

Direct Marketing Opportunity – Education UK Student Newsletter in the United States
Do you have exciting news or incredible programmes you want to share with students in the United States?

Advertorial advertisement spaces still available in the Education UK Newsletter!

SIEM has launched the Education UK Newsletter as a new direct marketing opportunity in the USA region. We aim to provide 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 and consistent channel for institutions to engage with a highly targeted audience.

The newsletters are dispatched to a highly-targeted database of prospective students and will offer practical advice to prospective students on the various study options in the UK, application processes, accommodation, visas, exciting places to visit, cultural experiences and adventures, as well as market-specific information including scholarships, alumni success stories and events.

Our newsletters have a readership of nearly 5,000 students from all academic fields and average a 13.75% open-rate. On average, the US has an average open rate of 21.96% for the education and training industry. However, our average click-through rate of 5.06% performs considerably better than the industry standard, which is currently 2.75%. Education UK in the US and British Council in the US have strong social networks in the region and promote our newsletter via social media channels to ensure the widest reach for your advert. Additionally, our education team in the US is reaching out to our database of 23,000 SAT test takers who have indicated that they are considering international full degree options to promote our student e-newsletter. Our database, open-rates, and click-through rates will all grow as we interact with more students eager to learn more about UK higher education.

Education UK newsletters were launched in the USA in July 2016 and we are now pleased to be able to offer advertising opportunities in future editions in the USA. We will continue to send newsletters in December 2016 and January 2017.

Reach potential students:

Place your advertisement in future editions of the e-newsletter. Spots are still available. Your advertisement could highlight new courses at your institution, scholarships, new sessions or specific subjects, your campus, offers for international students and local events like pre-departure briefings or opportunities to meet your staff in country.

Please see below for advert specifications plus an example of the October 2016 Newsletter.

Direct Marketing Opportunity – Education UK Student Newsletter in the United States

Reach potential students

Place your advertisement in the Education UK Student Newsletter. Your advertisement could highlight new courses at your institution, scholarships, new sessions or specific subjects, your campus, offers for international students and local events like pre-departure briefings or opportunities to meet your staff in country.

Advert specifications

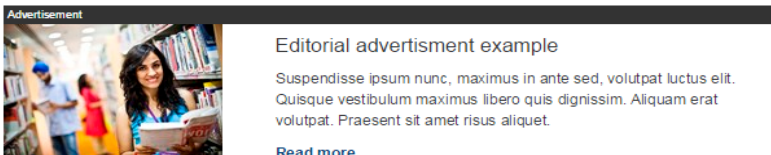
Display Advert

Image (72dpi, 600px x 74px) plus link



Advertorial

Image (72dpi, 195px x 113px) plus link plus 50 words free text (exclusive of 40 character title)



Rate Card

Country	Cost in GBP (UK VAT extra)	
	Display Advert	Advertorial Advert
United States	£400	£500

Please send your expressions of interest via the following SurveyMonkey link:
<https://www.surveymonkey.com/r/EdUKSIEMnewsletter>

Confirmation of your advert placement will be expressed by [Catherine Sinclair](#) and/or [Qu Ting Zheng](#). Please direct any questions to Catherine and Qu Ting.

The British Council reserves the right to edit submitted text and artwork to fit within the material specifications. The advertising Institution is responsible for ensuring the requisite copyright and licenses for all images and logos used in the advertisements and newsletter.

Terms and conditions

- UK institutions applying must be registered on the SIEM website.
- The newsletter will be a monthly issue, released at the end of every month. 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.

October 2016 Newsletter:



BRITISH COUNCIL Education UK
Innovative. Individual. Inspirational.

Education UK USA
October 2016 Student News

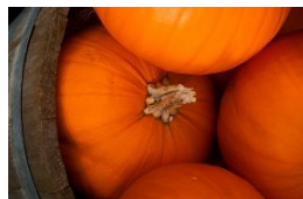
[Twitter](#) [Facebook](#) [Instagram](#) [YouTube](#)

Autumn has arrived in the UK! Classes are in full swing and students are wrapped in their cozy scarves as they walk amongst the falling leaves on their picturesque campuses. Leave your PSL behind and pick up a cup of hot apple cider to enjoy while reading our October student newsletter.

Of course, there is a lot happening in the US as well. Want to be part of it? Come to our information sessions and college fairs starting October 17 to meet with university representatives and discover what your future in the UK could be. Registration information can be found in the News & Events section.



Haunted UK: How to Celebrate Halloween in Style



This spooky holiday is increasingly popular in the UK, with fancy dress parties (aka costume parties) and Halloween events at many universities. You can make as much or as little effort as you'd like, but for most students, it's the perfect excuse to get a group of friends together for a night out! Check out eight great ways to spend Halloween in the UK.

[More information](#) 

Find courses, scholarships and advice at www.educationuk.org

Thinking about studying in the UK? You should be!



Lights, Camera... Country Houses!

Romance, mystery, passion – when it comes to historical drama, it's no wonder Hollywood has so often set its productions in the UK's country houses and stately homes.

[More information](#) 



Student Satisfaction

Did you know the UK has top rating for international student satisfaction? In fact, 91% of international undergraduates are satisfied with their UK study experience.

[More information](#) 



Top 10 Harry Potter Locations in London

You've watched the films, now stand in the footsteps of Harry Potter and his Hogwarts friends at these instantly recognizable London locations used in the movie.

[More information](#) 