

Advertising opportunities on Vietnam Education UK guides

2013

The British Council Vietnam is planning to print a new set of Education UK guides 2013 – 2014 including a pre-university guide and a post-graduate guide to promote UK education system to Vietnamese prospective students.

These are essential guides distributed at all Education UK events and re-published annually by the British Council Vietnam in order to bring up-to-date information about UK education to prospective Vietnamese students. There is a good opportunity for UK institutions to do profile raising by placing their institutional adverts in this Education UK guide set.

Please see below further details regarding the new Education UK guides set.

About the Education UK guides

- Size : 21x29.5 cm (WxL)
- Language : Vietnamese
- Printing type : in 4 colours
- Number of page : approximately 54 pages per guide
- Number of copies:
 - Pre-university guides: 8,000
 - Post-graduate guides: 8,000
- Duration of usage : From September 2013 to August 2014
- Main contents:
 - Why to study in the UK at pre-university/ postgraduate level
 - Comparison between VN and UK education system
 - Types of courses/ subjects at pre-university and postgraduate levels
 - How to apply for a course
 - Scholarships
 - Visa application
 - Questions and Answers
 - List of useful websites
 - UK alumni's quotes/ stories on their studying, living and working experience in the UK

Distribution channels

Distribution of the guides is carefully planned alongside most Education UK marketing campaigns and events in Vietnam through various promotion channels such as:

- The Sterling Group Lecture Tour in September
- The Annual Education UK Exhibition in October
- The Pathway to University Mission in March

- UK Alumni Smart Talks
- UK institutional presentations and other marketing events
- Outreach activities by the British Council to local universities, high schools and educational organizations
- Front-of-house display sections at British Council Offices in Hanoi and Ho Chi Minh City
- Agent events like agent trainings, briefings and meetings, agent gatherings.

The online versions of the publications will be posted on Education UK website, which attracts more than 3,000 unique visitors every month.

Benefits for you


- *Reaching your target audience:* We are expecting:
 - 3,000 visitors attending the upcoming Education UK Exhibition 2013 and Pathway to University Mission 2014
 - 2,000 visitors attending the Sterling Group Tour 2013
 - 3,000 visitors attending public-facing events like UK institutional presentations, UK Alumni Smart Talks and other events held at high schools/ universities, etc.,.
- *Doing highly cost-effective promotions:* If you have a limited marketing budget but are looking for a cost-effective method of doing promotion in Vietnam, the guides provide a consistent and convincing alternative to reach your prospective customers. This opportunity especially helps raise awareness about your institutional profile among Vietnamese customers.

Fees

Items	Advertising fee		Maximum advertising slots	
	Full page	Half page	Full page	Half page
Pre-university guide	GBP900	GBP500	10	20
Postgraduate guide	GBP900	GBP500	10	20
Pre-university guide + Postgraduate guide	GBP1,600	GBP900		

Notes:

1. Applications and the order of adverts placed in the guides will be accepted on a first-come, first-served basis.
2. Especially, we would like to offer **discount** for UK institutions that placed adverts on these Guides in 2012 as follows:
 - a. **A discount of GBP100** for the booking value of GBP1600 or more
 - b. **A discount of GBP50** for the booking value of GBP900



These discount amounts exclude in the fees above and will be deducted directly in the invoice.

3. The above fees are excluding 10% VAT tax. The VAT tax will be added when we issue invoice to UK institution.

Input needed from UK 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 : preferably in Vietnamese. If your advertisement is in English, it will be kept originally unless you request translation service from us.

In case of translation needed, the new design in Vietnamese will be sent to you for approval 1 week after you send us the Marquette, provided that you send us the Marquette no later than the requested deadline.

In case you send us the Marquette after the requested deadline, the British Council reserves the right to set a new deadline with you in terms of translation service and approval; and reserves the right to cancel the printing of your Marquette if it may leads to delay in the printing process.

How to participate:

Send Application Form to the British Council coordinator	By 19 July 2013
Send Advertising Marquette to the British Council coordinator	By 9 August 2013

Cancellation deadline

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 advertisement fee for withdrawals received on or after 9 August 2013.
- At 100 per cent of the full advertisement fee for withdrawals received on or after 13 September 2013.



Who to contact

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