

# Education UK Guidebook 2014-2015

Free booklet for prospective Japanese students

## PROPOSAL



Published by the British Council Japan  
in cooperation with Keibunsha

## **Advertisement Opportunity “Education UK Guidebook 2014-2015”**

The “Education UK Guidebook 2014-2015” is a British Council publication with a strong focus on Japanese students’ needs. The British Council will be responsible for the main content. Japanese publisher Keibunsha will carry out the editing and production. This guidebook has been annually published since 2000 and is well recognized by Japanese institutions.

The printed version of the guidebook will be distributed widely to Japanese students and institutions, whereas the on-line version will be available on the British Council Japan’s website.

### **Contents**

1. The British education system and study opportunities
2. Practical and fun information about living in the UK
3. Stories and photos from alumni
4. Advertisements from British institutions, Japanese agents and some commercial companies (banks, travel agencies, etc.)

### **Distribution plan (printed version)**

1. 5,000 copies will be distributed to individual visitors to the British Council office in Japan and at British Council events.
2. 10,000 copies will be sent to 1000 secondary schools and 100 junior colleges throughout Japan. Additional copies will be delivered on request.
3. 150 universities will receive the number of copies they request.
4. A sample copy will be sent to each of 60 municipal and prefectural international offices. Additional copies will be delivered on request.
5. Over 2,000 copies will be distributed to educational agents and study abroad related service providers for use with their customers.

\* The distribution list for the guidebook gets updated each year according to the results of surveys of secondary schools and colleges in Japan.

## **On-line version**

An on-line version of the guidebook will be available on the British Council Japan's Education UK website in easy-to-view PDF format. The Education UK website currently receives an average of 30,000 visits a month.

## **How the guidebook has been used at Japanese institutions**

- Many of the Japanese institutions that receive our guidebook give away copies to students who visit their international office and /or career guidance office.
- A number of institutions (mainly universities) hold their own study abroad events and distribute 50-200 copies at each event.
- Some teachers use the guidebook in their class to introduce foreign culture to their students.
- Some of the municipal government international offices hold study abroad or cultural exchange events and distribute our guidebook to visitors to these events.

## **Advertising rates**

JPY 250,000 per full page colour (W182mmxD257mm)

JPY 150,000 per full page mono (W182mmxD257mm)

JPY 200,000 per half page colour (W150mmxD110mm)

JPY 100,000 per half page mono (W150mmxD110mm)

JPY 450,000 per two page spread colour (W364mmxD257mm)

JPY 270,000 per two page spread mono (W364mmxD257mm)

A discount of 10% will be offered to institutions that advertised in the previous 2013-2014 edition of the guidebook.

\*The above advertising rates include the cost of translation of your text into Japanese.

Payment of the advertising fee is to be made to Keibunsha when the guidebook is published in June 2014.

## **Artwork specification**

The artwork can be 'ready-to-go' or items provided for production by Keibunsha.

Artwork must reach Keibunsha by 18 April 2014.

For 'ready-to-go' (file copy of a previous ad) artwork:

Data format – Illustrator (CS6 or older version)

File format – ai or pdf file (please outline the fonts)

For production by Keibunsha:

If artwork from a previous ad is not available, please send the following information and materials to Keibunsha:

1. Logo and photographs (JPEG or EPS file)
2. Brief institutional profile – special features, environment, student numbers etc.
3. Major courses, entry requirements, accommodation options, support services for overseas students
4. Contact details for further information

### **Production schedule**

Deadline for booking space	11 April 2014
Deadline for artwork	18 April 2014
Publication	6 June 2014

To reserve a space, please complete the attached order form and send it to Keibunsha.

### **British Council contact details**

Tom Mayes

Projects Manager (Education)

British Council, Tokyo

1-2, Kagurazaka, Shinjuku-ku

Tokyo 162-0825, Japan

Phone: +81-3-3235-8025 Fax: +81-3-3235-8040

E-mail: [tom.mayes@britishcouncil.or.jp](mailto:tom.mayes@britishcouncil.or.jp)

“Education UK Guidebook 2014-2015”

Order Form

Fax or e-mail to Keibunsha by 11 April 2014

Fax: +81-3-3234-1827

E-mail: [minor@kbunsha.com](mailto:minor@kbunsha.com)

Name of institution		
Address		
Phone	Fax	E-mail
Contact person	(Signature)	
Space desired for advertisement (please tick one box)		
<input type="checkbox"/> JPY 250,000 per full page colour (W182mmxD257mm)		
<input type="checkbox"/> JPY 150,000 per full page mono (W182mmxD257mm)		
<input type="checkbox"/> JPY 200,000 per half page colour (W150mmxD110mm)		
<input type="checkbox"/> JPY 100,000 per half page mono (W150mmxD110mm)		
<input type="checkbox"/> JPY 450,000 per two page spread colour (W364mmxD257mm)		
<input type="checkbox"/> JPY 270,000 per two page spread mono (W364mmxD257mm)		
<input type="checkbox"/> <b>We are eligible for the 10% discount (please tick the box if applicable)</b>		

Please send this order form to Keibunsha by 11 April 2014.

**Keibunsha contact details:**

Ms Minori Takahashi  
Director  
Keibunsha

303 Tokyo Lutheran Centre Building,  
1-2-32 Fujimi, Chiyoda-ku,  
Tokyo 102-0071, Japan  
Phone: +81-3-3234-1744 Fax: +81-3-3234-1827  
E-mail: [minor@kbunsha.com](mailto:minor@kbunsha.com)

When the publication has been published, Keibunsha shall issue you an invoice.