

The British Council Vietnam is delighted to invite UK institutions to participate in advertising opportunities in the Study UK Guide 2018.

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 the Study UK Guidebook in 2018 will be 6,000 copies and is scheduled in two distribution plans:

- First edition in 2018 (2,000 copies) - Distribution from March to August 2018
- Second edition in 2018 (4,000 copies) - Distribution from September 2018 to August 2019

A part from the distribution free of charge to prospective students at all Study UK events, the guidebook 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 2018 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: full page or half page advertising

Technical description of the guide:

- Number of copies: 6,000 (2 editions)
- Size: 18.5cmW x 25.0 cmH
- Language: Vietnamese
- Printing type: in 4 colours
- Number of page: approximately 70 pages
- 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 in 2018. An online version of the booklet will be also promoted through our digital communicational channels.

- The Study UK Exhibition in March and October;
- UK institutional presentations and other institutional marketing events in 2018;
- 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 free of charge to 6,000 Vietnamese students and parents at British Council face-to-face education events:

- Study UK Exhibitions in March and October 2018
- Study UK International School roadshow 2018
- Outreach activities (UK Alumni Smart Talks, lecture tours...) at local universities, high schools and educational organisations

2. The online-version is promoted via British Council communication 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 87,000+ followers.
- British Council Vietnam website: >120,000 unique visits/month

For reference, the online version of the 2017 guidebook can be accessed via this [link](#)

3. A good chance to promote your institution profile on Facebook page “UK in my eyes” (>87,000 followers).

- Participating institutions will have 01 to 02 facebook posts free of charge (* depend on the package you select) to promote your institution profile/ or student/alumni/staff profile on Facebook page UK in my eyes

Package options and costs

Items	Size	Advertising fee (excl 20% VAT)
6 months package - Distribution from March to August 2018		
1. Inside page (6 months)	Full page W: 21cm x L: 29.5cm	GBP700
	Half page W: 21cm x L: 14.5cm	GBP400
12 months package - Distribution from September 2018 – August 2019		
1. Inside front cover OR inside back cover (12 months)	Full page 18.5cmW x 25.0cmH	GBP1,500
2. Inside page (12 months)	Full page 18.5cmW x 25.0cmH	GBP1,000
	Half page 18.5cmW x 12.5cmH	GBP600
<p>Added value service: Participating institutions who sign up for the above advertising packages will be offered opportunity to promote your student/alumni/staff profile on the Facebook 'UK in my eyes' (>87,000 followers) as follows:</p> <ul style="list-style-type: none"> • With Full page option: 02 facebook posts free of charge on the Facebook 'UK in my eyes' • With Half page option: 01 facebook post free of charge on the Facebook 'UK in my eyes' 		

Note:

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

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** :

For 6 months package - Distribution from March to August 2018	Full page: 21cmW x 29.5cmH Half page: 21cmW x 14.5cmH
For 12 months package - Distribution from September 2018 to August 2019	Full page: 18.5cmW x 25.0cmH Half page: 18.5cmW x 12.5cmH

- **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.

How to participate

If you are interested in participating in the Study UK Guide 2018, please complete the [application form](#) and return it to Linh Trinh by **30 January 2018**.

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

Contact person

Ms Linh Trinh

Education Marketing Assistant

BC-SIEM Vietnam

Email: linh.trinh@britishcouncil.org.vn