



## INTERNATIONAL EDUCATION SERVICES

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### ***Advertising Opportunities – MENA October/November 2018 Study UK Newsletters***

A limited number of advertisement spots in Study UK newsletters are available to UK institutions and providers eligible for IES services wishing to advertise in Middle East and North Africa (MENA) markets. Newsletter advertisements are best suited for brand awareness raising and for promoting specific programmes, scholarships or other opportunities relevant to a specific market.

#### **Advertisements are available in the following markets:**

**Bahrain, Egypt, Jordan, Kuwait, Morocco, Qatar, Saudi Arabia, United Arab Emirates**

Study UK newsletters aim to offer useful advice, articles and information to prospective students, parents and school counsellors in key markets. The newsletters are dispatched to a highly-targeted database of prospective students and parents, school counsellors and agents, and contain a variety of articles related to studying in the UK, including practical advice on the application processes, accommodation, visas, general information about the UK experience such as suggestions of places to visit, cultural experiences and adventures, as well as market-specific information including scholarships, alumni success stories and events.

The newsletter will be sent to highly targeted databases of students – recipients may have attended a recent Study UK event, or been referred by a friend, teacher, counsellor or agent

The October/November Study UK Newsletters will be dispatched in late October or early November and by a deadline of 5 November.

#### **Bookings**

##### **Bookings are taken on a first-come first-served basis**

Discounted rates are available for advertisements placed in multiple countries. Please see the Rate Card below.

Placement and format options are explained below.

**Bookings accepted until Friday 5 October.**

Deadline for receipt of artwork and copy: **Monday 15 October.**

Newsletters dispatched by **5 November.**

To enquire or make a booking please contact:

E [educationservices.marketing@britishcouncil.org](mailto:educationservices.marketing@britishcouncil.org)

T 0161 957 7440

### **Study UK Middle East and North Africa Newsletter Advertising Rate Card – October/November 2018**

Price Band A 1,500 – 4,999 recipients	Premium Advert GBP 400 plus VAT	Regular Advert GBP 300 plus VAT
	Open rates % (July 2018)	
Bahrain		38%
Kuwait		39%
Morocco		N/A
Qatar		34%
Saudi Arabia		42%
UAE		36%

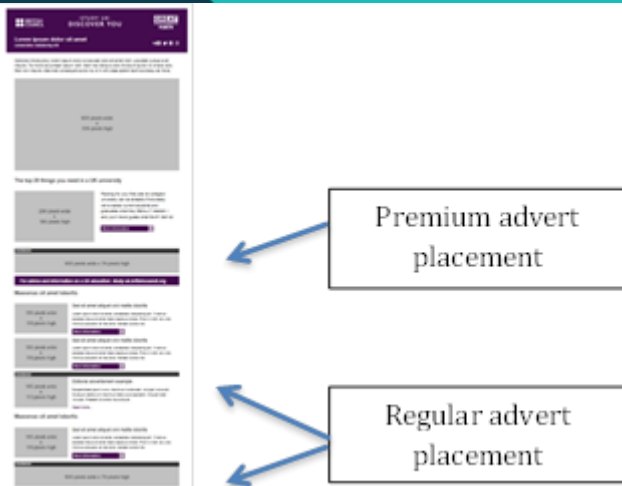
Price Band B 5,000 – 15,000 recipients	Premium Advert GBP 500 plus VAT	Regular Advert GBP 400 plus VAT
	Open rates % (July 2018)	
Egypt		24%
Jordan		26%

### **Discounts apply for multi-country bookings**

Number of countries	Discount
2 countries	10%
3 countries	15%
4 countries	20%
More than 4 countries	25%

### **Advertisement Placement and Format**

We offer **1x Premium advert slot** or **2x Regular advert slot** placements per newsletter as illustrated below



<https://education-services.britishcouncil.org>

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## Advertisement Formats

Two different ad formats are available

### 1. Display Advertisement:

Image (quality and pixels): set at 72dpi, 600px x 74px + link (to be hyperlinked in advert)



### 2. Advertorial:

One image - set at 72dpi, 195px x 113px

**Plus** a short text of no more than 25 words along with the **web link** which will take the reader to your preferred landing page or social media channel.



**Notes:**

- UK institutions applying must be registered on the IES website.
- Please note that we can only host 1 Premium advert and 2 Regular adverts per issue. Bookings for ads will be accepted on a first-come, first-served basis. Bookings will be cancelled if an institution doesn't supply the advert in the correct format by the deadline.
- The British Council and its designer reserve the right to edit the organisation/UK institution's article and artwork to fit within the material specifications. However, British Council will endeavour to pre-alert the organisation/institution to correct their submitted artwork to ensure it meets our material specifications.
- Please also note that the advertising Institution is responsible for ensuring they have the requisite copyright and licenses for all images and logos used in the advertisements, which should include British Council's usage of them in the newsletter.