**Azerbaijan**

|  |  |  |
| --- | --- | --- |
| **Activity** | **Reach** | **Price** |
| **Newsletter**  **Email-shot** | 8.000 people who have attended Education events for the last 2 years  3.000 recipients | £ 350  £ 250 |
| **Advertorial on the [EducationUK website](http://www.educationuk.org/azerbaijan/)** | 2.000 people per month | £ 500 for 2 weeks |
| [**EducationUK Facebook**](https://www.facebook.com/EducationUK.BritishCouncil)  Targeted and boosted Facebook posts | 2.724 followers | £ 350 for 4 posts |
| **Third party webiste advertisement** | * Pop-up or regular web banners on 3 youth related websites * Publication on 1news.Az and Day.Az websites | 2 weeks: £ 2000 |

**Bulgaria**

|  |  |  |
| --- | --- | --- |
| **Activity** | **Reach** | **Price** |
| **Live Streaming** | Your presentation is streamed live from a studio at the British Council office in Sofia - see demo here <http://goo.gl/QAPpMZ>  Presentation video remains published on the BC Bulgaria YouTube channel for 1 year  Promotion of the live stream on the BC Bulgaria Facebook page (26.000 fans) | £ 300  TBC |
| **Newsletter**  **Email-shot** | Audience reach - 10.000  Audience reach HE - 2.000 | £ 300  £ 200 |
| **Advertorial on the** [**EducationUK website**](http://www.educationuk.org/bulgaria/) | Annual visits – 3.655 | £ 500 for 2 weeks |
| [**EducationUK Facebook**](https://www.facebook.com/EducationUK.BritishCouncil)  Targeted and boosted Facebook posts | 500 followers | £ 250 for 4 posts |

**Cyprus**

|  |  |  |
| --- | --- | --- |
| **Activity** | **Reach** | **Price** |
| **Newsletter**  **Email-shot** | 2.120 people Announcement will be included in a bi-weekly country newsletter.  2.500 students  Branded email-shot will be sent to students interested in studying in the UK | £ 200  £ 250 |
| **Advertorial on the** [**EducationUK website**](http://www.educationuk.org/cyprus/) | Annual visits – 964 | £ 500 for 2 weeks |
| [**EducationUK Facebook**](https://www.facebook.com/EducationUK.BritishCouncil)  Targeted and boosted Facebook posts | 500 followers | £ 250 for 4 posts |

**France**

|  |  |  |
| --- | --- | --- |
| **Activity** | **Reach** | **Price** |
| **A slot on its ‘Keep in Touch’ blog** | British Council France will be offering a slot on its ‘Keep in Touch’ blog for those institutions who are interested in doing a blog posting about their institution. The contents will be on ‘Living and studying in the UK’. The blog will consist of an interview with a current student, academic or international officer of the university. | £ 500 |
| **Advertorial on the** [**EducationUK website**](http://www.educationuk.org/france/) | Annual visits – 19.262 | £ 600 for 2 weeks |
| [**EducationUK Facebook**](https://www.facebook.com/EducationUK.BritishCouncil)  Targeted and boosted Facebook posts | 500 followers | £ 250 for 4 posts |

**Germany**

|  |  |  |
| --- | --- | --- |
| **Activity** | **Reach** | **Price** |
| **Advertorial on the EducationUK website** | Annual visits – 4.492 | £ 500 for 2 weeks |
| [**EducationUK Facebook**](https://www.facebook.com/EducationUK.BritishCouncil)  Targeted and boosted Facebook posts | 500 followers | £ 250 for 4 posts |

**Greece**

|  |  |  |
| --- | --- | --- |
| **Activity** | **Reach** | **Price** |
| **Newsletter**  **Email-shot** | Article/Announcement in monthly e-newsletter with 27.000 subscribers.  Email-shot to database of approx. 2.000 education enquirers and education UK agents. | £ 550  £ 200 |
| **Advertorial on the** [**EducationUK website**](http://www.educationuk.org/greece/) | Annual visits – 4.774 | £ 500 for 2 weeks |
| [**EducationUK Facebook**](https://www.facebook.com/EducationUK.BritishCouncil)  Targeted and boosted Facebook posts | 876 followers | £ 250 for 4 posts |
| **Third party webiste advertisement** | Web banner in 2-3 youth/education web portals | Upon request |

**Italy**

|  |  |  |
| --- | --- | --- |
| **Activity** | **Reach** | **Price** |
| **Newsletter + Email-shot** | Audience reach - 800 contacts (Study in the UK\_ mail group) + 1 article in the monthly newsletter (15,000 recipients) | £ 450 |
| **Advertorial on the** [**EducationUK website**](http://www.educationuk.org/italy/) | Annual visits – 19.023 | £ 600 for 2 weeks |
| [**EducationUK Facebook**](https://www.facebook.com/EducationUK.BritishCouncil)  Targeted and boosted Facebook posts | 1.728 followers | £ 250 for 4 posts |

**Kazakhstan**

|  |  |  |
| --- | --- | --- |
| **Activity** | **Reach** | **Price** |
| **Newsletter**  **Email-shot** | Announcement in the monthly country newsletter (5.700 subscribers);  Email-shot to database of education enquirers and education agents (3.100 recipients) | £ 300  £ 250 |
| **Advertorial on the** [**EducationUK website**](http://www.educationuk.org/kazakhstan/) | Annual visits – 4.605 | £ 500 for 2 weeks |
| [**EducationUK Facebook**](https://www.facebook.com/EducationUK.BritishCouncil)  Targeted and boosted Facebook posts | 500 followers | £ 250 for 4 posts |

**Poland**

|  |  |  |
| --- | --- | --- |
| **Activity** | **Reach** | **Price** |
| **Newsletter** | Audience reach – 22.000 | £ 550 |
| **Advertorial on the** [**EducationUK website**](http://www.educationuk.org/poland/) | Annual visits –2.103 | £ 500 for 2 weeks |
| [**EducationUK Facebook**](https://www.facebook.com/EducationUK.BritishCouncil)  Targeted and boosted Facebook posts | 732 followers | £ 250 for 4 posts |
| **Third party advertising** | * Targeted email-shot to 50 000 students through a popular education portal * Promotional display in a popular education portal visited by 300 000 readers * Popular students portal  whose  fan pages gather 218 000 students and graduates across Poland | £ 1200  £ 1500  £ 1000 |

**Romania**

|  |  |  |
| --- | --- | --- |
| **Activity** | **Reach** | **Price** |
| [**EducationUK Facebook**](https://www.facebook.com/EducationUK.BritishCouncil)  Targeted and boosted Facebook posts | 698 followers | £250 for 4 posts |

**Russia**

|  |  |  |
| --- | --- | --- |
| **Activity** | **Reach** | **Price** |
| **Newsletter**  **Email-shot** | Audience reach – 18.000 subscribers  A slot in the monthly newsletter  Targeted email-shot to potential students in the database | £ 150  £ 450 |
| **Advertorial on the** [**EducationUK website**](http://www.educationuk.org/russia/) | Annual visits – 43.324 | £ 600 for 2 weeks |
| [**EducationUK Facebook**](https://www.facebook.com/EducationUK.BritishCouncil)  Targeted and boosted Facebook posts | 845 followers | £ 250 for 4 posts |

**Spain**

|  |  |  |
| --- | --- | --- |
| **Activity** | **Reach** | **Price** |
| **Advertorial on the** [**EducationUK website**](http://www.educationuk.org/spain/) | Annual visits – 37.513 | £ 600 for 2 weeks |
| [**EducationUK Facebook**](https://www.facebook.com/EducationUK.BritishCouncil)  Targeted and boosted Facebook posts | 966 followers | £ 250 for 4 posts |

**Turkey**

|  |  |  |
| --- | --- | --- |
| **Activity** | **Reach** | **Price** |
| **Email-shot** | Email-shot to British Council Turkey student database  Reach – 48.281 | £ 750 |
| **Advertorial on the** [**EducationUK website**](http://www.educationuk.org/turkey/) | Annual visits – 74.600 | £ 700 for 2 weeks |
| [**EducationUK Facebook**](https://www.facebook.com/EducationUK.BritishCouncil)  Targeted and boosted Facebook posts | 2.377 followers | £ 350 for 4 posts |

**Ukraine**

|  |  |  |
| --- | --- | --- |
| **Activity** | **Reach** | **Price** |
| **Newsletter**  **Email-shot** | Audience reach – 13.000 subscribers  A slot in the monthly newsletter  Targeted email-shot to potential students—1.800 recipients | £ 150  £ 150 |
| [**EducationUK Facebook**](https://www.facebook.com/EducationUK.BritishCouncil)  Targeted and boosted Facebook posts | 828 followers | £ 250 for 4 posts |

* SIEM Europe is happy to negotiate packages that meet the needs of our clients and to discuss options and benefits not listed above.
* VAT will be added to all costs.