

## **Direct Marketing Opportunities - Education UK Student Newsletter in Turkey**

### **Do you want to increase your brand awareness or promote your programmes in Turkey?**

Book your advertisements now in the Turkey Education UK Newsletter!

We're delighted to announce that we are now able to offer an exclusive opportunity for SIEM-registered UK Institutions to advertise in our student e-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.

Our newsletters have a readership of 2,000 students from all academic fields. The September 2016 newsletter had a 31.93% open rate and 8.6% click through rate. We have strong social networks in Turkey and promote our newsletter via social media channels to ensure the widest reach for your advert. Additionally, our education team in Turkey is reaching out to students who are considering studying abroad to promote our e-newsletter.

The newsletters are dispatched to a highly-targeted database of prospective students 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 Turkey in September 2016 and we are now pleased to be able to offer advertising opportunities in future editions October (the week of 17 October), November, December 2016 and January 2017 in Turkey.

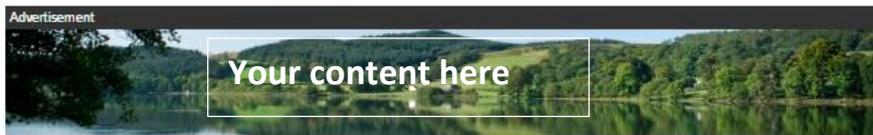
### Reach potential students

Place your advertisement in the next editions of the Education UK e-newsletter. Your advertisement could highlight new courses at your institution, scholarships, new sessions or specific subjects, your campus, offers for international students and local events like pre-departure briefings or opportunities to meet your staff in country. Each bi-monthly issue runs 1 x display advert and 2 x advertorials that are allocated on a first come, first served basis.

### Advert specifications

#### Display Advert

A full-width graphic banner (72dpi, 600 x 74px) hyperlinked to an institution website, campaign page or social channel.



#### Advertorial

One image (72dpi, 195 x 113px) with supporting copy of up to 50 words (exclusive of 40 character title) hyperlinked to an institution website, campaign page or social channel



### Rate Card

Display advert	Advertorial Advert
£300 + UK VAT	£400 + UK VAT

Book your advert now via email to [Semra Yalcin](mailto:Semra.Yalcin@britishcouncil.org).

The British Council reserves the right to edit submitted text and artwork to fit within the material specifications. The advertising Institution is responsible for ensuring the requisite copyright and licenses for all images and logos used in the advertisements and newsletter.

### Terms and conditions

- UK institutions applying must be registered on the SIEM website
- Please note that we can only host 1 display advert and 2-3 advertorial adverts per issue. Requests for ads will be accepted on a first-come, first-served basis. However, requests which cannot be served for the October 2016 issue will be considered on a priority basis for the November, December, and January 2017 issues.
- The newsletter will be a bi-monthly issue, released in the first week of every month. 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 endeavor 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.