

FEATURE YOUR UNIVERSITY IN THE UPCOMING STUDY UK HANDBOOKS FOR COUNSELLORS AND STUDENTS IN THE AMERICAS

The Study UK Handbooks for high school counsellors in the US and Canada are back by popular demand!

Produced in the new Study UK brand, the 2018 edition will feature important updates from the UK, including Brexit, and will also include a new section on subject profiles, highlighting the breadth and strength of degrees available in the UK.

And for the first time, in 2018 we will be producing **Study UK Handbooks aimed at students** in Brazil, Colombia and Mexico, written in native language.

The guides will complement our existing efforts to promote university study in the UK through the Study UK and SIEM programmes. They will be a vital and comprehensive source of information for all counsellors and prospective students over the next two years, giving them all of the information they need about studying in the UK, from the application process to moving to the UK.

GUIDE SPECIFICATION

- Includes information on UK higher education on the following topics:
 - What makes a UK degree different from a degree in your home country
 - Application processes
 - Subject profiles
 - Sciences
 - Maths, CompSci & IT
 - Creative Arts
 - Humanities
 - Business and MBA
 - Law
 - Engineering
 - Medicine
 - Studying English
 - Accommodation
 - Finance and funding
 - Visas
 - Why the UK should be a top choice for you/your students
 - What Brexit means for you/your students
 - Employability
 - Pre-departure and orientation
 - Serving students with specific needs and interests
 - University profiles
- PDF and printed versions of the guide
- Study UK branded

DISTRIBUTION AND PROMOTION

For two years between April 2018 and March 2020, the Handbooks will be distributed and promoted in the following ways:

Counsellor editions – US and Canada

- distributed as part of our Study UK Counsellor toolkit which includes videos, posters, presentations, and more
- distributed via email to our growing databases of counsellors we engage with, which is currently over 4,000 in USA and over 4,500 in Canada
- The guide will be promoted via relevant professional organisations and networks (such as NACAC, ACCIS, HECA, IECA, OSCA, CISCA, etc)
- hosted on the British Council USA and Canada's webpages in PDF form for free download by Counsellors
- distributed as a printed version at all Study UK and British Council counsellor facing events in the US and Canada.

Student editions – Brazil, Colombia and Mexico

- distributed to all students currently on our Study UK databases – totalling almost 40,000 students
- sent automatically to every student who signs up for an event or to our Study UK newsletter, an estimated reach of a further 30,000 students
- hosted on the British Council Brazil, Colombia, and Mexico's webpages in PDF form for free download by students
- promoted through our newsletters, social channels and Study UK activities
- distributed as a printed version at Study UK and British Council student facing events in Brazil, Colombia and Mexico.

Country (edition)	Reach (over 2 years)
USA (counsellor)	6,000+
Canada (counsellor)	5,000+
Brazil (student)	20,000+
Colombia (student)	30,000+
Mexico (student)	20,000+

HOW YOU CAN PARTICIPATE

UK universities have an opportunity to raise their profile through the guides by purchasing adverts, subject profiles and university profiles:

	Description	What to submit	Cost per Handbook
University Profile <u>Example from 2016 edition.</u>	<p>Alphabetized guide of UK university profiles, which serve as a tool for counsellors and students to choose a university.</p> <p>Profile will include:</p> <ul style="list-style-type: none"> information regarding contact info, university size, type of school, overseas student body size, most popular subjects, entry requirements, finances, student life, etc. University logo <p>Most popular option from 2016, with spaces already being reserved for 2018 edition.</p> <p>First-come, first-served basis.</p>	<p>Completed profile template (text only) of 300 – 500 words</p> <p>University logo no larger than 300 x 300px (300dpi)</p> <p>(see dates below)</p>	<p>£150 (+VAT) for inclusion in first handbook, £75 for all subsequent editions</p> <p>Not including translation. See notes below.</p>
Full page advert <u>Example from 2016 edition.</u>	<ul style="list-style-type: none"> Full colour Full page In line with the content of the handbook Double spread purchase available. Single purchase will not share a spread with another advertising university. <p>First-come, first-served basis.</p>	<p>Full Powerpoint slide, 4:3 ratio</p> <p>.ppt format</p> <p>Images at 300dpi</p> <p>(see dates below)</p>	<p>£600 (+VAT)</p> <p>Not including translation. See notes below.</p>
Half Page Advert <u>Example from 2016 edition.</u>	<ul style="list-style-type: none"> Full colour Half-page In line with the content of the handbook <p>First-come, first-served basis.</p>	<p>Half Powerpoint slide, 4:3 ratio</p> <p>.ppt format</p> <p>Images at 300dpi</p> <p>(see dates below)</p>	<p>£400 (+VAT)</p> <p>Not including translation. See notes below.</p>
Subject Profile *NEW*	<p>For each subject area (given on page 1) we will have two feature student profiles.</p> <p>Students should be studying or have studied at your institution within the subject area, and be available to answer simple questions on their experience (via email). The nationality of the student in the profile should ideally be the same as the country of publication.</p> <p>You can feature a current or an alumni student.</p> <p>First-come, first-served basis.</p>	<p>Completed subject profile questionnaire (text only) – up to 200 words</p> <p>University logo no larger than 300 x 300px (300dpi)</p> <p>Accompanying image</p> <p>(see dates below)</p>	<p>£500 (+VAT)</p> <p>Not including translation. See notes below.</p>

Discounts for multiple editions

- Buy one University profile for £150, and every profile thereafter for £75 (save 50%)
- Buy Adverts or Student Profiles in multiple editions of the Handbook and save on your entire order:

Number of editions in which you feature	1	2	3	4	5
Discount on whole order	0%	2%	5%	10%	15%

Deadlines

The **final dates** we can accept content are as follows:

- Confirmation of which guides and which spaces you would like: **12th January 2018**. Please note that advertising spaces are limited and likely to sell out.
- Text for adverts to be translated: **12th January 2018**
- Text for University and Subject profiles to be translated: **19th January 2018**
- All final designed adverts and final content (if sending translated): **26th January 2018**
- Design phase: **February 2018**
- Completion date for all guides: **8th March 2018**

Please do not wait for the deadlines to send us your content if you have it ready.

Translations

The Brazilian, Colombian and Mexican editions of the Handbook, will be published in local language, and all adverts and profiles should be translated into Brazilian Portuguese or Spanish (according to the editions you choose to feature in).

If you are unable to supply your adverts and profiles translated, we can offer this service for an additional fee to cover the costs. Please note that content in English will need to be received up to two weeks earlier than content sent in Spanish and/or Portuguese.

	Translation fee per language
University Profile	£50 (+VAT)
Full page advert	£30 (+VAT)
Half Page Advert	£30 (+VAT)
Subject Profile	£40 (+VAT)

To sign up, please [complete this short form](#) and we'll be in touch!

Contact: **Jessica Swann**, Senior Manager HE Marketing – Americas jessica.swann@britishcouncil.org
Sign up form: <https://goo.gl/forms/rba4h5HhtBrosdG3>

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