

INFLUENCER PACKAGE: CANADA AND THE USA

One-shot email to independent and high school counsellors in Canada and the United States. All counsellors in this database have registered to receive more information about UK higher education. The database currently holds over 500 contacts and is growing quickly.

Limits:

- Available on a first come first served basis
- Only available as a combined mailing for Canada and the USA.

Requirements and deadlines:

- Institution logo, image (no limit), text (max 500 words), link (no limit)
- Deadline **two weeks** prior to the email shot
- Reminder re-blast included

£300 set-up; £500 CPM (exc. VAT)*

STUDENT PACKAGES: CANADA AND/OR THE USA

Canada	United States	Canada and USA
<ul style="list-style-type: none"> • One time email shot on EducationUK Standard Template • Non-targeted to British Council database of 3,000 and growing prospective undergraduate students • Students have interacted with EducationUK either face to face or digitally and have expressed interest in studying in the UK • Additional email (plus reminder email) delivered through local commercial partner. Target by age, location, and study interests. 	<ul style="list-style-type: none"> • One time email shot on EducationUK Standard Template • Non-targeted to British Council database of 5,500 and growing prospective undergraduate students • Students have interacted with EducationUK either face to face or digitally and have expressed interest in studying in the UK 	<ul style="list-style-type: none"> • Combine Canada Student Package and USA Student Package • One non-targeted campaign to USA and Canada student database, one targeted campaign in Canada
£350 set-up; £300 CPM (exc. VAT)*	£200 set-up; £200 CPM (exc. VAT)*	£500 set-up; £400 CPM (exc. VAT)*

Limits and deadlines:

- Available on a first come first served basis; deadline **three weeks** prior to email shot
- Reminder re-blast included

Requirements and deadlines:

- Institution logo, image (no limit), text (max 1000 words), link (no limit)

*10% discount for additional emails with same logos/images.

*Pricing is for individual institutions only.

April 2015; Direct Marketing Services; Canada and USA

STUDENT MAGAZINE: EDUCATIONUK EXPERIENCE NORTH AMERICA

Quarterly magazine that provides students with high-quality information on studying in the UK through articles, interviews, and photography. Sent digitally to Canada and the United States database of counsellors, students, and other local promotion. Past issues archived publically online for future use and sharing. Targeting tailored to thematic issue.

Next issue / Fall 2015: Creative Arts Industry

Requirements and deadlines:

- Adverts designed by university, sized to British Council specifications, can include multimedia.
- Advertorial designed by British Council, can include multimedia and lead capture.
- Deadline is three weeks prior to magazine distribution date. Enquire for detailed specs.
- Institutions can make one purchase per edition.

**£650 quarter page (exc. VAT); £1,200 half page (exc. VAT)
£2,100 full page advertorial (exc. VAT); £2,300 two page advertorial (exc. VAT)**

ONLINE AUDIENCE: CANADA AND USA

EducationUK.org: Adverts and Advertorials

- Combined (USA and Canada) annual and growing reach of over 180,000 visits and 478,000 page views
- Limit: one vacant space for adverts per week
- Limit: three vacant spaces for advertorials per month

Requirements and deadlines

- Contact enquiry e-mail for more information on specs, limitations and deadlines

Contract enquiry e-mail for more information

Facebook: EducationUK Global

- Over 50,000 targeted Facebook users per country
- Can target by age, location, general interests, gender
- Two week campaign
- No limits

Requirements and deadlines:

- Image (one), link (one), text (max 50 words)

£200 per two week campaign per country (exc. VAT)

OTHER PACKAGES: CANADA AND USA

Study Abroad and Exchange

EducationUK Study Abroad and Exchange Guides

Our team is producing two guides for study abroad officers and college counsellors as part of an EducationUK Counsellor Toolkit intended to reduce barriers to study in the UK. There will be separate editions for the US and Canada. Each guide offers a limited number of advertising opportunities.

Contact enquiry e-mail for more information

CANADA & USA DIRECT MARKETING CONTACT INFORMATION

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SIEM Enquiry Email

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For visual examples of above DMS options, please e-mail ca-education@britishcouncil.org with request.