

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.

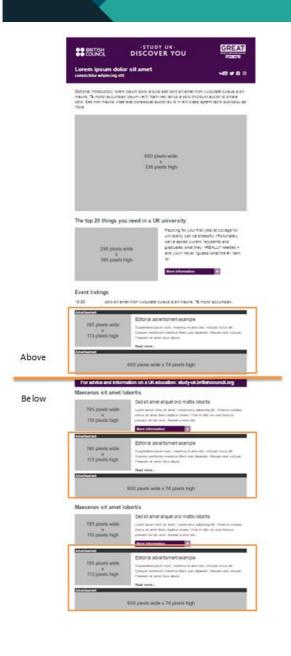
Booking

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.



Newsletter Advertising Rate Card – Middle East and Africa					
	Current	Open rate		Ad cost -	
	Database size	•	Above the line	Below the line	
	(September	Newsletter			
Country	2017)	(%)			
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	

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Qatar	2682	39	400	300
Saudi			400	300
Arabia	1257	44		
South			400	300
Africa	1207	41		
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 predeparture 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.