

Call for contributions to 2015 UK Summer Camps & Vacation Courses Booklet

China's demand for short-term study courses in the UK ranges from vacation courses for young English learners to teacher training and corporate courses.

To meet the diverse demands of China's market, the British Council is working with English UK to produce a 'UK Summer Camp & Vacation Courses' booklet introducing UK institutions. The booklet will be divided into three sections based on current market needs:

1. **Summer School Programmes** (for young learners and adults)
2. **English Teacher Training Programmes** (for individuals and groups)
3. **Professional/Corporate Training**

There are 50 ad spaces (single or double page) available across all three sections for UK educators to raise their profile among target audiences. The booklet will be published in English and Chinese Mandarin in A5, and it will be distributed at various British Council events. Suitable events scheduled for this year include:

- 2015 UK Summer School Programme China Road Show
- 2015 UK SSP Digital Campaign
- China Education Exhibition
- British Council Education Agent Workshop
- Campus events and university visits
- Exhibitions organised by local authorities
- Events organised by agents, training schools and other local partners

In addition, the booklet will be sent to education agents, training schools and Chinese institutions, and it will be put on display at the British Council's offices. It will also be promoted on the Education UK website and other digital channels in China.

How to get involved?

Please download the attached booking form and return the completed form to davisson.li@britishcouncil.org.cn by **Thursday 10 September 2015**. Applications will be accepted on a first come, first served basis and will be listed in alphabetical order.

The following options are available:

	Item	Submission requirement	Cost
Option 1	Profile Listing - One profile listing (single A5 page)	1. Complete the content form; 2. Provide high-quality photos.	£250 (not including translation)
Option 2	Centrefold Ad - One advertorial article (double A5 page)	Self-designed page to be submitted: 1. Full page trimmed 138mm (width) x 100mm (height) 2. Printing screen: 300dpi - All files should be sent in PDF version - All images must be saved in 300dpi resolution - All images must be in CMYK color 3. If provided, submissions in Ai format should be converted to curve	£500 (including translation)
Option 3 (only 2x available)	Inside Cover Ad - One advertorial article on the inside cover (front or back, single A5 page) - Includes one free profile listing	Self-designed page to be submitted: 1. Full page trimmed 138mm (width) x 100mm (height) 2. Printing screen: 300dpi - All files should be sent in PDF version - All images must be saved in 300dpi resolution - All images must be in CMYK color 3. If provided, submissions in Ai format should be converted to curve	£800 (including translation)

(Please note all prices are exclusive of VAT, unless otherwise stated.)