

## **Advertising opportunity with top Chinese-language annual DSE guide in Hong Kong**

The 2013 Hong Kong Diploma of Secondary Education Examination (HKDSE) results will be announced on 15 July. The Chinese language newspaper, Sing Tao Daily, will publish a guidebook - HKDSE Pathway Guidebook, to provide hints and advice for the graduates this year. Topics in the guidebook to be covered include:

- (1) Introduction of further study options, such as bachelor degree, associate degree, higher diploma, overseas studies, vocational training etc.
- (2) Profiles of School and education institutes
- (3) Interviews with academic professionals and case studies of recent graduates

While the main focus of the newspaper magazine-format guide is universities in Hong Kong, there is useful coverage of overseas options, including the UK. British Council Hong Kong would like to raise the profile of UK universities with the use of this guide, by inviting UK universities and their representative organisations to advertise in the 2013 edition, which will be published on 8 July 2013.

Hong Kong is a leading source of international students in UK universities. In 2011-12 there were 11,790 Hong Kong students in UK universities. The UK remains the most popular option for Hong Kong families looking for quality education abroad. Advertising in the HKDSE Pathway Guidebook published in a leading Chinese language newspaper in Hong Kong provides access to this market.

80,000 copies of the Guidebook will be printed and freely distributed to graduates of all local secondary schools, as well as at Sing Tao centres around Kowloon and Hong Kong Island.

### **Participation fee**

	<b>B/W</b>	<b>Full colour</b>
<b>Full Page</b>  Trim size: 270mm(H) x 215mm(W) Bleed size: each side 5mm	GBP 1650 +VAT	GBP 2100 +VAT
<b>Half Page</b>  Horizontal: 125mm(H) x 200mm(W) Vertical: 260mm(H) x 95mm(W)	GBP 850 +VAT	GBP 1150 +VAT
<b>Quarter page</b>  125mm(H) x 95mm(W)	GBP 500 +VAT	GBP 650 +VAT

**Cancellation deadline**

Cancellation fees will be charged for withdrawal from the advertising opportunity as of the date of receipt of notice of withdrawal:

At 50 per cent of the full cost for withdrawals received on or after 20 May 2013

At 100 per cent of the full cost for withdrawals received on or after 24 May 2013

**How to apply**

Please complete the application form below and return it by **24 May, 2013** to:

Sheryl Leung

Assistant Manager, Education

British Council

3 Supreme Court Road

Admiralty, Hong Kong

E-mail: [bc-siem@britishcouncil.org.hk](mailto:bc-siem@britishcouncil.org.hk)

Fax : +852 2913 5166

**Application form****Advertising opportunity with top Chinese-language DSE guide in Hong Kong**

We would like to advertise in the **HKDSE Pathway Guidebook** on **8 July, 2013** with the following particulars as (✓):

**Size :**            ( ) Full Page            ( ) Half Page            ( ) Quarter Page

**Colour :**        ( ) B&W                    ( ) Full Colour

**Total Advertising Cost:** \_\_\_\_\_

Name of institution: \_\_\_\_\_

Name of contact person (in block letters): \_\_\_\_\_

Position: \_\_\_\_\_ Department: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

\* \* \* \* \*

**Completed form to be returned to:**

British Council Hong Kong, 3 Supreme Court, Admiralty, Hong Kong

E-mail bc-siem@britishcouncil.org.hk

Fax +852 2913 5166

**by Friday 24 May 2013**

**Note on advertisement placements made by British Council on behalf of UK institutions:**

The above cost includes film production and placement, and will be invoiced on the publication date of the HKDSE Pathway Guidebook.

Clippings of the advertisement will be sent back for reference. You can make a maximum of two amendments on each layout. Please take note of the following requirements:

- Content (e.g. text, logo and photos) should reach us by **28 May 2013**
- The Education UK logo will be placed on the top right hand corner if the institutions have subscribed to the brand license.
- You can opt to maintain your institutions' house style but additional fees may be applied. In all instances where you adopt your house style the British Council's logo will be excluded.

All layouts of advertisements will be approved by you prior to output of film.

**Sample 1 (Vertical)**

Quarter page: approx. 140mm(H)X113mm(W)

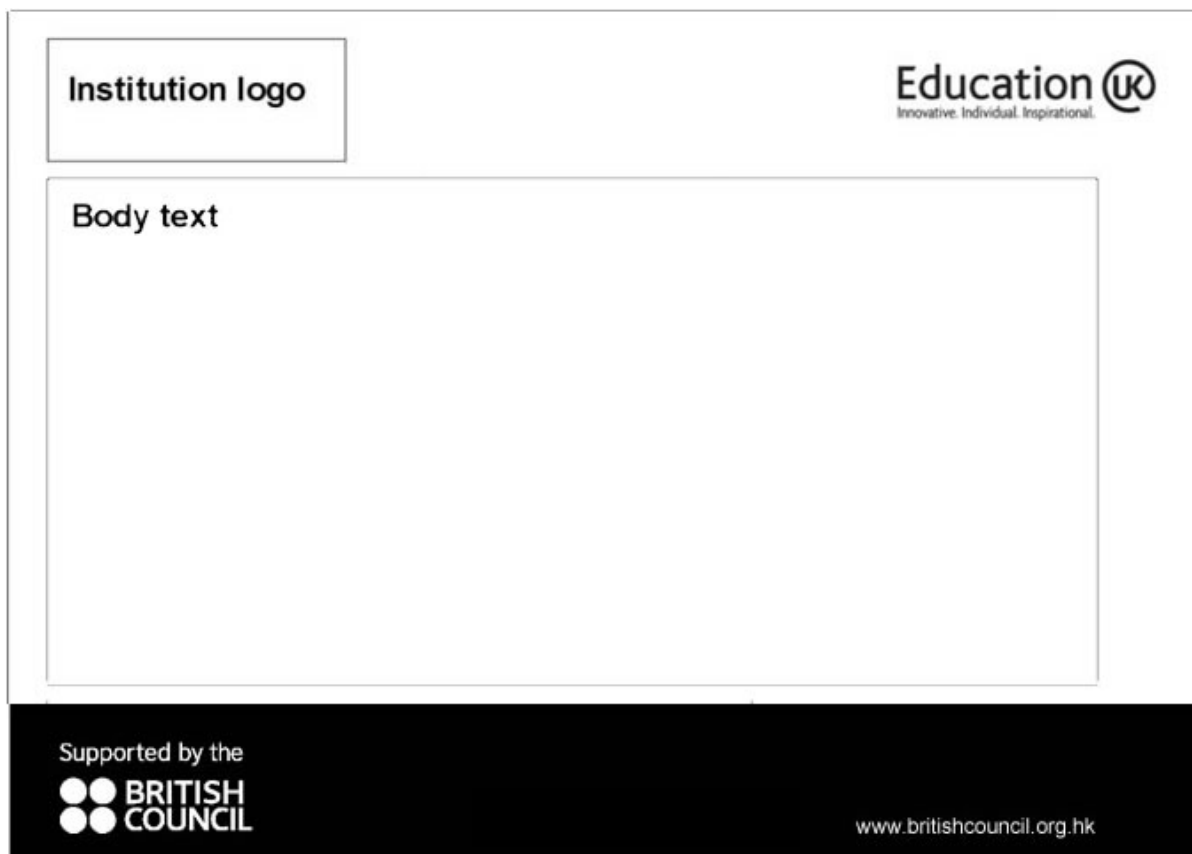
Half page: approx. 286mm(H)X113mm(W)



The diagram illustrates the layout for a vertical advertisement. It features a large rectangular frame with a thin border. In the top-left corner, there is a smaller rectangular box labeled "Institution logo". In the top-right corner, the text "Education" is displayed in a bold font, followed by a circular logo containing the letters "UK". Below "Education" is the tagline "Innovative. Individual. Inspirational." in a smaller font. The central area of the frame is a large empty rectangle labeled "Body text". At the bottom of the frame, there is a solid black horizontal bar. On the left side of this bar, the text "Supported by the" is written above the British Council logo. On the right side of the bar, the website address "www.britishcouncil.org.hk" is displayed.

**Sample size 2 (Horizontal)**

Half page: approx. 140mm(H)X230mm(W)



The sample advertisement layout is contained within a large rectangular frame. In the top-left corner, there is a smaller rectangular box labeled "Institution logo". In the top-right corner, the text "Education UK" is displayed, with "Education" in a larger font and "UK" in a smaller font inside a circle. Below "Education UK" is the tagline "Innovative. Individual. Inspirational." in a smaller font. The central area of the frame is a large, empty rectangular box labeled "Body text". At the bottom of the frame, there is a solid black horizontal bar. On the left side of this bar, the text "Supported by the" is positioned above the British Council logo. On the right side of the bar, the website address "www.britishcouncil.org.hk" is displayed.

Institution logo

Education 

Innovative. Individual. Inspirational.

Body text

Supported by the



[www.britishcouncil.org.hk](http://www.britishcouncil.org.hk)

**Appendix**  
**Singtao Pathway Guide 2012**

高考生及中學文憑生  
**出路大全 2012**  
名人奮鬥史  
用理想成就人生

★「雙軌年」升學攻略  
★海外升學五大熱門地  
★四年制大學概覽  
★專家教你JUPUS改選心得  
★「重讀」的抉擇

Member of VTC Group VTC 職業訓練局

**IVE/HKDI高級文憑**  
眼到 ■ 手到 ■ 獨到

3年間**9,000**人升讀大學 | 就業率接近**90%**

2836 1888 | www.vtc.edu.hk/study | www.facebook.com/vtwave

資料來源：2009-2011年恆生指數及香港大學畢業生升學及就業調查

**Cover**

University College  
**FALMOUTH**

**英國法爾茅斯大學**

法爾茅斯大學以當代藝術教育廣為人知，是活躍英國及國際創意工業的中堅份子。一世紀以來，教員以才華與專注孕育一代又一代學生的創意，致使大學在國際藝術、設計、媒體、表演及文學領域均享譽全球。

- ▶ 2011年《星期日泰晤士報》大學排名榜藝術及設計科名列第九，並可與全球五大創意藝術專科學府之一。
- ▶ 過去8年，已投資逾一億英鎊為校園添置先進的設備，尚有多項大型托尾計劃在籌備當中。
- ▶ 安排學生參與英國廣播公司(BBC)、華納兄弟(Warner Brothers)、盧米埃兄弟(Saatchi & Saatchi)等跨國機構合辦的教育和商業項目、新創企業及實習培訓，增進他們的就業機會。不少畢業生現時皆為世界一級品牌工作，如Nike體育用品、Burberry、音樂電視網(MTV)、Ford汽車、Levi's牛仔褲及可口可樂等等。
- ▶ 為高信任評級的教育機構(Highly Trusted Sponsor)。
- ▶ 位處山清水秀、人煙稀少的康沃爾郡(Cornwall)，遊客人數全英第一，榮獲往倫敦最快捷機場(Gatwick Airport)僅需45分鐘。

查詢詳情  
可登入 <http://www.falmouth.ac.uk/1564/international-study-17.html>  
電郵: [international@falmouth.ac.uk](mailto:international@falmouth.ac.uk) | 電話: +44 0 1326 213794/254259

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[www.britishcouncil.org.hk](http://www.britishcouncil.org.hk)

**4C Full page ad**

**Education UK**

英國獨特教育大學是英國最具規模的專科學院之一，提供在聯合工商業及職業界訓練的課程。

- 歷史悠久，國際聲譽上溯至1938年
- 開辦逾1,000個課程訓練，劃分25個學院
- 全球設有分校，在英國以外共有16個分校
- 非營利機構於2009年獲頒《The Complete University Guide 2011》
- 機械工程、製造設計、建築科學及設計課程均獲12項 Teaching Quality Assessment (TQA) 專業委員會評級
- 課程實用，保障畢業生的就業機會
- 超過70個課程獲專業機構及學會認證，如英國會計師公會(ACCA)、特許管理會計師公會(CIMA)、機械工程師學會(IMECH)及英國建築師學會(BCA)
- 國際認可性強，獲皇家特許12個國際的3,500多間海外生就讀
- 作東主給予其獎勵內閣，較易申請及註冊
- 一流服務團隊，為2011年獲獎最佳服務團隊

查詢詳情請向大學查詢: [www.education.ac.uk/international](http://www.education.ac.uk/international)  
電話: +44 191 247 1922 | 電郵: [international@education.ac.uk](mailto:international@education.ac.uk)

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**University of Portsmouth**

英國獨立第一大學 University of Portsmouth 是位於英國海邊，為世界人士所矚目的一所現代化海濱大學，提供傳統和中國傳統教育方式。大學具有超過150年歷史，其中包括由自學訓練畢業的不少多項國際學生，但不設自修班。提供廣泛的課程及個人化服務。

大學亦設有自修班，包括：文、理、藝術及文化產業及人文社會科學等。提供超過200個大學、學士、職業課程。

**HKALE及HKDSE的預科入學資格**

HKALE 預科入學資格

大學一年級入學資格	一般性文憑成績 4.6-5.0 級分
大學一年級入學資格	一般性文憑成績 4.6-5.0 級分
大學一年級入學資格	一般性文憑成績 4.6-5.0 級分

大學一年級入學資格 一般性文憑成績 4.6-5.0 級分

大學一年級入學資格 一般性文憑成績 4.6-5.0 級分

查詢詳情請向大學查詢: [www.port.ac.uk](http://www.port.ac.uk)  
電話: +44 1302 311111 | 傳真: +44 1302 311111

查詢詳情請向大學查詢: [www.port.ac.uk](http://www.port.ac.uk)  
電話: +44 1302 311111 | 傳真: +44 1302 311111

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**4C half page ads**