

The British Council Vietnam is delighted to invite UK institutions to participate in advertising opportunities in the Study UK Guide 2017.

The guidebook is a very good opportunity for UK universities, colleges and schools to showcase their profiles and courses on offer to prospective students who plan to study in the UK.

Print run for the first edition in 2017 will be 3,000 copies which will be distributed at all Study UK events. The guide will also be published as an online version and promoted through the British Council communication channels to make a wider and bigger impact.

About the Study UK Guide

The Study UK Guide 2017 is an essential guide for prospective Vietnamese students which provides comprehensive information on UK Education including reasons to choose the UK education, guidance on each level of study: from pre-university to postgraduate, choosing a course and specific subjects, learning English in the UK, application process, adapting to the life in the UK, visa application.

Advertising in the Guide gives UK institutions the following options:

- Inside front cover OR the inside back cover - full page advertising
- Inside page - in the Advertisement section: full page or half page advertising
- Inside page - in selected sections: full page or half page advertising

Technical description of the guide:

- Number of copies: 3,000
- Size: 21x29.5 cm (WxL)
- Language: Vietnamese
- Printing type: in 4 colours
- Number of page : approximately 70 pages per guide
- Main contents:
 - Why study in the UK?
 - Comparison between VN and UK education system
 - Types of courses/ subjects at pre-university, undergraduate and postgraduate levels
 - English language
 - How to apply for a course
 - Scholarships
 - Visa application
 - Life in the UK
 - Choosing your level of study and subject areas:

- Pre-university courses (A Level, Foundation),
- Business and Administrative Studies,
- MBA,
- Computer and Mathematical sciences,
- Engineering & Technology,
- Creative Arts & Design,
- Social sciences and humanities,
- Travel, tourism and hospitality
- Choosing an Education agent

Distribution channels

The Study UK Guide is distributed at all British Council education events and marketing activities from September 2017 to August 2018. An online version of the booklet will be also promoted through our digital communicational channels.

- The Study UK Exhibition in October 2017;
- The Study UK Exhibition in March 2018;
- UK institutional presentations and other institutional marketing events throughout the year;
- Outreach activities (UK Alumni Smart Talks, competitions...) organised by the British Council at local universities, high schools and educational organisations;
- Front-of-house display areas at British Council Offices in Hanoi and Ho Chi Minh City;
- Agent events like agent trainings, briefings and meetings, agent gatherings;
- An online version of the guide is promoted on British Council website, E-newsletter and Facebook page.

Benefits for UK institutions

Advertising in the Study UK Guide offers UK institutions a cost-effective approach to a wider range of target audience through multiple distribution channels:

1. A wide reach to your target audience through multi communication channels

The print publication is distributed at public face-to-face education events:

- Study UK Exhibition in Oct 2017: expected 2,500 visitors
- Study UK Exhibition in March 2018: expected 1,500 exhibitors
- Outreach activities (UK Alumni Smart Talks, lecture tours...) at local universities, high schools and educational organisations: expected 2,000 visitors

The online-version is promoted via online channels:

- Monthly Study UK E-newsletter: sent to a database of >10,000 prospective students
- Facebook page "UK in my eyes": managed by the British Council Vietnam with 85,000+ followers.
- British Council Vietnam website: >290,000 visitors/month

2. Highly cost-effective promotions: The Study UK Guide provides a consistent and convincing alternative to reach your prospective customers for profile raising purpose.

Package options and costs

Items	Size	Advertising fee (excl 20% VAT)
1. Inside front cover OR inside back cover	Full page W: 21cm x L: 29.5cm	GBP1,500
2. Inside page - in selected sections <ul style="list-style-type: none"> ○ <i>English Language</i> ○ <i>GCSE, A level and equivalents</i> ○ <i>Business and Administrative Studies</i> ○ <i>MBA</i> ○ <i>Computer and Mathematical sciences</i> ○ <i>Creative Arts & Design</i> ○ <i>Engineering & Technology</i> ○ <i>Social sciences and humanities</i> ○ <i>Travel, tourism and hospitality</i> 	Full page W: 21cm x L: 29.5cm	GBP1,100
	Half page W: 21cm x L: 14.5cm	GBP700
3. Inside page - in the Advertisement section	Full page W: 21cm x L: 29.5cm	GBP1,000
	Half page W: 21cm x L: 14.5cm	GBP600

Note:

- A discount of 5% will be offered to institutions that advertised in the previous 2016-2017 edition of the guidebook

Cancellation


Cancellation fees will be charged for withdrawal from the publication, as of the date of receiving Notice of Withdrawal via email:

- At 50 per cent of the full fee of the selected package(s) for withdrawals received between 30 July and 15 August 2017.
- At 100 per cent of the full fee of the selection package(s) for withdrawals received on or after 16 August 2017.

Input required from participating institutions

After your participation has been confirmed, you will be required to prepare and send British Council Vietnam a ready-for-print advert marquette which meets the following requirements:

- File format : PDF
- Size : Full page: W: 21cm x L: 29.5cm
Half page: W: 21cm x L: 14.5cm
- Quality : High resolution, preferably over 10Mb; in 4 colours; ready for print
- Language : Vietnamese preferably



If your advertisement is in English, it will be kept originally unless translation is requested. Translation service is included the package.

In case translation is required, a new design for the Vietnamese version will be sent to you for approval 01 week after your original Marquette is received provided that it is received no later than the requested deadline.

In case submission is received after the requested deadline, the British Council reserves the right to cancel the printing of your advert if it leads to the delay of the printing process.

Production schedule

- Deadline for booking space: **30 June 2017**
- Deadline for artwork: **20 July 2017**
- Publication: **4 September 2017**

How to participate

If you are interested in participating in the Study UK Guide 2017, please complete the [application form](#) and return it to Hien Le by **30 June 2017**.

Advertising opportunities will be offered on first come, first serve basis.

Contact person

Ms Hien Le

Education Marketing Manager

BC-SIEM Vietnam

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