

The British Council Vietnam will print a new set of Education UK guides 2014 – 2015 including a Pre-university & Undergraduate Guide and a Post-graduate Guide to promote UK education to Vietnamese prospective students.

These are essential guides distributed at all Education UK events and re-published annually by the British Council Vietnam in order to bring up-to-date information about UK education to prospective Vietnamese students.

This package provides UK institutions profile raising opportunities with options of full or half page advertising in either or both of the Pre-university & Undergraduate Guide and a Post-graduate Guide.

About the Education UK Guides

- Size: 21x29.5 cm (WxL)
- Language: Vietnamese
- Printing type: in 4 colours
- Number of page: approximately 54 pages per guide
- Quantity of publications:
 - Pre-university & Undergraduate Guides: 5,000 copies
 - Post-graduate guides: 5,000 copies
- Distribution period: From September 2014 to August 2015
- Main contents:
 - Why to study in the UK at pre-university/ postgraduate level
 - Comparison between VN and UK education system
 - Types of courses/ subjects at pre-university and postgraduate levels
 - How to apply for a course
 - Scholarships
 - Visa application
 - Questions and Answers
 - List of useful websites
 - UK alumni's quotes/ stories on their studying, living and working experience in the UK

Distribution channels

Distribution of the guides is carefully planned alongside most Education UK marketing campaigns and events in Vietnam through various promotion channels such as:

- The Annual Education UK Exhibition in October
- The Pathway to University Mission in March
- UK institutional presentations and other institutional marketing events throughout the year

- Outreach activities (UK Alumni Smart Talks, competitions...) organised by the British Council at local universities, high schools and educational organizations
- Front-of-house display areas at British Council Offices in Hanoi and Ho Chi Minh City
- Agent events like agent trainings, briefings and meetings, agent gatherings.

Benefits for UK institutions

- *Reaching your target audience:*
 - 4,000 visitors attending the upcoming Education UK Exhibition 2014 and Pathways to Universities Mission 2015
 - 6,000 visitors attending public-facing events like UK institutional presentations, UK Alumni Smart Talks and other events held at high schools/ universities, etc.
- *Highly cost-effective promotions:* The Education UK Guides provide a consistent and convincing alternative to reach your prospective customers for profile raising purpose.

Fees

Items	Advertising fee (excluding 20% UK VAT)		Maximum advertising slots	
	Full page <small>(W: 21cm x L: 29.5cm)</small>	Half page <small>(W: 21cm x L: 14.5cm)</small>	Full page	Half page
Pre-university & Undergraduate Guide	GBP1,000	GBP550	10	10
Postgraduate guide	GBP1,000	GBP550	10	10

Input required from participating UK institutions

After your participation has been confirmed, you will be required to prepare and send British Council Vietnam a ready-for-print advert marquette which meets the following requirements:

- File format : PDF
- Size : Full page: W: 21cm x L: 29.5cm
Half page: W: 21cm x L: 14.5cm
- Quality : High resolution, preferably over 10Mb; in 4 colours; ready for print
- Language : Vietnamese preferably
- Input submission deadline: **15 July 2014**

Notes:

If your advertisement is in English, it will be kept originally unless translation is requested. Translation service is included in the package.

In case translation is required, a new design for the Vietnamese version will be sent to you for approval 01 week after your original Marquette is received provided that it is received no later than the requested deadline.

In case the Marquette is received after the requested deadline, the British Council reserves the right to set a new deadline for translation service and approval of the new marquette; and reserves the right to cancel the printing of your advert if it leads to the delay of the printing process.