

## Direct Marketing Opportunity – Middle East and Africa Education UK Newsletters – December 2016

*Book your advertisements now in the December 2016 Education UK newsletters!*

Through our Education UK newsletters SIEM aims to offer 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, trusted and consistent channel for institutions to use to engage with their target audiences.

The newsletters are dispatched to a highly-targeted database of prospective students and parents, school counsellors and agents, and contain a variety of articles related to studying in the UK, including practical advice on the application processes, accommodation, visas, general information about the UK experience such as suggestions of places to visit, cultural experiences and adventures, as well as market-specific information including scholarships, alumni success stories and events.

We are now pleased to be able to offer advertising opportunities in the following key markets:

New markets available from December : **Bahrain and Lebanon**

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

The next newsletter will be dispatched on 1 **December 2016**.

### Booking

**Bookings are taken on a first-come first served basis. Institutions may book slots in a single or several markets.** Booking requests which cannot be fulfilled for December 2016 issue will be considered on a priority basis for future 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 corresponding countries.

Rate Card – Middle East and Africa				
Country	Current Database size	Open rate October 2016 Newsletter (%)	Display ad cost	Advertorial cost
Bahrain	547	26	300	400
Egypt	1015	18	300	400
Ghana	9097	14	400	500
Jordan	2871	28	300	400
Kenya	553	37	300	400
Kuwait	552	39	300	400
Lebanon	459	26	300	400
Morocco	764	21	300	400
Nigeria	11441	15	400	500
Qatar	1304	37	300	400

South Africa	490	35	300	400
UAE	538	35	300	400
Uganda	617	36	300	400

### Discounts apply for multi-country 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 11 November via the following SurveyMonkey link - <https://www.surveymonkey.com/r/GZMNBG9>

### 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 preferred landing page or social media channel.



#### 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...](#)

Please direct any enquiries to Helen Kidd, Regional Marketing Manager Middle East and Africa Helen Kidd [Helen.kidd@britishcouncil.ch](mailto: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 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 October 2016 issue will be considered on a priority basis for the future 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.