

Advertising opportunity with top Chinese-language annual HKDSE & HKALE Guidebook in Hong Kong

The 2012 Hong Kong A-level and the first Hong Kong Diploma of Secondary Education Examination (HKDSE) results will be announced on 29 June and 20 July respectively. The Chinese language newspaper, Sing Tao Daily, will publish a guidebook - HKDSE & HKALE Guidebook, to provide hints and advice for the double cohorts of graduates this year. Topics in the guidebook to be covered include:

- (1) Introduction of further study options, such as bachelor degree, associate degree, higher diploma, overseas studies, vocational training etc.
- (2) Profiles of School and education institutes
- (3) Interviews with academic professionals and case studies of recent graduates

While the main focus of the newspaper magazine-format guide is universities in Hong Kong, there is useful coverage of overseas options, including the UK. British Council Hong Kong would like to raise the profile of UK universities with the use of this guide, by inviting UK universities and their representative organisations to advertise in the 2012 edition, which will be published on 22 June 2012.

Hong Kong is a leading source of international students in UK universities. In 2010-11 there were 10,925 Hong Kong students in UK universities. The UK remains the most popular option for Hong Kong families looking for quality education abroad. Advertising in the HKDSE & HKALE Guidebook published in a leading Chinese language newspaper in Hong Kong provides access to this market.

80,000 copies of the Guidebook will be printed and freely distributed to graduates of all local secondary schools, as well as at Sing Tao centres around Kowloon and Hong Kong Island.

Participation fee

	Full colour
Full Page Trim size: 270mm(H) x 215mm(W) Bleed size: each side 5mm	GBP 1680+VAT
Half Page Horizontal: 125mm(H) x 200mm(W) Vertical: 260mm(H) x 95mm(W)	GBP 880 +VAT

Cancellation deadline

Cancellation fees will be charged for withdrawal from the advertising opportunity as of the date of receipt of notice of withdrawal:

At 50 per cent of the full cost for withdrawals received on or after 21 May 2012
At 100 per cent of the full cost for withdrawals received on or after 28 May 2012

How to apply

Please complete the application form below and return it by **28 May, 2012** to:

May Yuk Lee
Assistant Manager, Education
British Council
3 Supreme Court Road
Admiralty, Hong Kong
E-mail: bc-siem@britishcouncil.org.hk
Fax : +852 2913 5166

Application form**Advertising opportunity with top Chinese-language schools guide in Hong Kong**

We would like to advertise in the **HKDSE & HKALE Guidebook** on **22 June, 2012** with the following particulars as (✓):

Size : () Full Page () Half Page

Total Advertising Cost: _____

Name of institution: _____

Name of contact person (in block letters): _____

Position: _____ Department: _____

Telephone: _____ Fax: _____ E-mail: _____

Signature: _____ Date: _____

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Completed form to be returned to:

British Council Hong Kong, 3 Supreme Court, Admiralty, Hong Kong

E-mail bc-siem@britishcouncil.org.hk

Fax +852 2913 5166

by Monday 28 May 2012

Note on advertisement placements made by British Council on behalf of UK institutions:

The above cost includes film production and placement, and will be invoiced on the publication date of the HKDSE & HKALE Guidebook.

Clippings of the advertisement will be sent back for reference. You can make a maximum of two amendments on each layout. Please take note of the following requirements:

- Content (e.g. text, logo and photos) should reach us by **31 May 2012**
- The Education UK logo will be placed on the top right hand corner if the institutions have subscribed to the brand license.
- You can opt to maintain your institutions' house style but additional fees may be applied. In all instances where you adopt your house style the British Council's logo will be excluded.

All layouts of advertisements will be approved by you prior to output of film.

Sample 1 (Vertical)

Half page: approx. 260mm(H) x 95mm(W)

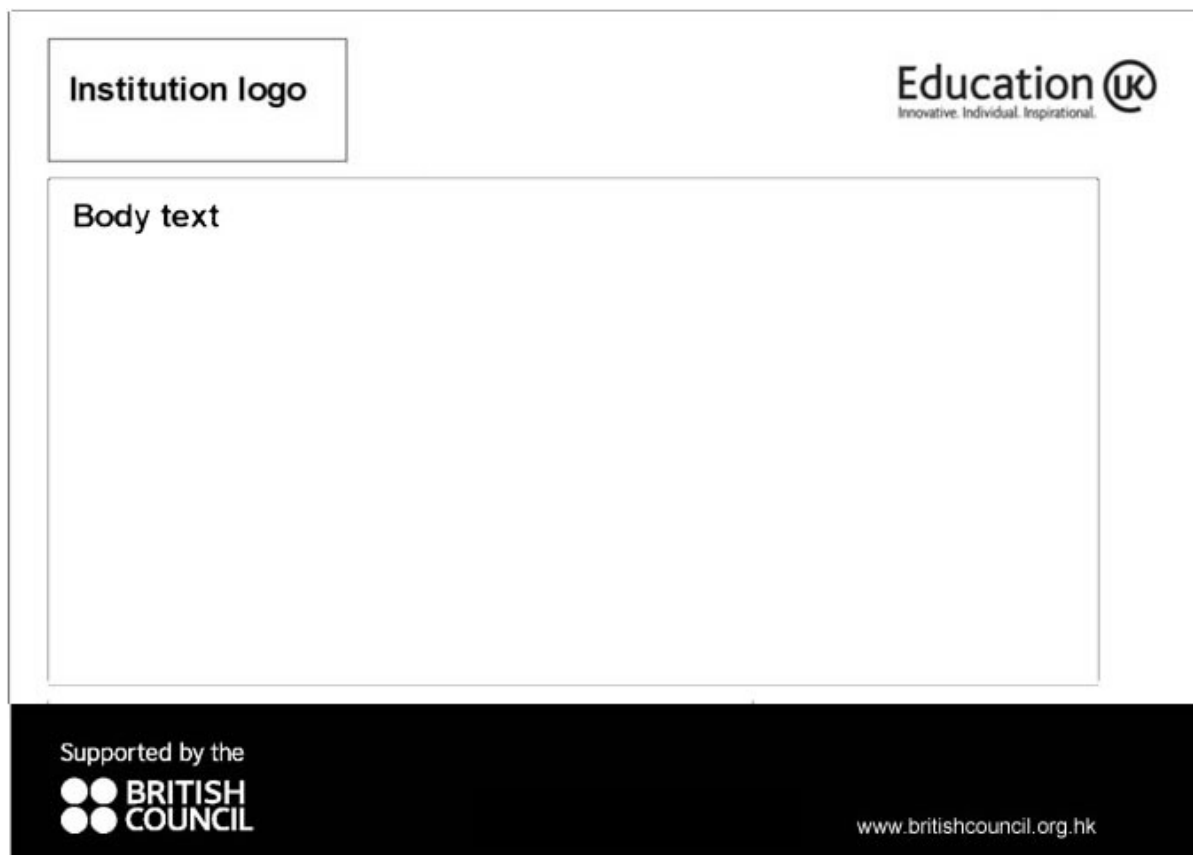


The diagram illustrates the layout for a vertical advertisement. It features a large rectangular frame with a black footer bar at the bottom. Inside the frame, the top-left corner contains a box labeled "Institution logo". The top-right corner contains the text "Education" followed by a UK flag icon and the tagline "Innovative. Individual. Inspirational." below it. The central area of the frame is a large empty box labeled "Body text". The footer bar contains the text "Supported by the" above the British Council logo and the website address "www.britishcouncil.org.hk".

Sample size 2 (Horizontal)

Half page: approx. 125mm(H) x 200mm(W)

Half Page



The diagram illustrates a sample advertisement layout. It features a large rectangular frame containing a smaller box in the top left corner labeled "Institution logo" and a large empty rectangular area below it labeled "Body text". In the top right corner of the frame, the "Education UK" logo is displayed, with the tagline "Innovative. Individual. Inspirational." underneath. The logo consists of the word "Education" followed by "UK" in a circle. Below the main frame is a black footer bar. On the left side of the footer bar, it says "Supported by the" above the "BRITISH COUNCIL" logo. On the right side of the footer bar, the website address "www.britishcouncil.org.hk" is provided.