

## New Advertising Opportunities in Colombia: Student E-Newsletters

With the recent revamp in our contact database, we launched our premier Education UK Colombia Student E-Newsletter in Colombia in April 2016.

### Results April 2016

Number of recipients	Open rate	Click rate
17,271	25.12%	14.39%

### Objectives of the E- newsletter are to:

- Provide UK institutions an affordable option to increase its brand awareness in Colombia
- Provide UK Institutions an opportunity to increase digital audiences through increased hits/ followers/ visitors on websites and social media channels
- Provide UK Institutions a consistent and remote and digital medium to engage potential students in the Country
- showcase UK and promote it as the best international education destination choice
- Increase in-country UK promotional and marketing efforts

### General content include:

- study options in the UK
- practical advice on living, accommodation, visas, exciting places to visit, cultural experiences and adventures
- possible career paths after completion of a UK degree
- scholarships
- alumni success stories
- Colombia-specific events and more

*NB: The newsletter will be released on bi-monthly for 2016 subject to changes in 2017.*

### Feature your institution:

UK Education Institutions are invited to take up this promotional opportunity in the 2016 Editions of EducationUK e-newsletter as shown in schedule below. UK institutions applying must be registered on the SIEM website.

### Calendar for 2016 issues:

*Please note that we can only host 1 Display advert and 2-3 Editorial adverts per issue. We will publish the ads on a first-come, first-served basis. If there are more ad requests from Institutions, we can reserve those for the next issue.*

Issue No.	Express interest by	Publishing dates
1	-	April 2016
2	01 June 2016	10 June 2016
3	22 July 2016	05 August 2016
4	23 September 2016	07 October 2016
5	24 November 2016	02 December 2016

### Advertising Channels

E-Newsletter will be sent to our students databases registered via VRS from local Exhibitions and other student facing events. After release to the databases, the newsletter will be promoted on our social media channels: Facebook and Twitter.

Promotion Method	Number of recipients	Cost (VAT Exclusive)	Requirements from Client	Reports
Display Advert	17,271	£500	<ul style="list-style-type: none"> <li>Image: 72dpi, 600px x 74px (Format: JPG/JPEG/GIF/PNG)</li> <li>Link: either a web page or email address</li> <li>Contact email/phone number: to be given out for enquires only</li> <li>PO number for invoice where required</li> </ul>	<ul style="list-style-type: none"> <li>Submitted within a week with click through rates, open rates</li> </ul>
Advertorial Advertisement	17,271	£600	<ul style="list-style-type: none"> <li>Title: up to 45 Characters of text</li> <li>Image: 72dpi, 195px x 113px (Format: JPG/JPEG/GIF/PNG)</li> <li>Copy: approx. 25-35 words of text (<i>can include hyperlinks</i>)</li> <li>Link: either a web page/social media or email address</li> <li>Contact email/phone number: to be given out for enquires only</li> <li>PO number for invoice where required</li> </ul>	<ul style="list-style-type: none"> <li>Submitted within a week with click through rates, open rates</li> </ul>

### Sample Display Advert:



### Sample Advertorial Advertisement



#### 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...](#)

#### Contact us:

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#### Disclaimer:

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.