

STUDY UK STUDENT E-NEWSLETTER

E- Advertising Opportunities in the Americas

Reach over **40,000 prospective students in Colombia, Brazil, Mexico, Chile, Peru and the United States** through British Council's Study UK Newsletter. Outstanding results were obtained in 2016 and first semester of 2017 and as contact base expands so does your reach within the region. UK institutions applying must be registered on the [SIEM website](#).

Average Results 2016- to date*

Country	Total issues (2016 to date)	Number of Recipients	Open Rate	Click Rate
COLOMBIA	5	21,000+	20.79%	11.86%
MEXICO	2	8,000+	34.31%	5.98%
BRAZIL	4	7,000+	26.58%	12.86%
UNITED STATES	5	5,000+	13.92%	3.62%

Dates for 2017- March 2018 Issues

COUNTRY	Issue No.	Express interest by	Publishing dates
CHILE, COLOMBIA, MEXICO, PERU	8	22 September, 2017	06 October, 2017
	9	27 October, 2017	10 November, 2017
	10	24 November, 2017	01 December, 2017
	11	27 December, 2017	12 January, 2018
	12	26 January, 2018	09 February, 2018
	13	23 February, 2018	09 March, 2018

UNITED STATES	8	26 September, 2017	10 October, 2017
	9	23 October, 2017	06 November, 2017
	10	27 November, 2017	11 December, 2017
	11	2 January, 2018	16 January, 2018
	12	29 January, 2018	12 February, 2018
	13	26 February, 2018	12 March, 2018
BRAZIL	7	29 September, 2017	11 October, 2017
	8	27 October, 2017	10 November, 2017
	9	23 November, 2017	06 December, 2017
	10	27 December, 2017	12 January, 2018
	11	26 January, 2018	09 February, 2018
	12	23 February, 2018	09 March, 2018

Please note that we host **1x Ad above the line and 2x Ads below the line.**

We will publish the ads on a first-come, first-served basis, and confirm availability when you make your order.

Requirements

Promotion Method	Requirements from Client <i>NB: Texts should be translated into Spanish or Portuguese (Brazil). We are able to translate for you at an additional cost of £25 + VAT per country</i>	Reports
Display Advert 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 1 below.	<ul style="list-style-type: none"> Image: 72dpi, 600px x 74px (Format: JPG/JPEG/GIF/PNG) Link: either a web page or email address (to be hyperlinked in advert) PO number for invoice where required 	Submitted within a week with click through rates, and open rates
Advertorial Advert Has the style of a short news article with a catchy title, photo and text to communicate advertising message See Sample 2 below.	<ul style="list-style-type: none"> Title: up to 45 Characters of text Image: 72dpi, 195px x 113px (Format: JPG/JPEG/GIF/PNG) Short paragraph of 50 words on the article along with the web link which will take the reader to your website/ social media channel Link: either a web page/social media or email address PO number for invoice where required 	Submitted within a week with click through rates, and open rates
Impact Advert To make the most impact, and to get the highest click through rate for your institution, we offer the above the line Display and Advertorial combination at a discounted rate.	<ul style="list-style-type: none"> Same requirements as above. We recommend that you use the same/complimentary imagery and messaging for the highest impact. 	

Advertising Channels

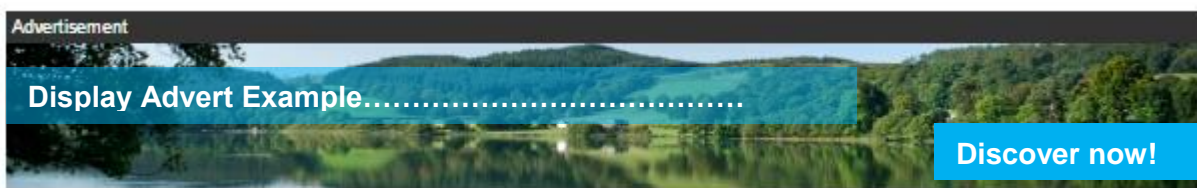
Our E-Newsletters are sent to our students databases, registered via Visitor Registration System from local Exhibitions and other student facing events, or on our local websites. After release to the databases, the newsletter will be promoted on our local social media channels (organic posting): Facebook and Twitter.

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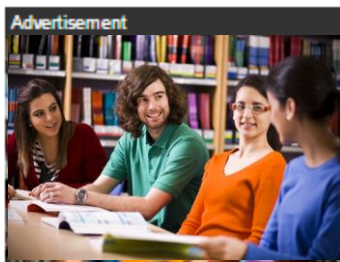
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Advertising Formats

Sample1: Display Advert



Sample2: Advertorial Advert



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...](#)

What does above/below the line placement exactly mean?

Above

Below

Above the line is where the advert is featured more predominantly in the newsletter and is placed just after the main Feature article and/or Events listing (max 1 advert per newsletter)

Above the line – Impact Advert is where you have both the advertorial and the display advert for maximum impact and maximum click through. This is only available above the line, and is only available to a single institution.

Below the line is where the advert is placed after the purple ‘advice and information link banner’ and amongst the newsletter articles (max 2 adverts per newsletter)

Advertising Fees

COUNTRY	POTENTIAL REACH (NEWSLETTER LIST SIZE)	1X DISPLAY OR ADVERTORIAL PLACED ABOVE THE LINE (MORE PROMINENTLY PLACED - Price VAT exc)	1 X IMPACT ADVERT ABOVE THE LINE	1X DISPLAY OR ADVERTORIAL PLACED BELOW THE LINE - Price VAT exc)
COLOMBIA	21,000+	£600	£900	£500
BRAZIL	7,000+	£500	£700	£400
MEXICO	8,000+	£500	£700	£400
UNITED STATES	5,000+	£500	£700	£400
PERU	2,000+	£400	£550	£300
CHILE	1,900+	£400	£550	£300

General Newsletter contents 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
- ✓ Country-specific events and more

Sample newsletter from Colombia.

is this email displaying properly? If not, read it in your browser.

Noticias Study UK
Agosto de 2017

Hola, estudiar en el Reino Unido es tu oportunidad de adquirir las habilidades, la perspectiva y la confianza que necesitas para desarrollar tu potencial y cumplir tus metas.

En esta edición conoce las razones por las que el Reino Unido es una decisión inteligente, recibe consejos para antes de viajar, súmate a la experiencia 'Game of Thrones' para aprender inglés, planifica tu presupuesto de estudiante, perfecciona tu inglés antes de irte y mucho más.



¿Por qué el Reino Unido?



El Reino Unido da la bienvenida a más de 400 000 estudiantes internacionales de educación superior cada año, y es fácil ver por qué. Las universidades del Reino Unido tienen una gran reputación mundial, especialmente porque se enfocan en desarrollar las habilidades que tanto los empleadores como el escenario de emprendimiento están buscando: tales como el pensamiento crítico, la creatividad y la confianza.

[Más información](#)

Encuentra cursos, becas y consejos para estudiar en el Reino Unido en study-uk.britishcouncil.org

Guía para antes de viajar: Primeros Pasos



Estar bien preparado para tu viaje hace que todo sea más fácil. Con esto en mente, asegúrate de tener todo organizado con suficiente anticipación. En esta guía encontrarás todo lo que necesitas saber antes de salir de casa y consejos para tu llegada, para establecer y aprovechar al máximo tu nueva vida estudiantil.

[Más información](#)



Vive la experiencia "Game of Thrones" mientras aprendes inglés

Winter is coming! Únete a nuestro grupo de adultos, aprende inglés en Belfast, Irlanda del Norte y visita Winterfell y Giant's Causeway para vivir en primera persona las aventuras de Jon Snow. King in the North.

[Leer más...](#)

Aprende a vivir con un presupuesto de estudiante



Planificar un presupuesto para las primeras semanas en un país nuevo no resulta fácil: tendrás un montón de gastos imprevisibles, acontecimientos sociales y actividades a las que asistir, grupos a los que unirse y cosas que quieras comprar para tu nuevo hogar... Pero... ¿Cuánto cuesta todo?

[Más información](#)

En el Reino Unido no sólo se habla inglés...



Si eres un estudiante de inglés sobresaliente, de hecho, incluso si el inglés es tu lengua materna, puedes encontrar acentos, dialectos, jerga e incluso otras lenguas oficiales de entender cuando eres un recién llegado al Reino Unido.

[Más información](#)



Perfecciona tu inglés antes de viajar

Pon a punto tu inglés antes de viajar al Reino Unido con nuestros cursos de inglés intensivos presenciales o cursos de inglés en línea. Mejora tu nivel rápidamente para que puedas practicar y sostener una conversación con nativos.

[Leer más...](#)



En Septiembre toma tu IELTS en Bogotá, Cali, Medellín, Barranquilla, Pereira y Bucaramanga.

Regístrate aquí



You have received this newsletter because you registered on our website or previously showed interest in British Council news. If you wish to opt out of future newsletters please [unsubscribe here](#).

If you have been forwarded this email and would like to receive future emails from you can [subscribe to this newsletter here](#).

This space is for you to translate the disclaimer into local language if required. Please delete if not needed.