

Opportunity

Name	Advertorial Opportunities in The British Council's University and Study Guide 2014
Country	Indonesia
Region	East Asia
Date	25 June 2014
Description	Call for Expressions of Interest for Advertising Opportunities in the British Council-Indonesia's University and Study Guide 2014

Content text

Title	The British Council's University and Study Guide 2014: Your Success Starts at the UK
Language	Bilingual (English- Indonesian)
Subtitle/Teaser text	Advertorial Opportunities in The British Council's University and Study Guide 2014 The British Council Indonesia invites the UK university to advertise the institution and study programmes.
Main text	<p>United Kingdom (UK) has its long history of welcoming international students and remains as one of the most popular countries for overseas students. Based on <i>Higher Education Statistic Agency</i>, the number of Indonesian students pursuing their study to the UK has increased 30% from 2009 and now more than 60% of the total continues to the post-graduate programme. The research by the British Council also shows that UK becomes one of the top destinations for the students to continue their higher education.</p> <p>In addition to UK education system and the reason why study in the UK, our university and study guide also potentially help the universities:</p> <ul style="list-style-type: none"> • to promote and provide the detail on study programmes of each UK universities, so that students can contact certain university/department according to their own interests; • to provide students with information on facilities, study programmes, entry requirements, UCAS application system, student accommodation and life in the UK. <p>The publication date of this study guide 2014 is September 2014. This is your chance to place an advertorial of your university in this annual publication seen by many school counsellors, agents, educators, students, and parents in Indonesia.</p>

	<p>Contents</p> <ul style="list-style-type: none"> • Why study in the UK? • UK education system at a glance • Secondary education • Further education • Higher education • Learning English • What to study • The application journey • Student visas • Working in the UK • Scholarships and costs • Accommodation • Feel at home in the UK • Life-enhancing things to do • Travel and transport • Food and drink • Clothing • Weather and seasons • Etiquette • UK key facts • Practical items before you go • UK alumni testimonial • <u>List of UK Universities</u> <p>Target Audience & Circulation</p> <p>3,000 initial copies of publication are distributed to educational institutes—schools, higher education sectors, and international education consultant. The circulation is also distributed at the British Council’s education exhibitions and major education events where we actively participate.</p> <p>The target audience of this study guide is students (high school, undergraduate, Masters, and Phd), school counsellors, parents, and educationists.</p> <p>Cost and Size of Space</p> <p>Book Dimensions: A5 Size, up to 60 pages, all coloured</p> <table border="1" data-bbox="507 1693 1401 1771"> <thead> <tr> <th data-bbox="507 1693 954 1733">Advert Size</th> <th data-bbox="954 1693 1401 1733">Charges</th> </tr> </thead> <tbody> <tr> <td data-bbox="507 1733 954 1771">2 pages of A5</td> <td data-bbox="954 1733 1401 1771">£ 700 + VAT</td> </tr> </tbody> </table>	Advert Size	Charges	2 pages of A5	£ 700 + VAT
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2 pages of A5	£ 700 + VAT				
<p>Action</p>	<p>Please prepare an Express of Interest (EOI) with the following information:</p> <ul style="list-style-type: none"> • Institution information: this must include exact legal name and type of organization, mailing address, contact name and title, telephone number, fax number, website and email address 				

	<ul style="list-style-type: none"> • A soft-copy of the material (content of the advertorial provided by your institution): <ul style="list-style-type: none"> ○ Text (max. 600 words) ○ Logo: Size should be 300 bpi min. (or >200 KB), JPEG format ○ Photos : 1-2 photos, size should be 300 bpi min. (or >200 KB), JPEG format <p>The EOI must be submitted by email by 4:00 pm PST, on Sunday, 17 August 2014.</p> <p>Send your EOI at Hendri.wijaya@britishcouncil.or.id Cc: Meinanda.chudahman@britishcouncil.or.id</p> <p>As we have limited advertisements, your request will be given priority on first come first serve basis.</p> <p>Questions regarding EOI must be received no later than 3 August, 2014. Questions may be sent through email to Hendri Wijaya, Hendri.wijaya@britishcouncil.or.id or Meinanda Chudahman@britishcouncil.or.id</p>
<p>Contact Person</p>	<p>Hendri Yulius Wijaya Programme Manager- Services for International Education Marketing (SIEM) Phone : +62 (21) 5155561 ext. 274 Email : Hendri.Wijaya@britishcouncil.or.id Website : www.britishcouncil.or.id</p>