

FEATURE YOUR INSTITUTION IN OUR POPULAR STUDY IN THE UK HANDBOOK FOR COUNSELLORS IN THE US

This is your chance to be featured on the Study in the UK Handbooks 2020 edition and become part of a vital source of information for counsellors guiding students through UK education.

Produced under the Study UK branding, we will highlight student experiences, shine a spotlight on each of the UK's regions' and showcase the breadth of degrees available for US students. We will be producing our fourth edition for High School counsellors in the United States.

These will be a vital and comprehensive source of information for education counselors, parents and prospective students, providing them with all of the information they need about studying in the UK, from their application process to moving in to the UK.

WHAT YOU NEED TO KNOW

You have the opportunity to be featured and raise awareness of your institution through different categories of content and ads, that will complement the British Council's content on UK education. 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.

Simply 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
UK Region Profile	Double-page profile that will include: a brief introduction and description of each UK region's most notable features, facts, things to do, places to visit and important festivities + a designated space to spotlight your institution as a local provider to consider + (1) one half-page ad that will not share a spread with another advertising.	£600 +VAT
Student Experience Profile	<p>Full-page profile to complement information about subject areas included within our handbook. These profiles aim to share current or former student's experience in the UK, particularly with their programmes, including details such as:</p> <p>Subject, Institution (logo and webpage), Questions to describe their experience studying in the UK, Questions to describe their experience, and reasons to choose that particular programme.</p> <p>Profiles from Mexican, Colombian, Brazilian and US students are preferred (according to the edition you will like to be featured in).</p>	£350 +VAT
Sponsored Article	<p>Full-page article related to relevant topics included within our handbook such as:</p> <ul style="list-style-type: none"> • How to choose your perfect program, • undergraduate and graduate* admission process, (e.g. preparing your personal statement, a portfolio) • Language requirements*, • Opportunities to work while studying • Pre-departure for students. <p>Our team will support you with ideas and guidelines for each article. However, as a sponsor your institution will have a creative freedom on content.</p> <p>Your institution logo + website, will be also included.</p>	£200 +VAT
Success Stories	<p>Full-page alumni, faculty or staff profile, designed to share study and career accomplishments, research, publications or awards highlighting why it's great to study in the UK- and particularly at your institution!</p> <p>Your institution logo + website, will be also included.</p>	£200 +VAT
Adverts	<p>Full-page and half-page full-color ads are also available, as usual. These spots are limited and 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>

*Only for LATAM Editions.

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Our handbook guide will include information on the UK Higher Education, such as:

- Information about the UK
 - Central England & East Anglia
 - London
 - Northern England
 - Northern Ireland
 - Scotland
 - Southeast England
 - Southwest England
 - Wales
- Why study in the UK?
- What to study in the UK?
 - Sciences
 - Creative Arts and Design
 - Business, Management and Administration
 - Social Sciences and Humanities
 - Engineering
 - Law and Legal Studies
 - Healthcare and Medicine
 - Computer Science, IT and Mathematics
 - Additional Opportunitites*
- Information for Students/Counselors
 - Admissions
 - University search
 - Choosing a Subject
- Before traveling to the UK
 - Visas
 - Language Requirements*
 - Financial Aid, Tuition and Living Costs
 - Accommodation
- What Can I Expect (Outcomes)?
 - Success Stories
- Additional Guidance for Students
 - Important Tools and Links
 - Rankings
- University Listings**

*Such as short-term programs or summer school.

** Please, see end note of document for more details.

DISTRIBUTION AND PROMOTION

Starting March 2020, our handbooks will be distributed and promoted in the following ways:

Counsellor Editions – United States – Total potential reach: 4,000

- Distributed as part of our Counsellor Toolkit which includes videos, posters, presentations, and more.
- Distributed via email to our growing databases of counsellors we engage with, which is currently over 4,000 in USA.
- Promoted via relevant professional organizations and networks (such as NACAC, ACCIS, HECA, IECA, OSCA, CISCA, and others).
- Hosted online in PDF for free download by Counsellors.
- Produced as USBs for events.

2018 Handbook's reach (over last 1.5 years)

USA (Counsellor)

Over 1,500 unique downloads and USBs distributed

WOULD YOU LIKE TO BE FEATURED?

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

Final deadline to register: January 31st, 2020.

We encourage you to apply as soon as possible, spaces have sold out in previous years, so please, sign up at your earliest convenience. Remember, *spaces will be allocated on a first-come, first-served basis*.

Content deadlines are as follows

- Final content deadlines are: February 14th, 2020

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QUESTIONS?

We will get back to you shortly.

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**** NOTICE: All universities will be included in the 'University Listings' section. Please review [this file](#) to check your information is up to date. We will not update any information, unless requested. If you would like to make any change to your contact details or you would like to be included, please get in touch with Jessica or Karina.**

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