

Opportunity

Name	Advertorial Opportunities in The British Council's Study Guide 2015
Country	Indonesia
Region	East Asia
Date	7 April 2015
Description	Call for Expressions of Interest for Advertising Opportunities in the British Council-Indonesia's Study Guide 2015

Content text

Title	The British Council's Study Guide 2015-16
Language	Bilingual (English- Indonesian)
Subtitle/Teaser text	Advertorial Opportunities in The British Council's Study Guide 2015 The British Council Indonesia invites the UK Institutions to advertise their institution and study programmes.
Main text	<p>The UK has a long history of welcoming international students and remains as one of the most popular countries for overseas students. Based on the data from UK Visas and Immigration the number of Indonesian students pursuing their study to the UK has increased 19.4% in 2013/2014. The UK is still one of the top 3 most popular destinations for Indonesian Students.</p> <p>In addition to serving as an introduction to the UK education system and the benefits of studying in the UK, including impact, our study guide also serves to help institutions:</p> <ul style="list-style-type: none"> • Promote and provide detail on study programmes of each UK institutions, so that students can contact the institutions directly according to their interests; • Provide students with information on facilities, study programmes, entry requirements, UCAS application system, student accommodation and life in the UK.

The publication date of the 2015-16 study guide is mid-June 2015. This is your chance to place an advertorial of your institution in this annual publication that will be seen by many school counsellors, agents, educators, students, and parents in Indonesia.

Content

- 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
- Useful websites

Target Audience & Circulation

3,000 initial copies of the study guide will be distributed to educational institutes in Indonesia—schools, universities, polytechnics, and international education consultants. Further copies of the study guide will also be distributed at the British Council's education exhibitions and other relevant activities (e.g. schools tours) and major education events in which we actively participate.

The target audience of this study guide includes students (high school, undergraduate, Masters, and PhD), school counsellors, parents, and educationists.

Cost and Size of Space

Book Dimensions: A5 Size, up to 60 pages, all colour.

	Advert Size: 2 pages of A5 Charges: £ 700 + VAT
Action	<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 • A soft-copy of the material (content of the advertorial provided by your institution): <ul style="list-style-type: none"> o Text (max. 600 words) o Logo: Size should be 300 bpi min. (or >200 KB), JPEG format o 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, 29 May 2015 Send your EOI to:</p> <p>Lisa.Wilianto@britishcouncil.or.id</p> <p>Cc: Meinanda.Chudahman@britishcouncil.or.id</p> <p>As we have limited advertisements space, your request will be given priority on first come first serve basis.</p> <p>Questions regarding EOI must be received no later than 15 May 2015</p> <p>Questions may be sent through email to Lisa Wilianto Lisa.Wilianto@britishcouncil.or.id or Meinanda Chudahman, Meinanda.Chudahman@britishcouncil.or.id</p>
Contact Person	Lisa Wilianto Programme Manager- Services for International Education Marketing (SIEM) Phone : +62 (21) 5155561 ext. 274 Email : Lisa.Wilianto@britishcouncil.or.id Website : www.britishcouncil.or.id