

### ***Advertising Opportunities – MENA August 2018 Study UK Newsletters***

A limited number of advertisement spots in Study UK newsletters are available to UK institutions and providers eligible for IES services wishing to advertise in Middle East and North Africa (MENA) markets. 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, Kuwait, Morocco, Qatar, 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 August Study UK Newsletters will be dispatched between **1 and 7 August 2018**.

#### **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 Monday 2 July.**

Deadline for receipt of artwork and copy: **Monday 9 July**.

Newsletters dispatched between **1 and 7 August 2018**.

To enquire or make a booking please contact:

<https://education-services.britishcouncil.org>

Kate Owen, Regional Manager  
 E [Kate.owen@britishcouncil.org](mailto:Kate.owen@britishcouncil.org)  
 T 0161 957 7039  
 M 07780 223 949

**Study UK Middle East and North Africa Newsletter Advertising Rate Card – August 2018**

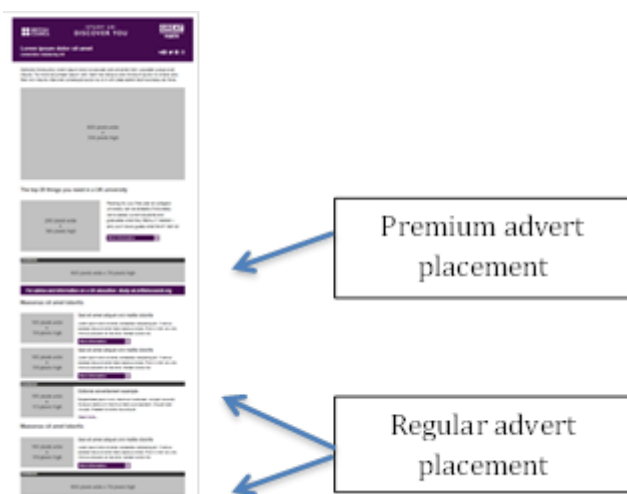
Price Band A 1,500 – 4,999 recipients	Premium Advert GBP 400 plus VAT	Regular Advert GBP 300 plus VAT
	Open rates % (December 2017)	
Bahrain		24%
Jordan		16%
Kuwait		30%
Morocco		16%
Qatar		29%
Saudi Arabia		38%
UAE		28%
Price Band B 5,000 – 15,000 recipients	Premium Advert GBP 500 plus VAT	Regular Advert GBP 400 plus VAT
	Open rates % (December 2017)	
Egypt		17%

**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 **1x Premium advert slot** or **2x Regular advert slot** placements per newsletter as illustrated 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 to your preferred landing page or social media channel.



**Editorial advertisement 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 IES website.
- Please note that we can only host 1 Premium advert and 2 Regular adverts per issue. Bookings for ads will be accepted on a first-come, first-served basis. Bookings will be cancelled if an institution doesn't supply the advert in the correct format by the deadline.
- 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.