

UK Study Guide 2017-18

Indonesia

Information and Advertising Booking Form

22 May 2017

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 2017-2018.



In addition to provide parents & students with facts and reasons on the excellence of UK education compare to other countries, our booklet also serves to help institutions:

- Promote and provide detail on study programmes of each UK institutions, sothat students can contact the institutions directly according to these 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
- Food and drnk
- Clothing
- Weather and seasons
- Etiquette
- UK key facts
- Practical items before you go
- UK alumni testimonial
- Useful Online Resources

Target Audience & Circulation

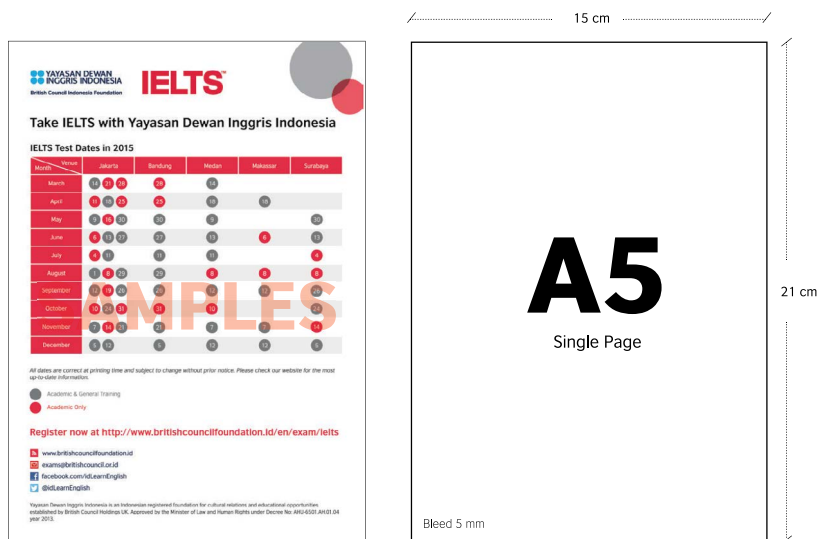
The initial print of the Study Guide will be 8000 copies. The target audience of this study guide includes students (high school, undergraduate, Masters, and Phd), school counsellors, parents, education agents

The booklet 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 1300 (Net)
- Inside Back Cover : GBP 1100 (Net)

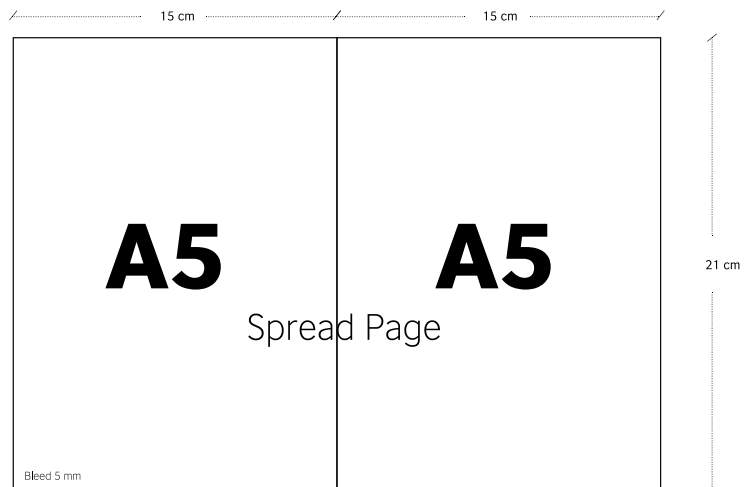
Advertorial design/content can be provided by your institution, if you need us to do the design please refer to the content requirements below:

- 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 5 mm
- Minimum resolution 300 dpi
- File can be in High Resolution JPG, Editable PDF, Adobe Illustrator file.

Option 2 Spread Pages



- Spread Page : GBP 850 (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 5 mm
- 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 Audrie.sanova@britishcouncil.or.id at the latest on

31 June 2017

Contact Person:

Audrie Sanova
 Programme Manager
 Email : Audrie.sanova@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

Area code and Phone Number

Telephone

Email

Contact Address

Please choose the advertorial option

Back Cover : GBP 1500 (Net)

Inside Front Cover : GBP 1300 (Net)

Inside Back Cover : GBP 1100 (Net)

Spread Page* : GBP 850 (Net)

**Spread Page Advertorial will be placed based on alphabetical order of the institutions' names*