**Guide to UK Schools and Colleges and Pre-University Programmes 2018**

The **Guide to UK Schools and Colleges and Pre-University Programmes** is produced annually by the British Council in both English and Thai in order to communicate with a wider target group. The content will be tailor-made to the requirements and nature of Thai parents and students, and includes the following information:

* General information about the UK (weather, geographical characteristics, culture)
* Essential information on choosing a school e.g. the UK Education system, type of school, how to choose a school
* UK school alumni who are celebrities or well-known in Thailand
* FAQs for Thai parents and students

**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 education 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

**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 produced in **electronic format**, similar to that shown in [this link](https://www.surveymonkey.com/r/publicationsbookingform). It is user-friendly for both 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.

**Promotional opportunities**

In addition to the content described above, we are pleased to offer space for UK schools and colleges to place their profile or advertisement in the guidebook. Each profile will consist of:

* School name, logo, and contact details
* Brief information about the school
* Tuition fees
* Two photos of the school
* A UK map showing the location of the school
* Contact details of agents in Thailand (optional)

**Advertisement prices and details\***

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| 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****.**