

Direct Marketing Opportunity – Middle East and Africa Education UK Newsletters – October 2016

Book your advertisements now in the October 2016 Education UK newsletters!

Through our Education 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 key markets:

Kuwait, Qatar, UAE, Egypt, Jordan, Morocco, Nigeria, Ghana, Kenya, Uganda and South Africa.

The next newsletter will be dispatched during the week of **10 - 14 October 2016**.

Booking

Bookings are taken on a first-come first served basis. Institutions may book slots in a single or several markets. Booking requests which cannot be fulfilled for October 2016 issue will be considered on a priority basis for future issues.

Pricing and Reach:

The newsletter will be sent to highly targeted databases of students – recipients may have attended a recent Education 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 Education UK Facebook pages in the corresponding countries.

Rate Card – Middle East and Africa				
Country	Current Database size	Open rate August 2016 Newsletter (%)	Display ad cost	Advertorial cost
Egypt	1015	20.1	300	400
Ghana	9097	13.9	400	500
Jordan	2871	28.5	300	400
Kenya	553	41.07	300	400
Kuwait	552	34.8	300	400
Morocco	764	21.25	300	400
Nigeria	11441	16.49	400	500
Qatar	1304	39.1	300	400
South Africa	490	34.92	300	400
UAE	538	34.4	300	400
Uganda	617	35.7	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 Friday 30 September via the following SurveyMonkey link - <https://www.surveymonkey.com/r/5WRKGSM>

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...](#)

Please direct any enquiries to Helen Kidd, Regional Marketing Manager Middle East and Africa Helen Kidd Helen.kidd@britishcouncil.ch

Notes:

- 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. However, requests which cannot be served for the October 2016 issue will be considered on a priority basis for the future issues.

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- The newsletter will be a bi-monthly issue, released once every two months in each country. We may release subject specific issues or UG/ PG specific issues as well, for which we will release calls to UK Institutions.
 - 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.