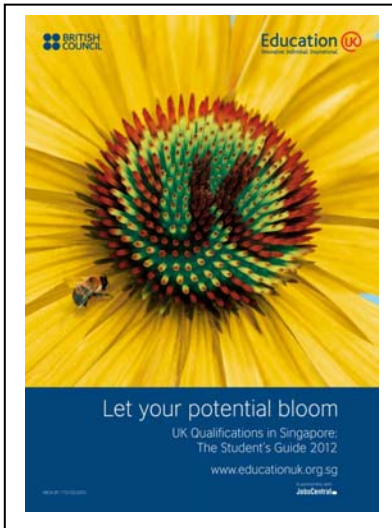


The Guide to UK Qualifications in Singapore 2013

Booking form

The British Council Singapore will soon publish *The Guide to UK Qualifications in Singapore 2013*. Following the success of the 3rd edition in 2012, we will repeat the print run of 10,000 copies for the 4th volume. Published in partnership with Asia360, this is the only guide of its kind, and is therefore an ideal marketing platform for you to reach your targeted audience in Singapore. This year, we will also be producing an iPad app for this guide.



Circulation and readership

10,000 hard copies will have an estimated readership of 20,000 students. Distribution channels include:

- All local schools including junior colleges, polytechnics, ITEs, international schools and private education institutions
- Outreach events and education exhibitions in Singapore and regional countries (Thailand, Indonesia, Vietnam, Hong Kong)
- British Council's four teaching centres (Napier Road, Marsiling, Tampines and Toa Payoh) in Singapore, as well as British Council offices around the region
- An online version will also be made available on our EDUK website and an iPad app will also be available in Apple's App Store.

Fast facts

- Total number of local partners offering UK courses: more than 100
- Total students studying UK courses in Singapore: approx 47,000
- Projected growth in TNE student numbers: approx 10% per annum

Booking information

Booking deadline: **24 August 2012**
 Deadline for content: 28 September 2012
 Published: December 2012/January 2013

Content details

- Student-focused articles explain the benefits of studying a UK TNE programme in Singapore
- PEI profile pages and industry articles inform students of the local educational and career opportunities
- Other student-focussed articles give advice on becoming a student, education standards, financial advice, etc
- UK TNE course directory containing over 800 courses. To have your 2013 UK TNE courses included, please forward your course updates to richard.jenner@britishcouncil.org.sg. There is no fee for this service.
- Advertisers: Singaporean institutions offering UK qualifications, UK education institutions & others
- Audience: Prospective students in Singapore & around the region, parents, teachers, school career advisors
- Distribution: Free, through the various channels of the British Council Singapore (see above)
- Print run: 10,000 copies. Size of guide: 170mm x 240mm
- Extent – 110pages + 4pp cover (extent may be increased if ad sales warrant it)

New! iPad app & digital version

The iPad app for this guide will feature interactive content, such as animated adverts, soundbites in the student articles, institution videos linked to profile pages, hyperlinks for websites/email addresses, etc. The iPad app will be free to download from the App Store. This app will also be promoted on our social media channels.

A digital version of this guide will also be available on our website and promoted on our social networking sites, i.e. the British Council Singapore Facebook page (which has 22,200 'Likes' as of June 2012).

The Guide to UK Qualifications in Singapore 2013
Booking form

Price List

Select the package/positions you wish to book by ticking in the appropriate boxes.

Institution Profile Page¹
Profile Page 2,900

Premium advert positions²
 Inside Front Cover 4,400
 Page 1 4,700
 Page 2 3,900
 Page 3 4,300
 Double Page Spread (Centrefolds) 4,600
 Inside Back Cover 3,700
 Outside Back Cover 4,850

Run-of-page positions
 Full Page Advert 2,900
 Double Page Spread Advert 3,700
 Student/Institution Article³ (1 Page) 3,100
 Student/Institution Article³ (2 Page) 3,900
 Student/Institution Article³ (3 Page) 4,600

Insert of course details into Industry Article⁴
 Business, Finance and Management article 1,400
 All other articles: 1,200

iPad App embedded inserts & animations⁵
 (By upgrading your order, your booked pages will be made interactive for the iPad app version. This will include animating your pages and inserting hyperlinks to your website & email addresses. Optional extras include embedding a 1min school video or a sound bite of your students)

iPad upgrade: 800

Total Booking order: SGD \$	
Grand Total: SGD \$	



Example Profile Page



Example Student Article

Comments:

The Guide to UK Qualifications in Singapore 2013

Booking form

- ¹ Profile pages are designed to promote your institution by featuring your facilities, courses, UK TNE partnerships, etc.
- ² Premium pages and centerfolds usually sell fast, so please book early to avoid disappointment!
- ³ Articles can be based on student/staff interviews, or may focus on other specific topics selected by client.
- ⁴ Course insert includes details of one course woven into an industry article. Includes the name of your institution, the name of your chosen course (i.e. MSc in Business Management) and the name of your UK TNE partner institution. Industry articles include: Accounting & Professional Services; Business & Finance and Management; The Creative Industries; Hospitality, Travel & Tourism; Information & Communications Technology; Life & Health Sciences; Science & Technology.
- ⁵ To increase interactivity for the iPad app version, you may wish to upgrade your order. The S\$800 charge covers all pages booked. Only one video and sound bite per page, and each video/sound content must not exceed 1min in length. Content guidelines for videos and sound bites are available on request. For the video source data, we accept H.264, AAC, MP4 format. The iPad app will be made available as a free download in Apple's App Store.

Institution Details

Please complete the details below:

Company name:	Company stamp:
Name:	Signature:
Designation:	Date:

Terms and Conditions

1. All accounts must be settled within 30 days of invoice date. Invoices will be issued upon receipt of booking.
2. Cancellations will not be accepted once the completed booking form is received.
3. Advertisements, advertorials, photographs and profiles are to be provided by advertisers in electronic format (email) and delivered to us by the stipulated deadlines. British Council (Singapore) Limited reserves the right to exclude from the publication any materials that are received after the stipulated deadlines.
4. All advertisement materials, including photographs, are to be submitted in electronic format and will not be returned. All materials received shall only be used for the purposes of this publication, including promotion on the British Council (Singapore) Limited's EDUK website.
5. British Council (Singapore) Limited reserves the right to edit any text, and exclude any editorial material from this publication.
6. Once advertisers receive the copy, all amendments must be received within five working days. Copy will be considered final if we do not hear from you within five working days.
7. All prices do not include GST tax. Payments should be made to the British Council (Singapore) Limited.
8. All content for all adverts, articles and profile pages must be in line with the Council for Private Education's Advertising Code for Private Education Institutions, which comes into effect in July 2012.

Please return completed form to:

Richard Jenner
 British Council (Singapore) Limited
 30 Napier Road
 Singapore 258509

Fax: 6472 1010
 Email: richard.jenner@britishcouncil.org.sg