

## EDUCATION UK NEWSLETTERS – Malaysia & Brunei

### Advertising opportunity:

We would like to invite UK schools/ colleges/ universities to feature your institution by placing your advertisement in our Education UK Newsletters.

Advertisement(s) can be either full or half-page. With each full-page advertisement, we are offering you free advertorial space to highlight your institution. Total word count for your advertorial should not be more than 300 words.

### Objective of Newsletter

- Promote the UK as the first choice of an overseas destination
- Provide UK institutions with an affordable option to create brand awareness in Malaysia and Brunei

### Our Target Audience

Students, School counsellors and Teaching staff from:

- Public/private/international schools
- A level colleges
- Polytechnics
- Higher education institutions

Note: Distribution in Brunei will include various government offices, scholarship bodies and private companies.

### Publication & Distribution Date

Early February 2014

### Cost, size and print copies

Publication 2014	Malaysia (15,000 copies)		Brunei (5,000 copies)	
	Full page (A4 size)	Half page (A5 size)	Full page (A4 size)	Half page (A5 size)
Fee	GBP500	GBP300	GBP200	GBP150
UK VAT	GBP100	GBP60	GBP40	GBP30
Total cost	GBP600	GBP360	GBP240	GBP180
Discounted Price **	GBP570	GBP342	GBP228	GBP171

\*\* We are offering a **5% discount** if you sign up for both Malaysia and Brunei's newsletters.

**Material specifications:**

- Advertisement artwork format in PDF with crop marks or AI with crop marks  
In full colour, high resolution, 300 dpi.
- If you select a half page (A5) size, please ensure the artwork is displayed/designed at a horizontal setting, as opposed to portrait setting.
- Please forward the artwork, together with the article and the photo latest by **30 November 2013** at <https://www.hightail.com/u/Pat-Hor-British-Council-Msia>
- Please ensure the picture(s) you send with the article is copyright-free or royalty-free

## Application form: Education UK Newsletter Advertisement

Name of institution:.....

Main contact:.....

Telephone and Fax:.....

Email:.....

### Confirmation of Order :

Publication	Size	Cost (VAT inclusive)
<b>Malaysia</b>	Full page	
	Half page	
<b>Brunei</b>	Full page	
	Half page	
	Total cost	

### Declaration

I confirm that the above named organisation does want to advertise in the Education UK Newsletter with the option indicated above. I understand that if this application is accepted that the terms and conditions listed below will form a binding contract between this organisation and the British Council.

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\_\_\_\_\_  
Signature of authorised officer

\_\_\_\_\_  
Organisation's stamp

\_\_\_\_\_  
Date

The completed application form must reach Cecile Dasal (copied to June Lo) latest by **15 November 2013** by fax or email. However, acceptance is on a first-come basis due to limitation of advertisement space.

**Cecile Dasal**, Education Promotion Officer, Fax: +673 2234315 or Email  
[britishcouncilbrunei@gmail.com](mailto:britishcouncilbrunei@gmail.com)

**June Lo**, Education Manager, British Council Penang, Fax: +604 263 3262 or Email:  
[June.Lo@britishcouncil.org.my](mailto:June.Lo@britishcouncil.org.my)

**Terms and conditions to advertising on British Council Malaysia & Brunei's newsletter(s):**

1. UK institutions applying must be accredited by a UK authority.
2. UK institutions may not share branding or co-brand their advertisement with a partner / transnational education partner / education agents.
3. Cancellation fee will be charged as of the date of receipt of notice of withdrawal. The following cancellation charge will apply:
  - 50 percent of the full advertisement cost for withdrawals received after 30 November 2013.
  - 100 percent of the full advertisement cost for withdrawals received after 09 December 2013.

Notice of withdrawal must be supplied in writing.

4. Institutions will be invoiced after the 09<sup>th</sup> of December 2013. Our payment terms are within 30 days from the invoice date.
5. An acknowledgement of receipt will be sent to successful applicants once the application is received, and as long as there are vacancies for advertisement(s).
6. British Council and its printer/designer reserve the right to manipulate the organisation/UK institution's 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.