195	38%
UAE	300	400	460	36%
Egypt	300	400	945	22%
Jordan	300	400	2411	27%
Morocco	300	400	762	28.5%
Ghana	400	500	7065	14%
Uganda	300	400	491	32%
Kenya	300	400	543	16%
South Africa	300	400	472	37%
Nigeria	400	500	11133	16%

Discount offers for multiple bookings :

Number of Countries	Discount
2 Countries	10%
3 Countries	15%
4 countries	20%
More than 4 countries	25%

Please send your expressions of interest by Friday 22 July via the following SurveyMonkey link - <https://www.surveymonkey.com/r/LDXHQ3S>

Please direct any enquiries to Helen Kidd, Regional Marketing Manager Middle East and Africa Helen Kidd Helen.kidd@britishcouncil.ch

**Notes:**

- UK institutions applying must be registered on the SIEM website.
- Please note that we can only host 1 Display advert and 2-3 Editorial adverts per issue. Requests for ads will be accepted on a first-come, first-served basis. However, requests which cannot be served for the July 2016 issue will be considered on a priority basis for the September and November issues.
- The newsletter will be a bi-monthly issue, released once every two months in each country. We may release subject specific issues or UG/ PG specific issues as well, for which we will release calls to UK Institutions.
- British Council and its designer reserve the right to edit the organisation/UK institution's article and artwork to fit within the material specifications. However, British Council will endeavour to pre-alert the organisation/institution to correct their submitted artwork to ensure it meets our material specifications.
- Please also note that the advertising Institution is responsible for ensuring they have the requisite copyright and licenses for all images and logos used in the advertisements, which should include British Council's usage of them in the newsletter.