

### ***Advertising Opportunities – September 2017 Study UK Newsletters***

***Theme : Planning for your future – focusing on understanding the undergraduate application cycle, researching courses and universities and planning for either January or September 2018 entry.***

**Available in the following markets :**

**Bahrain, Egypt, Jordan, Ghana, Kenya,  
Kuwait, Lebanon, Morocco, Mauritius, Nigeria, Qatar, Saudi Arabia,  
South Africa, Uganda, United Arab Emirates.**

Study UK newsletters aim to offer useful advice, articles and information to prospective students, parents and school counsellors in key markets. The newsletters are dispatched to a highly-targeted database of prospective students and parents, school counsellors and agents, and contain a variety of articles related to studying in the UK, including practical advice on the application processes, accommodation, visas, general information about the UK experience such as suggestions of places to visit, cultural experiences and adventures, as well as market-specific information including scholarships, alumni success stories and events.

The newsletter will be sent to highly targeted databases of students – recipients may have attended a recent Study UK event, or been referred by a friend, teacher, counsellor or agent

The September Study UK Newsletter will be dispatched between **25 and 29 September 2017**.

#### **Booking**

A limited number of advertisement spots are available to UK institutions and providers eligible for SIEM services. Newsletter advertisements are best suited for brand awareness raising and for promoting specific programmes, scholarships or other opportunities relevant to a specific market.

**Bookings are taken on a first-come first served basis. Clients may book slots in a single or several markets.** Discounted rates are available for advertisements placed in multiple countries.

#### **Pricing and Reach:**

Advertisements are available in either display or advertorial format (details below).  
Costs depend on placement : Above the line or below – as per the image below.

BRITISH COUNCIL - STUDY UK - DISCOVER YOU GREAT PARTNER

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Dolore invidiosum ipsum dolor sit amet sed sed sed sed amet non vulputate cursum a sit mauris. Quisquam accumsan ipsum enim. Nam nec felis a odio. Inceptos auctor id enim. Sed non mauris vitae erat consequat auctor eu in elit class aptent tincidunt socios. Sed id.



The top 20 things you need in a UK university



Packing for your first year at college for university can be stressful. Fortunately, we've asked current students and graduates what they REALLY need - and you'll never guess what the #1 item is!

[More information](#)

Event listings

18:00 sed id amet non vulputate cursum a sit mauris. Quisquam accumsan.

Advertisement 195 pixels wide x 113 pixels high

Editorial advertisement example

Suspendisse gravida nisi. Mauris in ante sed, vulputate tortor. Ut. Quisque vestibulum iugulum. Donec sed dignissim. Aliquam erat volutpat. Phasellus at eros nec elit.

Read more...

Advertisement 600 pixels wide x 74 pixels high

Above

For advice and information on a UK education: [study.uk.britishcouncil.org](http://study.uk.britishcouncil.org)

Below

Maecenas sit amet lobortis

Sed id amet aliquet orci mattis iobortis

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut venia sceleris enim ut ante. Donec dignissim. Phasellus at eros nec elit. Donec sed dignissim. Aliquam erat volutpat. Phasellus at eros nec elit.

[More information](#)

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Read more...

Advertisement 600 pixels wide x 74 pixels high

Newsletter Advertising Rate Card – Middle East and Africa

| Country   | Current Database size (September 2017) | Open rate May 2017 Newsletter (%) | Ad cost - Above the line | Ad cost - Below the line |
|-----------|--|-----------------------------------|--------------------------|--------------------------|
| Bahrain   | 768                                    | 30                                | 400                      | 300                      |
| Egypt     | 4125                                   | 20                                | 400                      | 300                      |
| Ghana     | 16093                                  | 15                                | 500                      | 400                      |
| Jordan    | 4548                                   | 26                                | 400                      | 300                      |
| Kenya     | 847                                    | 34                                | 400                      | 300                      |
| Kuwait    | 2034                                   | 38                                | 400                      | 300                      |
| Lebanon   | 719                                    | 26                                | 400                      | 300                      |
| Mauritius | 661                                    | 33                                | 400                      | 300                      |
| Morocco   | 2366                                   | N/a                               | 400                      | 300                      |
| Nigeria   | 17642                                  | 12                                | 500                      | 400                      |

|              |      |    |     |     |
|--------------|------|----|-----|-----|
| Qatar        | 2682 | 39 | 400 | 300 |
| Saudi Arabia | 1257 | 44 | 400 | 300 |
| South Africa | 1207 | 41 | 400 | 300 |
| UAE          | 1835 | 30 | 400 | 300 |
| Uganda       | 1006 | 28 | 400 | 300 |

**Discounts apply for multi-country bookings :**

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

**Timelines :**

**Bookings accepted until 15 September.**

Deadline for receipt of artwork and copy :Monday 18 September

Newsletters dispatched between **25 and 29 September 2017**

Contact :

Helen Kidd, Regional Marketing and Communications Manager Middle East and Africa :  
Helen.kidd@britishcouncil.ch

### **Advertisement Formats**

Advertisements may promote new or specific subjects, promote scholarships or particular services for international students, highlight your institution's attendance at local events eg counselling sessions or pre-departure briefings, or simply raise brand awareness.

Two different ad formats are available

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



advert)

2. Advertorial : One image - set at 72dpi, 195px x 113px

**Plus** a short text of no more than 25 words along with the **web link** which will take the reader to your preferred landing page or social media channel.

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...](#)

### Notes:

- UK institutions applying must be registered on the SIEM website.
- Please note that we can only host 1 Display advert and 2 Editorial adverts per issue. Requests for ads will be accepted on a first-come, first-served basis.
- The 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.