

## Advertising opportunities in Vietnam Education UK E-newsletter

2013

The British Council Vietnam is planning to send Education UK E-newsletters to a database of over 6,000 Vietnamese prospective students in the financial year 2013 – 2014.

The Education UK E-newsletters aim at improving knowledge of our prospective students about UK education system and UK life, keeping them updated with key educational events that will take place in upcoming time, and maintaining their interest in looking for appropriate UK courses.

The Education UK E-newsletters provide good opportunities for UK institutions to enhance profile awareness in Vietnam market by placing advertisements and links to the institutional websites.

Please see below further details regarding the Education UK E-newsletters:

### About the Education UK E-newsletter

- Language : Vietnamese
- Frequency : Quarterly issues
  - Quarter 3/2013 : August 2013
  - Quarter 4/2013 : November 2013
  - Quarter 1/2014 : January 2014
  - Quarter 2/2014 : April 2014
- Number of issues : In each quarter, **2 E-newsletters** will be issued. One for prospective students who are interested in pre-university and undergraduate courses in the UK. One for prospective students who are interested in postgraduate courses in the UK.
- Potential reach to target audience per issue:  
 Currently, the British Council is maintaining a database of nearly 5,000 prospective students who show their interest in UK education.  
 The potential reach of each Education UK E-newsletter to different target audience of the database (based on their interests in courses) is as follows:
  - Pre-university and Undergraduate level: approx. 73% (3,600) contacts in the database
  - Post-graduate level: approx. 63% (3,200) contacts in the database

Once sent out, the E-newsletters will be posted and hang in the Education UK website (Vietnamese version) at [www.educationuk.org/vietnam](http://www.educationuk.org/vietnam), which has over 3,000 unique visits per month.

- Main contents:
  - UK culture: articles about life and culture features of popular cities in the UK

- UK subject: articles to improve knowledge of prospective students about courses/subjects in the UK
- UK alumni story: stories from Vietnamese students who have been studying in the UK
- UK institutions profile: advertisements from participating UK institutions, featuring their academic strengths, scholarships opportunities, upcoming institutional events...

### **Benefits for UK institutions**

- *Reaching your target audience:* We are expecting:
  - In each issue of the E-newsletter, 3,600 prospective students at pre-university level and 3,200 prospective students at postgraduate level will be reached and read the content
- *Doing highly cost-effective and measurable promotions:* If you have a limited marketing budget but are looking for a cost-effective method of doing promotion in Vietnam, the Education UK E-newsletter provides a consistent and convincing alternative to reach your prospective customers. You will be given a report after each issue of E-newsletter that shows you clearly the number of clicks to your advertisements, so that you can measure the effectiveness of this promotion channel.

### **Fees**

<b>Options</b>	<b>Advertising fee per E-newsletter</b>	<b>Maximum advertising slots per E-newsletter</b>
Advertising in E-newsletter for Pre-university and Undergraduate level	GBP 250	3
Advertising in E-newsletter for Postgraduate level	GBP 250	3
Advertising in both two kinds of E-newsletter in each quarter	GBP 450	

### **Notes:**

1. Applications and the order of adverts placed in the E-newsletter will be accepted on a first-come, first-served basis.
2. The British Council encourages UK institutions to advertise in at least quarters to reach higher effectiveness.
3. The above fees are excluding 10% VAT tax. The VAT tax will be added when we issue invoice to UK institution.

### **Input needed from UK institutions**

After your participation has been confirmed, you will be required to prepare and send British Council Vietnam following information:



- Text : 50 words in English
- Image : 1 image of your institutional logo or special feature of your institution, with resolution of 1MB – 2MB.
- Link : provide the URL of the website address you want to link the text to (Normally it should be your institutional website or a specific sub-page of your institutional website)
- Language : preferably in Vietnamese. If your advertisement text is in English, the British Council will translate it into Vietnamese and will send to you for approval before putting it into the E-newsletter.

**How to participate:**

<b>Send Application Form to the British Council coordinator</b>	<b>By 15 July 2013</b>
<b>Send materials required (text, images) to the British Council coordinator</b>	<b>By 30 July 2013</b>

**Cancellation deadline**

Cancellation fees will be charged for withdrawal from the Education UK E-newsletter, as of the date of receiving Notice of Withdrawal via email:

- At 50 per cent of the full advertisement fee for withdrawals received on or after 30 July 2013.
- At 100 per cent of the full advertisement fee for withdrawals received on or after 20 August 2013.

**Who to contact**

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