

# UK Study Guide 2016-17

## Indonesia

### Information and Advertising Booking Form

1 April 2016

#### Introduction

Following the success of last year's Study Guide.

We are pleased to inform you that British Council Indonesia will be producing a Study in the UK Guide for 2016/17.



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:

- 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 contents of the Study Guide are as follows:

- 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 Online Resources

### Target Audience & Circulation

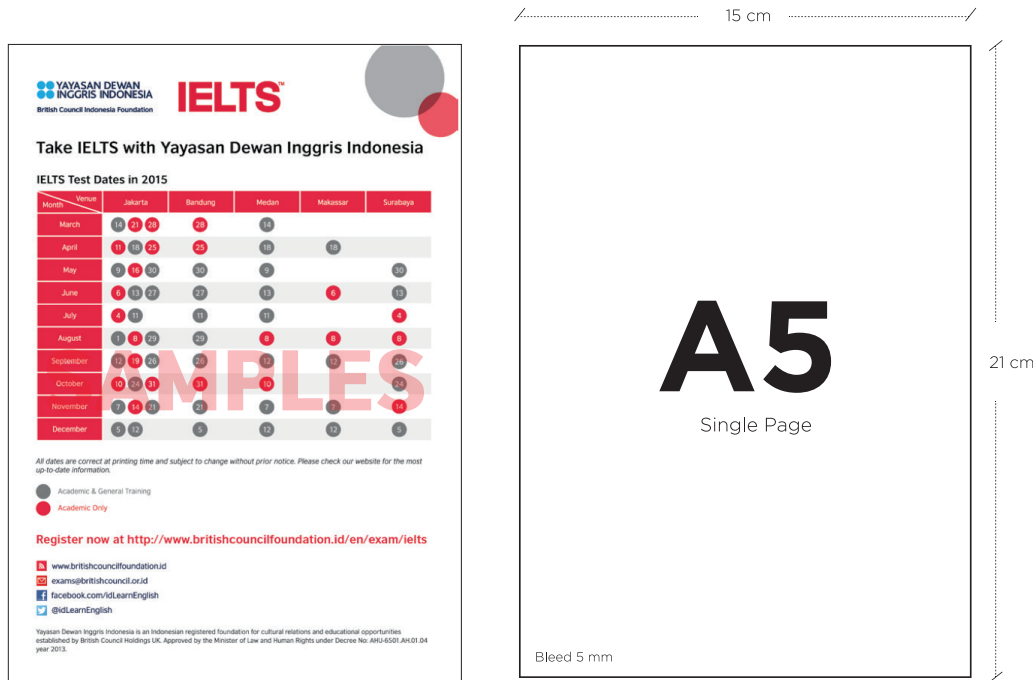
The initial print of the Study Guide will be 8000 copies. The target audience of this study guide includes students (high school, undergraduate, Masters, and Phd), school counsellors, parents, education agents

The study guide will be distributed through the following channels:

- Direct distribution to Education Agents and Schools.
- British Council’s education events
- External (local institutions) events where British Council participates

### Cost and Size of Space

#### Option 1 Single Page A5



- Back cover : GBP 1500 (Net)
- Inside Front Cover : GBP 1200 (Net)
- Inside Back Cover : GBP 1000 (Net)

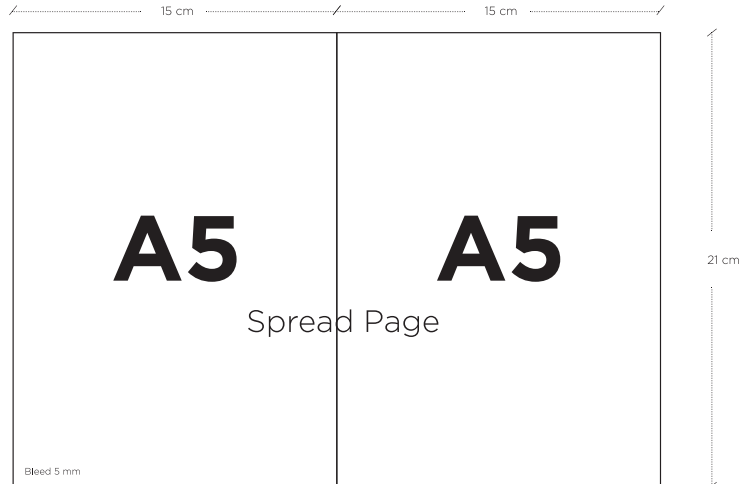
Advertorial design/content can be provided by your institution, if you need us to do the design please refer to the content requirements below:

- High quality images (min. resolution 300 dpi)
- Vector logo (Adobe PDF, Adobe Illustrator Format, EPS format)
- Headings, sub-headings and body text.

### Ready to print file:

- Size: 15 x 21 cm (Portrait) bleed 5mm
- Minimum resolution 300 dpi
- File can be in High resolution JPG, editable PDF, Adobe Illustrator file.

**Option 2** Spread Page – 2 Single Page A5



- Spread Page\* : GBP 800 (Net)

\*Spread Page Advertorial will be placed based on Alphabetical name of the institutions

Advertorial design/content can be provided by your institution, if you need us to do the design please refer to the content requirements below:

- High quality images (min. resolution 300 dpi)
- Vector logo (Adobe PDF, Adobe Illustrator Format, EPS format)
- Headings, sub-headings and body text.

**Ready to print file:**

- Size: 30 x 21 cm (Landscape) bleed 5mm
- Minimum resolution 300 dpi
- File can be in High resolution JPG, editable PDF, Adobe Illustrator file.

Please fill in the form and return the form by email to **EducationUK.Indonesia@britishcouncil.org** and cc: **Tentri.Pujilestari@britishcouncil.or.id** at the latest on **10 May 2016.**

**Contact Person:**

Tentri Puji lestari  
Programme Manager  
Email : [Tentri.Pujilestari@britishcouncil.or.id](mailto:Tentri.Pujilestari@britishcouncil.or.id)  
Mobile phone : +62 811 622 400

# Advertorial Booking Form

**Name of Institution\*** : .....  
(\*This format will be used in all publicity)

**Main Contact** : .....

**Telephone** : 

Area Code
-----------

Phone. No
-----------

**Email** : .....

**Contact Address** : .....  
.....  
.....  
.....

## Please choose the advertorial option

- Back Cover : GBP 1500 (Net)
- Inside Front Cover : GBP 1200 (Net)
- Inside Back Cover : GBP 1000 (Net)
- Spread Page\* : GBP 800 (Net)

\*Spread Page Advertorial will be place based on alpha