

PROMOTE YOUR SUMMER SCHOOL/SHORT-TERM PROGRAMMES TO STUDENTS AND STUDY ABROAD ADVISORS IN THE US

We're calling all institutions interested in being part of the British Council's 'Summer in the UK' booklet for 2020. This is your opportunity to be featured on a publication that aims to be a trustable source of information for undergraduate students interested in studying abroad, and study abroad advisors in the United States.

Produced under the Study UK branding, we will provide valuable information and guidance, while promoting the UK as a destination for short-term programmes. There will also be space available for institutions to promote their programmes, and include commonly asked information such as modules, dates and eligibility requirements.

There are also limited opportunities to be included and promoted on an exclusive social campaign that will highlight student experiences to raise awareness of their programs.

This publication will be shared digitally through an integrated campaign of e-shots and social media activity and distributed on upcoming relevant British Council events and tours.

Our guide will include information on short courses in the UK, such as:

- What is Summer School?
- Why choose the UK?
- How to apply?
- Information for Students/Counselors
 - Visas
 - Pre-departure Information
 - Important Tools and Links
- Program Profiles

TYPES OF CONTENT

Select which type(s) of content would you like to be part of and our team will provide you with content requirements and guidelines for each one.

	Description	Cost per Edition
Program Profile	<p>Full-page profile to describe your program, this will include key details such as: length, subjects taught, fees and dates, entry requirements, credits, accommodation, and social activities.</p> <p>Your institution logo + website + contact details, will be included.</p>	£600 +VAT
Adverts	<p>Full-page and half-page full-color ads are also available, as usual. These spots will be available on a first-come, first-served basis.</p> <p>Double spread purchase available for £800+VAT.</p>	<p>Full-page: £600+VAT</p> <p>Half-page: £400+VAT</p>
Social Media Bundle	<p>Featured as program profile (see description above) and promoted on a week-long dedicated social media campaign to US students.</p> <p>Your social media campaign will promote previous students' experiences or testimonials and lead directly to your webpage.</p>	£900 +VAT
Sponsored Article	<p>Full-page article related to summer school and other relevant topics, such as:</p> <ul style="list-style-type: none"> • How to choose your perfect program, • 10 Benefits of summer school abroad • How to prepare for summer school? • How to finance my summer school program abroad? • Pre-departure for students. <p>Our team will support you with guidelines for each article. However, your institution will have a creative freedom on content.</p> <p>Your institution logo + website, will be also included</p>	£200 +VAT

DISTRIBUTION AND PROMOTION

Starting _ 2020, our publication will be distributed and promoted in the following ways:

- Distributed to our study abroad advisors database, which is currently close to 800.
- Promoted via relevant professional organizations and networks, such as IIE, SECUSS-L and NAFSA.
- Hosted online in PDF for free download by advisors and students.
- Produced as USBs for events, and part of our welcome package for study abroad tours.
- Directly to students on a dedicated social media campaign to promote our publication.

Expected reach of over 500 unique downloads and 14,000 Study UK Facebook Fans.

HOW TO PARTICIPATE?

To express your interest in participating, complete [this form here](#).

- **Final deadline to register: February 14th, 2020.**
- Final content deadlines are: February 21st, 2020

We encourage you to apply at your earliest convenience.
All spaces will be allocated on a first-come, first-served basis.

CONTACT OUR TEAM

Get in contact with our team and we will get back to you shortly.

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