

### Application form for Education is GREAT booklet

<b>British Council:</b>	<b>THE BRITISH COUNCIL</b> , incorporated by Royal Charter and registered as a charity (under number 209131 in England and Wales and number SCO37733 in Scotland), with its principal office at 10 Spring Gardens, London, SW1A 2BN
<b>Client:</b>	[ _____ ] Email address of lead client: [ _____ ]

This Quotation, together with the attached Terms, forms a contract for the supply of Services (as detailed in the table below) by the British Council to the Client (the “Contract”) and is made on the date on which it has been signed by both parties below (the “Effective Date”).

By executing this Contract, the Client warrants to the British Council that it satisfies all the eligibility criteria published by the British Council on its website <http://www.britishcouncil.org/siem> or otherwise made known to the Client by the British Council prior to the Effective Date.

The attached Terms apply to the Contract to the exclusion of any other terms that the Client seeks to impose or incorporate, or which are implied by trade, custom, practice or course of dealing.

<b>Services:</b>
Advertisement in Education is GREAT booklet
<b>Deliverable:</b>
The British Council China will produce an Education is GREAT booklet with the client’s advertisement in a pre-agreed format.
<b>UK institution contact details:</b>
Name of institution: Main contact: Telephone: Fax: Email: Postal address:

**Project purpose:**

To promote the advantages and excellence of UK education to Chinese students, parents, education agents and local institutions.

To provide a cost-effective and targeted channel for UK institutions to promote their offerings.

**Charges and payment schedule:**

Please tick the appropriate box to indicate the service(s) requested by your institution:

 **Profile listing**

£600  
(full page size: 210mm x 145mm)

 **Advertorial page**

(inside front cover OR inside back cover)\*  
£1,000  
(full page size: 210mm x 145mm)

*\*Only two spaces are available and will be allocated on a first-come, first-served basis.*

 **Centre spread advertorial pages**

(one page advertorial and one page profile listing)\*\*  
£1,000  
(full page size: 210mm x 145mm)

*\*\* Only two spaces are available and will be allocated on a first-come, first-served basis.*

*(all prices exclusive of VAT)*

**Invoice date:**

Invoices will be issued once the booklet has been published in **May 2016**.

If you have any specific requests for the invoice date, please let us know.

**Terms & conditions****Accredited institutions only**

All participating institutions must be accredited by a recognised UK authority.

**Payment schedule**

Participating institutions will be invoiced by the British Council. Payment must be received within 30 days of the invoice date.

**Cancellation**

The Client may cancel the Services prior to their delivery by giving the British Council written notice of cancellation. If the Client cancels before **22 April 2016** the Client shall not be required to pay the British Council any fees in connection with the cancelled Services and any fees already paid in respect of such cancelled Services shall be refunded by the British Council.

If the Client cancels the Services on or after **22 April 2016**, the Client shall be liable to pay the British Council the percentage of the charges for such cancelled Services set out below:

Notice period

On or after **22 April 2016**

On or after **29 April 2016**

Percentage of charges payable

**75 per cent** of the full fee

**100 per cent** of the full fee

**Terms of service**

All institution representatives must abide by the British Council Services for International Education Marketing's terms of service, which can be found at <https://siem.britishcouncil.org/terms-service>.