****

Advertising Opportunities in Vietnam
Application form

**I. UK INSTITUTION DETAILS**

Name of institution:

Name of contact person:

Contact address:

Tel:

Email:

**II. PACKAGE OPTIONS AND COSTS**

Please indicate your selected advertising option(s) by ticking the relevant box(es):

|  |  |
| --- | --- |
| **Package option(s)** | **Cost** |
| **Education UK E-newsletter Package** |
|  | [ ]  Pre-university & Undergraduate E-newsletter  | £760 |
|  | [ ]  Postgraduate E-newsletter | £760 |
|   | [ ]  Both of the above E-newsletters  | £1,400 |
| **UK in my eyes Package** |
|   | [ ]  12-month promotion on the Programme homepage, a dedicated Institutional  landing page and the Programme Facebook fan page | £2,000 |
| **Education UK Guides Package**  |
|  | [ ]  Full page on Pre-university & Undergraduate Guide | £1,000 |
|  | [ ]  Half page on Pre-university & Undergraduate Guide | £550 |
|  | [ ]  Full page on Postgraduate Guide | £1,000 |
|   | [ ]  Half page on Postgraduate Guide | £550 |

***Notes:***

* *All of the costs above are exclusive of 20% UK VAT.*
* *UK institutions purchasing Products of two or all of the three above Packages will be entitled to a* ***10 per cent discount*** *on the total cost of the selected options.*

**III. TOTAL COSTS**

|  |  |  |
| --- | --- | --- |
|  | Subtotal of selected options |       |
|  | Discount *(applicable for purchase of products of two or all of the above Packages)* |       |
|  | Value added tax  |       |
|  | **TOTAL** |  |

**IV. UK INSTITUTION DECLARATION**

*I confirm that the above named institution wants to be included in the above selected marketing option(s) with the total cost indicated in section III above.*

 *I understand that if this application is accepted, the terms and conditions detailed in the next page will form an agreement between us and the British Council Vietnam.*

**For those who purchase the Adverts in the Education UK Guides:**

*I would like the advert:* [ ]  *to be kept originally in English*

[ ]  *to be translated into Vietnamese*

Typing your name will be taken as being as your signature.

|  |  |  |  |
| --- | --- | --- | --- |
| Your name |       | Date |       |

The completed application form should be sent electronically by to:

Nga Bui, Education Services Manager

Email: nga.bui@britishcouncil.org.vn

**V. TERMS AND CONDITIONS**

**Acceptance**

The British Council Vietnam reserves the right to accept participating institutions in the relevant marketing programmes on a first come first served basis until we reach sufficient number of participants for each programme.

Applicants will be notified by email of the acceptance within one week as of date of application.

**Payment schedule**

The British Council Vietnam will invoice the participating institution for the cost applicable to the marketing option(s) selected in the previous page.

The term of payment is 30 days of the invoice date. In accordance with British Council audit procedures reminder letters will be issued for all outstanding invoices over 45 days. Until all invoices are cleared, a block will be placed on your British Council account. Further applications to participate in British Council events and other organised programmes of activity cannot be accepted until all outstanding invoices have been paid.

**Cancellation**

Cancellation fees will be charged for withdrawal from the publication, as of the date of receiving Notice of Withdrawal via email:

* At 50 per cent of the full fee of the selected package(s) for withdrawals received between 30 to 15 days prior to the first implementation date.
* At 100 per cent of the full fee of the selection package(s) for withdrawals received after 15 days prior to the first implementation date.