

Advertise your institution on British Council Korea's outlet on Naver*

British Council Korea in partnership with Naver presents advertisement windows for UK education providers. Since its partnership agreement with Naver from this February, British Council Korea is now able to better connect UK education institutions more closely with Korean on-line audience. Only three interested UK institutions would be able to get this opportunity during an each period of below times:

- 4 weeks from 22 July to 18 August
- 4 weeks from 16 September to 13 October
- 4 weeks from 14 October to 10 November (around Education UK exhibition Korea 2013)

There are two types of the offer including:

Type A: £1,200 per a month promotion

- marketing message text and a hyperlink to a posting on BC blog or BC corporate site
- number of impressions: 9,000-15,000 per month (market value of £2,500)

Type B: £1,500 per a month promotion

- marketing message text and a photo hyperlinked to a posting on BC blog or BC corporate site
- number of impressions: 9,000-15,000 per month (market value of £2,500)

[Screenshot of the British Council search on Naver]

Should you have interest or queries on this opportunity, please contact Sinae Kang, Education Marketing Offer (Sinae.Kang@britishcouncil.or.kr) by **Monday 8 July** with regards to the first promotional slot starting from the 22nd July. For the latter two slots, please show your interest by **Monday 29 July**.

[Note] Naver is the most used search engine in Korea taking around 68% of the market share. They also own the mobile communicator called LINE which has more 100 million subscribers across the globe.