

**July 2016 edition: Call for UK Institutions to advertise in Student e-Newsletters for South Asia countries**

*UK HEIs are invited to feature in the EducationUK e-newsletter for South Asian students.*

EducationUK in South Asia is delighted to invite universities to advertise their institutions in the third edition of the student e-newsletters in Bangladesh, India, Nepal, Pakistan and Sri Lanka, to be released in July 2016. **After the successful launch of the newsletters in March, we opened up advertising space in the May 2016 edition to UK Institutions.**

**The newsletter showcases** the various 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 ([for which we have asked you to send in articles](#)) country-specific events and activities and more!

**Opportunity:**

**We would now like to invite UK Higher Education Institutions to feature by placing your advertisement in the next edition of EducationUK e-newsletter, to be released in July 2016.**

Your advertisement can be a brief highlight about new courses at your institution, scholarships being offered, promoting new sessions or specific subjects, articles on your campus, offers for international students and local events like pre-departure briefings or opportunities to meet your staff in country.

**The next few issues will be released in July, September and November 2016.**

There are two kinds of advertising opportunities,

**Display Advert:**

Image (quality and pixels): set at 72dpi, 600px x 74px + link (to be hyperlinked in advert)



**Advertorial Advertisement**

One image - Image (quality and pixels): 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 website/ 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...](#)

**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.**

The short paragraph will appear in the body of the e-newsletter with the link which will lead the readers to your website or social media pages. This will ensure increased footfall and hits to your digital channels.

#### Reach:

The e-newsletter will be sent to the students databases registered through the VRS from our exhibitions and other student facing events

After release to the student databases, the newsletter will be promoted on our British Council and EducationUK web and social media channels such as Facebook and Twitter.

| Reach figures for May 2016 issue |                      |           |            |
|----------------------------------|----------------------|-----------|------------|
| Country                          | Number of recipients | Open rate | Click rate |
| Bangladesh                       | 11157                | 12.8%     | 8%         |
| India                            | 10580                | 11%       | 10.3%      |
| Nepal                            | 1473                 | 20%       | 15.5%      |
| Pakistan                         | 1761                 | 23.3%     | 11.3%      |
| Sri Lanka                        | 300                  | 34%       | 10%        |

#### The primary objective of the newsletter is to:

- Promote the UK as the first choice of an overseas destination for South Asian students
- Increase in-country UK promotional and marketing efforts in South Asian markets
- To combat competitor country promotions and activities in-country and showcase UK as the best international education destination choice
- Provide UK institutions an affordable option to increase its brand awareness in South Asian countries
- Provide UK Institutions an opportunity to increase digital audiences through increased hits/ followers/ footfall on websites and social media channels
- Provide UK Institutions a consistent and remote and digital medium to engage potential students in the region

#### Cost of advertising for each issue:

| Country    | Cost in GBP (UK VAT extra) |                            |
|------------|----------------------------|----------------------------|
|            | Display Advertisement:     | Advertorial Advertisement: |
| Bangladesh | £400                       | £500                       |
| India      | £400                       | £500                       |
| Nepal      | £300                       | £400                       |
| Pakistan   | £300                       | £400                       |
| Sri Lanka  | £100                       | £150                       |

#### Discount offers:

| Number of Countries | Discount |
|---------------------|----------|
| 2 Countries         | 10%      |
| 3 Countries         | 15%      |
| 4 countries         | 20%      |
| All countries       | 25%      |



Please send your expressions of interest for the July 2016 issue via email to Aatreyee Guha Thakurta and cc [siemsouthasia@britishcouncil.org](mailto:siemsouthasia@britishcouncil.org) at [Aatreyee.GuhaThakurta@britishcouncil.org](mailto:Aatreyee.GuhaThakurta@britishcouncil.org) by 24 June 2016.

**Notes:**

- UK institutions applying must be registered on the SIEM website.
- Please note that we can only host 1 Display advert and 2-3 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 July 2016 issue will be considered on a priority basis for the September and November issues.
- 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.