

E-Advertising Opportunities in Colombia: Student E-Newsletter

Reach over 17,000 contacts through British Council Colombia's Education UK Newsletter. Outstanding results were obtained in 2016 and as contact base expands so does your reach within the country. Slots cost GBP500-600 depending on choice of ads. UK institutions applying must be [registered on the SIEM website](#)

Results 2016 (until October)

Campaign	Date	Number of Recipients	Open Rate	Click Rate
October 2016 - Education UK News	7-Oct	22,411	21.80%	9.18%
August 2016 - Education UK News	5-Aug	17,520	23.29%	8.69%
June 2016 - Education UK news	10-Jun	17,463	17.91%	16.53%
April 2016 - Education UK news	8-Apr	17,271	25.76%	14.68%
Average		18,666	22.19%	12.27%

Calendar for Issues 5, 6 and 7

Please note that **we can only host 1 Display advert and 2-3 Editorial adverts per issue**. We will publish the ads on a first-come, first-served basis. If there are more ad requests from Institutions, we can reserve those for the next issue.

Issue No.	Express interest by	Publishing dates
5	24 November, 2016	02 December, 2016
6	06 January, 2017	20 January, 2017
7	27 January, 2017	10 February, 2017



Advertising Channels

Promotion Method	Number of recipients	Cost (VAT Exclusive)	Requirements from Client <i>NB: Text should be translated into Spanish</i>	Reports
Display Advert <i>A banner ads using institutional image or GIF to communicate an advertising message. Clicking on this image will lead readers to your institutional website/email address. See Sample 2 below.</i>	17,900	£500	<ul style="list-style-type: none"> Image: 72dpi, 600px x 74px (Format: JPG/JPEG/GIF/PNG) Link: either a web page or email address Contact email/phone number: to be given out for enquires only PO number for invoice where required 	Submitted within a week with click through rates, and open rates
Advertorial Advertisement <i>Has the style of a short news article with a catchy title, photo and text to communicate advertising message See Sample 2 below.</i>	17,900	£600	<ul style="list-style-type: none"> Title: up to 45 Characters of text Image: 72dpi, 195px x 113px (Format: JPG/JPEG/GIF/PNG) Copy: approx. 25-35 words of text (<i>can include hyperlinks</i>) Link: either a web page/social media or email address Contact email/phone number: to be given out for enquires only PO number for invoice where required 	Submitted within a week with click through rates, and open rates

E-Newsletter will be sent to our students databases registered via VRS from local Exhibitions and other student facing events. After release to the databases, the newsletter will be promoted on our social media channels: Facebook and Twitter.

General content include:

- ✓ Study options in the UK
- ✓ Practical advice on living, accommodation, visas, exciting places to visit, cultural experiences and adventures
- ✓ Possible career paths after completion of a UK degree
- ✓ Scholarships
- ✓ Alumni success stories
- ✓ Colombia-specific events and more

NB: The newsletter will be released monthly for 2017 subject to changes in 2018.

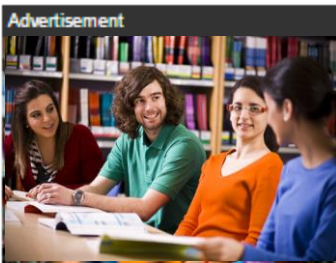


Advertising Formats

Sample1: Display Advert:



Sample2: Advertorial Advertisement

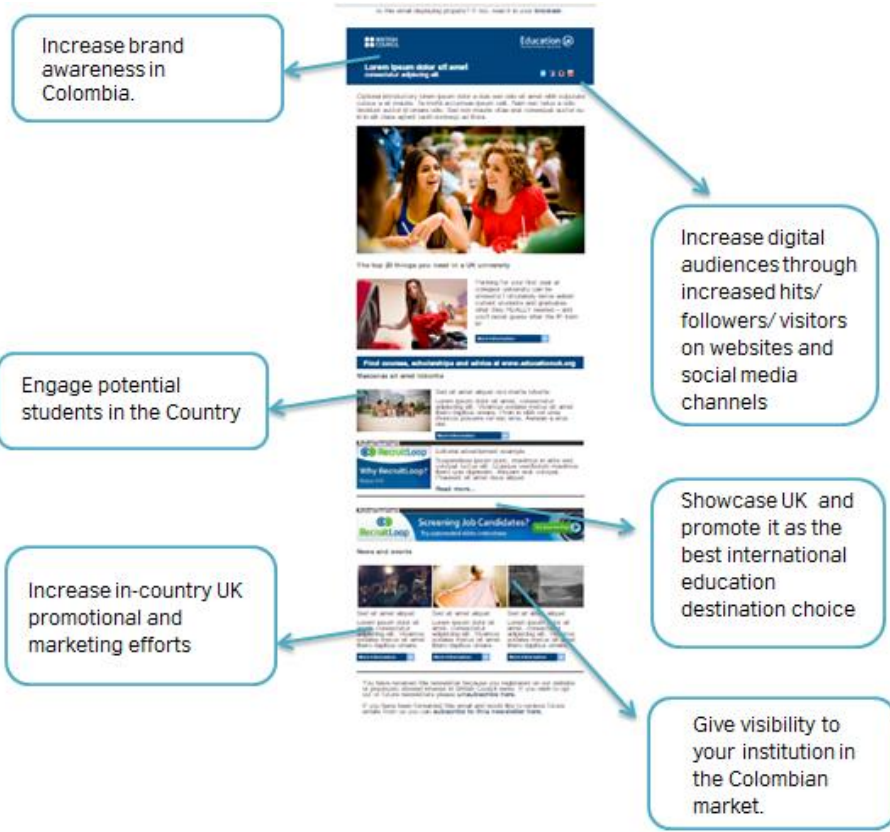


Advertorial Example

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...](#)

Education UK News helps you to...





Contact us

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Disclaimer:

British Council and the communications team 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, logos and texts used in the advertisements, which should include British Council's usage of them in the newsletter.