

Education UK Newsletter – Malaysia & Brunei

Advertising opportunity:

We would like to invite UK schools/ colleges/ universities to feature your institution by placing your advertisement in the Education UK Newsletter to be published in January/February 2015.

Advertisement can be either full-page or half-page. A full page advertisement will entitle you to a 500-word advertorial space. The editorial article can be a brief highlight of your institution; a profile of a student / alumna; a subject specific article you wish to promote and can include a picture. If you wish to have an advertorial space with a half-page advertisement, there will be an additional fee involved and the word count is 300 words. All advertorials must be accompanied by at least one picture which is free of copyright / royalty fee.

Objective of the Newsletter

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

Our Target Audience

Students, School counsellors and Teaching staff from:

- Public/private/international schools
- Colleges
- Polytechnics
- Higher education institutions

Note:

Both newsletters will be available online for download from the British Council and Education UK Malaysia web sites which have online reach of approximately 80,000 per month. Read the latest [Malaysia Education UK Newsletter](#) here.

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

Cost, size and print copies

Publication	Malaysia (6,000 copies)			Brunei (5,000 copies)		
	Full page (A4 size)	Half page	Half page with advertorial	Full page (A4 size)	Half page	Half page with advertorial
Fee	GBP710	GBP360	GBP560	GBP350	GBP175	GBP250
UK VAT	GBP142	GBP72	GBP112	GBP70	GBP35	GBP50
Total cost	GBP852	GBP432	GBP672	GBP420	GBP210	GBP300

** We are offering **5% discount** if you sign up for both the Malaysia and Brunei newsletters.

Please confirm your agreement by completing the attached application form and return it to cecile.dasal@britishcouncil.org.my copied to june.lo@britishcouncil.org.my by **14 November 2014**.

Material specifications:

Advertisement artwork format:

- PDF with crop marks or AI with crop marks
- In full colour, high resolution, 300 dpi.

Editorial pieces to be saved as Word document and any accompanying pictures must be in JPEG format of at least 1MB in size.

Please forward the artwork, together with the article and the pictures latest by **24 November 2014** at <https://www.hightail.com/u/EducationUK-British-Council-Msia> . Kindly 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 (UK VAT inclusive)
Malaysia	Full page	
	Half page	
	Half page with advertorial	
Brunei	Full page	
	Half page	
	Half page with advertorial	
	(less 5% discount, if applicable)	
	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.

 Signature of authorised officer Organisation's stamp Date

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 24 November 2014.
 - 100 percent of the full advertisement cost for withdrawals received after 15 December 2014.

Notice of withdrawal must be supplied in writing.

4. Institutions will be invoiced after the 15th of December 2014. 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.