

Direct Marketing Opportunity – Middle East and Africa Study UK Newsletters – March 2017

*Book your advertisements now in the March 2017 Study UK newsletters. **New for March – advertising opportunities now available in Saudi Arabia.***

Through our Study UK newsletters SIEM aims to offer UK institutions an affordable option to increase brand awareness, promote specific programmes or courses, scholarship or other opportunities relevant to a specific market, and to offer a high-quality, trusted and consistent channel for institutions to use to engage with their target audiences.

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.

We are now pleased to be able to offer advertising opportunities in the following markets:

Bahrain, Egypt, Jordan, Ghana, Kenya, Kuwait, Lebanon, Morocco, Nigeria, Qatar, Saudi Arabia, South Africa, Uganda, United Arab Emirates.

The next newsletter will be dispatched between 16 - 20 March 2017.

Booking

Bookings are taken on a first-come first served basis. Institutions may book slots in a single or several markets. Discounted rates are available for advertisements placed in multiple countries.

Pricing and Reach:

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. After release to the student databases, the newsletter will also be promoted on Study UK Facebook pages in the corresponding countries.

Rate Card – Middle East and Africa				
Country	Current Database size (February 2017)	Open rate December 2016 Newsletter (%)	Display ad cost	Advertorial cost
Bahrain	658	26	300	400
Egypt	2470	19	300	400
Ghana	13226	14	400	500
Jordan	3885	34	300	400
Kenya	563	37	300	400
Kuwait	586	39	300	400
Lebanon	610	26	300	400
Morocco	2198	21	300	400
Nigeria	13944	14	400	500
Qatar	1437	37	300	400
Saudi	775	52	300	400

Arabia				
South Africa	1053	29	300	400
UAE	1492	34	300	400
Uganda	750	33	300	400

Discounts apply for multi-country bookings :

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

Please send your expressions of interest by email by Friday 24 February to Helen Kid, Regional Marketing and Communications Manager Middle East and Africa : Helen.kidd@britishcouncil.ch

Advertisement Formats

Advertisements may promote new or specific subjects, promote scholarships or particular services for international students, highlight your institution's attendance at local events eg counselling sessions or pre-departure briefings, or simply raise brand awareness.

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 paragraph of 50 words on the article along with the **web link** which will take the reader to your preferred landing page or social media channel.



Advertorial Example

Suspendisse ipsum nunc, maximus in ante sed, volutpat luctus elit. Quisque vestibulum maximus libero quis dignissim. Aliquam erat volutpat. Praesent sit amet risus aliquet.


[Read more...](#)

Notes:

www.britishcouncil.org/siem

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- UK institutions applying must be registered on the SIEM website.
 - Please note that we can only host 1 Display advert and 2 Editorial adverts per issue. Requests for ads will be accepted on a first-come, first-served basis..
 - 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.