

Call for UK institutions to contribute to STEM Booklet

The British Council is delighted to invite UK institutions to contribute content for an upcoming booklet that will showcase STEM (science, technology, engineering and mathematics) subjects to students in China.

What is the STEM Booklet?

It is a Chinese language brochure that will focus on STEM subjects as offered by UK institutions. Students in China who have an interest in these subject areas will use it to gain information about the subject areas and the institutions offering related courses.

Promotion and distribution of the booklet will be coordinated with other Education UK marketing initiatives in China to gain maximum exposure.

Benefits

The STEM Booklet offers a highly accessible and cost-effective channel for UK institutions to promote their offering to an audience of prospective students in China.

We expect the booklet to reach an audience of 50,000 readers through online and offline channels in 2015/16, allowing participating institutions to promote their offering among Chinese students who are specifically interested in these subject areas.

Promotion and distribution of the booklet will be coordinated with the British Council China's education marketing all year round, including national education exhibitions, education agent workshops, and other local events. The booklet will also be distributed to related training schools and education agencies across the country to provide subject-specific information to their education consultants.

An electronic copy of the booklet will also be uploaded to the British Council's official Education UK website in China for free download by the general public.

Requirements

UK institutions will be required to provide the following content:

- If your institution applies to reserve an advertorial page, it is advised to provide a ready-to-print artwork design with page dimensions of 210mm x 210mm, so that you will have your branding elements presented on the page. The British Council China is able to provide basic design services on request.
- If your institution applies to reserve a profile page, a standard page layout will be used. You will need to provide a high-resolution file of your institution's logo and two to three photos. A content

collection form will be provided to collect information to be included in the text, which may include a brief introduction of your institution and facilities; detailed information on your STEM offering; profiles of academic staff, students and alumni; scholarships; and other general information about studying at your institution. All material should be provided as text files (.doc) and photos (.jpg).

As the booklet will be produced in Chinese language it is recommended that participating institutions provide all content in Chinese. Alternatively, the British Council China can arrange chargeable high-quality translation services for institutions that submit content in English.

Please note that we retain the right of abridgment for the content in case it exceeds the stipulated number of words.

Items	Fee*	Invoice date
Profile listing (full page size: 210mm x 210mm)	£600	<i>Invoices will be issued once the booklet is published in December 2015</i>
Advertorial page** on the inside front cover OR inside back cover (full page size: 210mm x 210mm)	£1,000	
Centrespread advertorial page** (single page advertorial and single page profile listing) (full page size: 210mm x 210mm)	£1,000	

*All prices are exclusive of VAT unless otherwise stated.

**Only two available on a first-come, first-served basis.

How to participate?

Please complete the application quotation form and email it to mandy.deng@britishcouncil.org.cn by **19 October 2015**.

A confirmation email will be sent to you by 26 October 2015. Please note that a minimum of eight participating institutions are required for the booklet to go ahead. The British Council China retains the right to cancel production of the booklet if minimum participation is not achieved.

If the booklet is confirmed, we will send you a content collection form for you to complete with the content you wish to promote, which must be returned to us by **16 November 2015**. The booklet will be published in December 2015.