

### British Council English Language Study Guidebook 2017

Please complete the form and send as a scanned PDF file to [JP\\_BC-SIEM@britishcouncil.org](mailto:JP_BC-SIEM@britishcouncil.org) by **30 November 2016**.

<b>Name of institution:</b>			
<b>Authorised person:</b>	<b>Print name</b>		<b>Signature</b>
	<b>Tel:</b>	<b>Fax:</b>	
	<b>Email:</b>		
<b>Eligibility:</b>	<input type="checkbox"/> <b>Our institution holds a Tier 4 sponsor licence</b> <input type="checkbox"/> <b>Our institution is listed by one of the following</b> ( <i>please circle those that apply</i> ): <ul style="list-style-type: none"> <li>- Accreditation Body for Language Services</li> <li>- Accreditation Service for International Colleges</li> <li>- Accreditation UK</li> <li>- Bridge Schools Inspectorate</li> <li>- British Accreditation Council</li> <li>- Education and Training Inspectorate (in Northern Ireland)</li> <li>- Estyn (in Wales)</li> <li>- HM Inspectorate of Education (in Scotland)</li> <li>- Independent Schools Inspectorate</li> <li>- Office for Standards in Education (Ofsted)</li> <li>- Quality Assurance Agency for Higher Education</li> <li>- Schools Inspection Service</li> </ul>		
<input type="checkbox"/> I would like to place a profile page in the British Council English Language Study Guidebook 2017 produced by the British Council in Japan. I am aware of the fee as stated below and I understand and accept the <b>Terms and Conditions</b> listed on page 2.			

Position (please tick one box)	Price*
<input type="checkbox"/> <b>1 Profile page in Japanese</b> <ul style="list-style-type: none"> <li>• School name, logo, and contact details</li> <li>• Accreditation</li> <li>• Brief information about the school (up to 350 words)</li> <li>• Tuition fees</li> <li>• Up to three photographs of the school</li> </ul> <p>Institutions will be asked to complete a <b>template</b>. The contents will be translated into Japanese and the profile design prepared by the British Council. The British Council reserves the right to edit the content should the profile exceed the word count.</p>	£450  Translation fee and artwork included
<input type="checkbox"/> <b>Full page advertisement (inside front cover) + profile page within guidebook</b>	£650
<input type="checkbox"/> <b>Full page advertisement (inside back cover) + profile page within guidebook</b>	£550
<input type="checkbox"/> <b>Full page advertisement (back cover) + profile page within guidebook</b>	£700

**\*All prices are exclusive of applicable VAT. Invoices will be sent in February 2017**

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## 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. Schools will be listed in alphabetical order in the guidebook.

### Acceptance

The publication of the guidebook is conditional on the British Council receiving a sufficient number of applications. Institutions will be sent confirmation of acceptance (or rejection with reasons for the rejection) once sufficient numbers have been received.

### Payment schedule

The British Council will invoice all institutions for the publication fee in February 2017.

### 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 **30<sup>th</sup> November 2016**.
- 100 per cent of the full participation fee for withdrawals received on or after **16<sup>th</sup> December 2016**.

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