****

Education UK Guides 2016  
Application form

**I. UK INSTITUTION DETAILS**

Name of institution:      

Name of contact person:

Contact address:

Tel:

Email:

**II. PACKAGE OPTIONS AND COSTS**

Please indicate your selected advertising option(s) by ticking the relevant box(es):

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Package option(s)** | | | **Size** | **Cost** |
| **Ready for print advert** | | | | |
|  | | Inside front cover OR the inside back cover page | Full page  W: 21cm x L: 29.5cm | £1,500 |
|  | | Inside page | £1,000 |
|  | **Institutional profile promotion half-page** | | | |
|  | | Pre-university pathways (A Level, Foundation) | Half page  Text: 200 words | £600 |
|  | | Business and Administrative Studies | £600 |
|  | | MBA | £600 |
|  | | Computer and Mathematical sciences | £600 |
|  | | Engineering & Technology | £600 |
|  | | Creative Arts & Design | £600 |
|  | | Social sciences and humanities | £600 |
|  | | Travel, tourism and hospitality | £600 |

***Notes:***

* *All of the costs above are exclusive of 20% UK VAT;*
* *A discount of 5% will be offered for UK institutions who participated in the Education UK Guide 2015 (the Pre-University & Undergraduate Guide and the Postgraduate Guide) and wanted to continue the package in 2016*

**III. TOTAL COSTS**

|  |  |  |
| --- | --- | --- |
|  | Subtotal of selected options |  |
|  | Value added tax |  |
|  | **TOTAL** |  |

**IV. UK INSTITUTION DECLARATION**

*I confirm that the above named institution wants to be included in the above selected advertising option(s) with the total cost indicated in section III above.*

*I understand that if this application is accepted, the terms and conditions detailed in the next page will form an agreement between us and the British Council Vietnam.*

*I would like the ready-for-print advert:*  *to be kept originally in English*

*to be translated into Vietnamese*

***Note:*** *Content for institutional profile promotion half-page must be translated into Vietnamese*

Typing your name will be taken as being as your signature.

|  |  |  |  |
| --- | --- | --- | --- |
| Your name |  | Date |  |

The completed application form should be sent electronically to:

**Phuong Pham, Education Marketing Manager**

Email: phuong.pham@britishcouncil.org.vn

**V. TERMS AND CONDITIONS**

**Acceptance**

The British Council Vietnam reserves the right to accept participating institutions in the relevant advertising options on a first come first served basis until we reach sufficient number of participants for each publication.

Applicants will be notified by email of the acceptance within one week as of date of application.

**Payment schedule**

The British Council Vietnam will invoice the participating institution for the cost applicable to the advertising option(s) selected in the previous page.

The term of payment is 30 days of the invoice date. In accordance with British Council audit procedures reminder letters will be issued for all outstanding invoices over 45 days. Until all invoices are cleared, a block will be placed on your British Council account. Further applications to participate in British Council events and other organised programmes of activity cannot be accepted until all outstanding invoices have been paid.

**Cancellation**

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 fee of the selected package(s) for withdrawals received between 15 August and 31 August 2016.
* At 100 per cent of the full fee of the selection package(s) for withdrawals received on or after 1 September 2016.