**Guide to Summer Schools in the UK 2018**

Due to the increasing number of international schools in Thailand and change to the university year, students have a school or university break during June and July, resulting in more students becoming interested in attending a short English course or other summer courses in the UK during this period. Therefore, for the first time, British Council Thailand is to produce a Guide to Summer Schools in the UK to provide useful information for students and parents on summer courses and institutions offering such courses. The guidebook will be in both Thai and English in order to communicate with a wider group of people. 5,000 copies will be printed and a digital copy will be also available.

Promotional opportunities in this guidebook are available to schools and colleges offering English courses during this summer break or universities offering summer school programmes in other subject areas or English.

Promotional opportunities are provided to UK institutions as described below to promote their courses and institutions:

**Specification:**

* Dimension: A4, full colour
* Print run: 5,000 copies
* Language: Thai and English
* Shelf life: 1 year (March 2018-March 2019)

**Distribution plan**

* Parents/students/UK alumni on the database interested in summer schools in the UK
* Distributed at UK school talks and other British Council activities with the right target group
* Potential schools, agents, business partners
* Available at the five British Council offices throughout the year
* Distributed to Thai universities looking for partners to work with on integrating a summer school programme into their courses

**Digital reach**

In order to respond to the changing behaviour of parents and students and enhance the reach of the publication, the guidebook will also be in **electronic format**,similar to that shown in [this link](https://www.surveymonkey.com/r/publicationsbookingform). It is user-friendly for desktop and mobile phone. Therefore, it can be accessed by a wider group of people, not only in Bangkok but in other cities across Thailand. In addition, it can be shared quickly and more widely.

**Advertisement prices and details\***

|  |  |  |
| --- | --- | --- |
| Two profile pages (one in Thai, one in English) | £650 | Translation fee and artwork included |
| Inside back cover | £1,000 | Get two profile pages (in Thai and English) as complimentary |
| Inside front cover | £1,200 | Get two profile pages (in Thai and English) as complimentary |
| Back cover | £1,300 | Get two profile pages (in Thai and English) as complimentary |

\* Excluding applicable VAT

**Special discounts**

A 10% discount will be offered to UK institutions participating in any of the three Study UK exhibitions in Thailand in 2017/2018: Study UK Mini exhibition, Study UK Schools and Colleges Fair, and Study UK GRAND exhibition.

**If you are interested in placing your profile on the guidebook or obtaining further information, please complete the booking form below and return to****uraiwan.samolee@britishcouncil.or.th****.**