

## University Short-term Study Guidebook 2018/19: Booking Form

Please send completed forms as a scanned PDF file to: [JP\\_BC-SIEM@britishcouncil.org](mailto:JP_BC-SIEM@britishcouncil.org)

**Submission deadline: 24<sup>th</sup> October 2017**

<b>Name of institution</b>	
<b>Authorised person</b>	
<b>Email address</b>	
<input type="checkbox"/> Please check this box if your institution meets the British Council Services for International Education Marketing criteria <a href="https://siem.britishcouncil.org/eligibility-criteria">https://siem.britishcouncil.org/eligibility-criteria</a>	
<p><b>Declaration</b></p> <p><i>I confirm that the above named organisation would like to partake in advertising in the British Council Japan's University Short-term Study Guidebook 2018/19. I am aware of the fee stated below and understand that if this application is accepted the terms and conditions listed below will form a binding contract between this organisation and the British Council.</i></p> <p>_____ (signature of applicant)                      _____ (date)</p>	

**Advertising space** - please tick the appropriate box in the table

Profile page*	<input type="checkbox"/> 600 GBP
Profile page* with <b>10% discount</b> (for those institutions that participated in the 2017/18 edition)	<input type="checkbox"/> 540 GBP

**\*Profile page will consist of:**

- Institution name, logo, and contact details
- Brief information on the institution (up to 150 words)
- Course information including dates, tuition fees (up to 200 words)
- Up to three photographs (the British Council will select 1-3 images that best fit the space)

**Institutions will be asked to complete a profile template, the contents of which will be translated into Japanese by the British Council.**

## **Terms and Conditions**

### **Eligibility**

All participating institutions must meet the British Council Services for International Education Marketing Criteria <https://siem.britishcouncil.org/eligibility-criteria>

### **Selection**

Applications will be accepted on a first-come first-served basis. Profiles will be listed in alphabetical order by institution.

### **Acceptance**

Project delivery is conditional on the British Council receiving a sufficient number of applications. Institutions will be sent confirmation of acceptance once sufficient numbers have been received.

### **Payment schedule**

The British Council will invoice all institutions for the participation fee in February 2018.

### **Cancellation Policy**

The below cancellation fees will be charged for withdrawal from the publication, as of the date of receipt of notice of withdrawal.

- 50 per cent of the full participation fee for withdrawals received on or after **31<sup>st</sup> October 2017**.
- 100 per cent of the full participation fee for withdrawals received on or after **14<sup>th</sup> November 2017**.

Notice of withdrawal must be supplied in writing by email to [JP\\_BC-SIEM@britishcouncil.org](mailto:JP_BC-SIEM@britishcouncil.org)