

EDUCATION UK NEWSLETTER

Following the overwhelming response from UK institutions on the 1st issue of our Education UK Newsletter, we are now preparing our 2nd issue (to be distributed in August 2013).

Our Target Audience

Students, School counsellors and Teaching staff from:

- Public/private/international schools
- A level colleges
- Polytechnics
- Higher education institutions

Objective of Newsletter

- Promote the UK as the first choice of an overseas destination
- Provide UK institutions with an affordable option to create brand awareness in Malaysia

Number of Copies

- 15,000

Advertising opportunity:

We would like to invite UK schools/ colleges/ universities to feature your institution by placing your advertisement in the Education UK Newsletter.

Advertisement can be either full-page or half-page. With each advertisement, we are offering you free article space on one of the topics listed below. You can also give a short brief / highlight of your institution at the end of your article. Total word count for both article and institution brief should not be more than 300 words.

(Note: please send an accompanying picture with the article and ensure the picture you send is copyright-free or royalty-free)

Cost

Full-page £500

Half page £300

Suggested topics for articles:

We would like to encourage you to consider articles highlighting some of the below topics:

- 1) Preparation for UK bound students
- 2) Applying for Medicine, Dentistry and Veterinary
- 3) UCAS - clearing
- 4) Biosciences / Engineering in the UK

Material specifications:

Advertisement artwork format:

- PDF with crop marks or AI with crop marks
- In full colour, high resolution, 300 dpi.
- Half page size: 25cm W X 17cm H or full-page size: 25cm W X 34cm H
- Please forward the artwork, together with the article and the photo to British Council's YouSendIt account latest by 10 June 2013:

Dropbox URL: <https://dropbox.yousendit.com/Pat-Hor-British-Council-Msia>

Application form: Education UK Newsletter Advertisement

Name of institution:.....

Main contact:.....

Telephone and Fax:.....

Email:.....

Please tick the advertisement space you wish to advertise:

- Full page advertisement at a fee of £500
- Half page advertisement at a fee of £300

Declaration

I confirm that the above named organisation does want to advertise in the Education UK Newsletter with the option indicated 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 June Lo latest by 20 May 2013 by fax or email. However, acceptance is on a first-come basis due to limitation of advertisement space.

June Lo

Manager, Education

Tel: +604 263 0330

Fax: +604 263 3262

Terms and conditions to advertising on British Council Malaysia's newsletter(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 / transnational 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 10 June 2013.
 - 100 percent of the full advertisement cost for withdrawals received after 24 June 2013.

Notice of withdrawal must be supplied in writing.

4. Institutions will be invoiced after the 10th of June 2013. 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.