



Merchandise Advertising

With British Council Malaysia

Why advertise on our merchandise?

Our merchandise helps potential customers find your institution – often before they are even looking to apply to an institution – and then turning that early awareness into brand preference and ultimately, into leads and conversion.

Who receives our merchandise?

Our contacts within the Ministry of Education, scholarship agencies, local public and private universities and colleges, student counsellors in public, private and international schools.

Merchandise specifications:

Calendar for the year 2013

- Full colour print
- Displays Malaysian national, state and school holidays
- Size of calendar (page): 20cm height X 20cm width

Note book

- Size: 210mm x 150mm
- Pages include, Cover, 5 sheets of separators, 100 sheets of ruled paper
- Finishing: laminated hard cover with wire-O binding
- Front and back cover is reserved for British Council's brand image

Advertising opportunities:

We are offering advertising opportunities in the form of advertisement(s) printed on separators of the calendar and note book. Calendar separator is a full-page advertisement: 20cm height X 20cm width.

For the note book, each separator can take double-sided full page advertisements. You have a choice of taking one-page or double-sided adverts.

A full page advertisement costs £250. Double-sided (for note book) will cost £500.

Material specifications:

Advertisement artwork should be in PDF format and sized according to the note book's or calendar's dimension (see above), in high resolution, 300dpi. Please forward the artwork to British Council's [YouSendIt](#) account latest by 31 July 2012:

Dropbox Name: June-Lo-British-Council-Msia

- Dropbox URL: <https://dropbox.yousendit.com/June-Lo-British-Council-Msia>



Application form: Merchandise Advertising with BC Malaysia

Name of institution: _____

Main contact: _____

Telephone and Fax: _____

Email: _____

Please tick the merchandise you wish to advertise in:

- Calendar 2013 at a fee of £250
- Note book as a one-page separator at a fee of £250
- Note book as double-sided separator at a fee of £500

Declaration

I confirm that the above named organisation does want to advertise in the Calendar 2013 / Note book (please cross-out as appropriate) or as option(s) ticked above. I understand that if this application is accepted that the terms and conditions listed below will form a binding contract between this organisation and the British Council.

Signature of authorised officer

Organisation's stamp

Date

The completed application form must reach Patricia Hor before 29 June 2012 by fax or email. However, **acceptance is on a first-come basis** due to limitation of advertisement space.

Patricia Hor
Manager, Education Marketing & Promotion
Tel: +603 2723 7955
Fax: +603 2713 6599



Terms and conditions to advertising on British Council Malaysia's merchandise(s):

1. UK institutions applying must be accredited by a UK authority.
2. UK institutions may not share branding or co-brand their advertisement with a partner / transational education partner / education agents.
3. Cancellation fee will be charged as of the date of receipt of notice of withdrawal. The following cancellation charge will apply:
 - 50 percent of the full advertisement cost for withdrawals received after our application deadline, 2 July 2012.
 - 100 percent of the full advertisement cost for withdrawals received after our printers have completed the final artwork of either the calendar / note book. We have scheduled the second week of August 2012 for our printers to complete final artwork of both the calendar and note book.

Notice of withdrawal must be supplied in writing.

4. Institutions will be invoiced in the beginning of July 2012. Our payment terms are within 30 days from the invoice date.
5. An acknowledgement of receipt will be sent to successful applicants once the application is received, and as long as there are vacancies for advertisement(s).
6. British Council and its printer/designer reserve the right to manipulate the organisation/UK institution's artwork to fit within the material specifications. However, British Council will endeavour to pre-alert the organisation/institution to correct their submitted artwork to ensure it meets our material specifications.