

## Direct Marketing Opportunity – Study UK: Discover You USA e-newsletter

**Do you want to reach prospective students in the United States? Place an advertisement in future editions of the Study UK: Discover You USA e-newsletter. Spots are still available for 2017-18.**

The Study UK: Discover You e-newsletter provides UK institutions an affordable, high-quality and consistent channel to engage with a targeted audience of prospective US students. The e-newsletters are sent once a month to the British Council USA's database of over 5,000 prospective students who have expressed interest in studying in the UK by attending a British Council USA event or signing up to receive the e-newsletter.

Advertisements can 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.

The e-newsletter content consists of practical advice on choosing and applying to a UK university, financing studies, accommodation, visas, places to visit, cultural adventures, as well as market-specific information including scholarships, alumni success stories and local events. You can view an example of the March 2017 e-newsletter [here](#).

## Advertisement specifications

### Display Advertisement

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



### Advertorial Advertisement

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
<p>Advertisement bookings can be made via the survey at: <a href="https://www.surveymonkey.com/r/StudyUKDiscoverYouNewsletter">https://www.surveymonkey.com/r/StudyUKDiscoverYouNewsletter</a>. Confirmation will be sent shortly after you have submitted the survey form.</p> <p>Please contact Jenna Hartsell at <a href="mailto:Jenna.Hartsell@britishcouncil.org">Jenna.Hartsell@britishcouncil.org</a> with any questions.</p> <p>The British Council reserves the right to edit submitted text and artwork to fit within the material specifications.</p> <p>The advertising Institution is responsible for ensuring the requisite copyright and licenses for all images and logos used in the advertisements and newsletter.</p>		

### 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.