

Advertising Opportunities – December 2017 Study UK Newsletters

A limited number of advertisement spots in Study UK newsletters are available to UK institutions and providers eligible for SIEM services. Newsletter advertisements are best suited for brand awareness raising and for promoting specific programmes, scholarships or other opportunities relevant to a specific market.

Advertisements are available in the following markets :

**Bahrain, Egypt, Jordan, Ghana, Kenya,
Kuwait, Lebanon, Morocco, Mauritius, Nigeria, Qatar, Saudi Arabia,
South Africa, Uganda, United Arab Emirates.**

Study UK newsletters aim to offer useful advice, articles and information to prospective students, parents and school counsellors in key markets. 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.

The newsletter will be sent to highly targeted databases of students – recipients may have attended a recent Study UK event, or been referred by a friend, teacher, counsellor or agent

The December Study UK Newsletter will be dispatched between **29 November and 1 December 2017**.

Bookings

Bookings are taken on a first-come first served basis Discounted rates are available for advertisements placed in multiple countries. Please see the [Rate Card](#) below.

[Placement](#) and [format](#) options are explained below.

Bookings accepted until Wednesday 22 November.

Deadline for receipt of artwork and copy :**Monday 27 November.**

Newsletters dispatched between **29 November and 1 December 2017**

To enquire or make a booking please contact :

Helen Kidd, Marketing Manager SIEM Middle East and Africa, helen.kidd@britishcouncil.ch
Telephone 00 41 22 535 2413

Study UK Middle East and Africa Newsletter Advertising Rate Card – December 2017

Price Band A 500 – 4999 recipients	Above the line GBP 300 plus VAT	Below the line GBP 200 plus VAT
		Open rates %(Sept 2017)
	Bahrain	21
	Jordan	21
	Kenya	34
	Kuwait	38
	Lebanon	26
	Mauritius	33
	Qatar	39
	Saudi Arabia	44
	South Africa	41
	UAE	30
	Uganda	28
	Morocco	22
Price Band B 5000 – 15000 recipients	Above the line GBP 500 plus VAT	Below the line GBP 400 plus VAT
		Open rates % (Sept 2017)
	Egypt	18
	Ghana	14
	Nigeria	12

Discounts apply for multi-country bookings :

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

Advertisement Placement and Format

We offer **Above the line** or **Below the line** placements as illustrated below

BRITISH COUNCIL STUDY UK. DISCOVER YOU GREAT PARTNERS

Lorem ipsum dolor sit amet consectetur adipiscing elit

600 pixels wide x 336 pixels high

The top 20 things you need in a UK university

290 pixels wide x 185 pixels high

Event listings

18:00

Advertisement: 195 pixels wide x 113 pixels high

Editorial advertisement example

600 pixels wide x 74 pixels high

For advice and information on a UK education: study.uk.britishcouncil.org

Maecenas sit amet lobortis

195 pixels wide x 110 pixels high

Advertisement: 195 pixels wide x 113 pixels high

Editorial advertisement example

600 pixels wide x 74 pixels high

Maecenas sit amet lobortis

195 pixels wide x 110 pixels high

Advertisement: 195 pixels wide x 113 pixels high

Editorial advertisement example

600 pixels wide x 74 pixels high

Above

Below

Advertisement Formats

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 text of no more than 25 words along with the **web link** which will take the reader

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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...](#)

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.
- The 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.