



Merchandise Advertising: Calendar 2014

With British Council Malaysia and Brunei

Two for the Price of One!

- **Why advertise on our merchandise?**

Our merchandise aims to elevate the profile of British Education in **Malaysia** and **Brunei**. You have a choice of taking either one-page or up to a maximum of two-page calendar separators.

- **Cost: One-page advertisement costs £300; a two-page advertisement costs £600**

- **Benefits:**

a) Increases exposure in two countries - creates brand awareness and sales leads!

b) **Target audience of over 12,000:**

- i. Contacts within the Ministry of Education
- ii. Local public & private universities and colleges
- iii. Scholarship agencies
- iv. Student Counsellors in public, private & international schools
- v. Visitors to the October Education UK Exhibitions & local education fair in December

- **Merchandise specifications: Calendar 2014**

a) **Theme: Creativity**

As a departure from the conventional calendar design, we are featuring the **UK's Creativity** as the theme for 2014. Please refer to samples attached for placement of logo and text within the artwork. You may either use one main picture or combine multiple visuals creatively within the artwork.

b) Size of calendar (page): 20cm height X 20cm width

c) Advertisement artwork should be in PDF format with crop marks and bleeds as seen in the samples; high resolution, 300dpi

d) Please send all artwork by **23 August 2013** to Dropbox URL:

<https://www.hightail.com/dropbox?dropbox=Pat-Hor-British-Council-Msia>



- Application form: Merchandise Advertising with British Council Malaysia & Brunei

Name of institution: _____

Main contact: _____

Telephone and Fax: _____

Email: _____

Please tick your preferred advertisement option for Calendar 2014:

- One-page calendar separator at a fee of £300

State preferred month to appear in: _____

- Two-page calendar separator at a fee of £600

State preferred months to appear in: _____

Declaration

I confirm that the above named organisation does want to advertise in the Calendar 2014 as the option(s) ticked above. I understand that if this application is accepted that the terms and conditions listed below will form a binding contract between this organisation and the British Council.

Signature of authorised officer

Organisation's stamp

Date

The completed application form must reach Bavani Sivalingam before 19 August 2013 by fax or email. However, **acceptance is on a first-come basis** due to limitation of advertisement space.

Bavani Sivalingam

Officer, Education Promotion

Tel: +603 2723 7932

Fax: +603 2713 6599



Terms and conditions to advertising on British Council Malaysia's merchandise(s):

1. UK institutions applying must be accredited by a UK authority.
2. UK institutions may not share branding or co-brand their advertisement with a partner / transational education partner / education agents.
3. Cancellation fee will be charged as of the date of receipt of notice of withdrawal. The following cancellation charge will apply:
 - 50 percent of the full advertisement cost for withdrawals received after our artwork submission deadline, 23 August 2013.
 - 100 percent of the full advertisement cost for withdrawals received after our printers have completed the final artwork of the calendar. We have scheduled the first week of September 2013 for our printers to complete final artwork of the calendar.

Notice of withdrawal must be supplied in writing.

4. Institutions will be invoiced at the beginning of September 2013. Our payment terms are within 30 days from the invoice date.
5. An acknowledgement of receipt will be sent to successful applicants once the application is received, and as long as there are vacancies for advertisement(s).
6. British Council and its printer/designer reserve the right to manipulate the organisation/UK institution's artwork to fit within the material specifications. However, British Council will endeavour to pre-alert the organisation/institution to correct their submitted artwork to ensure it meets our material specifications.