

Booking form for Study UK guide 2017-18, Taiwan

Specification

- Print size: A5 - (W)145 mm x (H)210 mm
- Number of copies: 7,500

Distribution

- British Council outreach presentations (1,000 students)
- British Council exhibitions (8,000 visitors)
- Education agents (50+)
- 14 study abroad centres in local universities
- 3 public libraries in partnership with British Council
- Study abroad fairs in local universities
- Information sessions hosted by government bodies
- Meetings with local stakeholders

Promotion

- British Council Facebook Fan Pages (40,000 impressions)
- British Council E-newsletters (30,000 subscribers)
- British Council website
- British Council events and activities

Name of institution:

Main contact:

Email:

Phone:

Fee (VAT will incur in the final billing)*

- £600** one-page print-ready advertisement + one page of student or alumni testimonial*
- £600** for double-page print-ready advertisement
- £350** for one-page print-ready advertisement

*The cost includes printing, mailing and management fee.

*Student/alumni testimonial will be translated in local language.



File format

- Print-ready advertisement
Print size: (W)145 mm x (H)210 mm, must include bleed area (W)151 mm x (H)216 mm
Resolution: 300dpi
File type: AI, PDF
Colour: CMYK
- Current student / alumni testimonial (preferably Taiwanese if possible)
One to three relevant images from a student or an alumnus in print resolution and in JPEG format
320 words maximum for a testimonial

Cancellation

Cancellation fees will be charged for withdrawal as of the date of receipt of notice (by email or in writing):

- At 50 per cent of the full cost, for withdrawals received on or after Friday 4 August 2017.
- At 100 per cent of the full cost, for withdrawals received on or after Friday 25 August 2017.

Please complete the form and return it with promotional material to Carol Lin by 31st July 2017.

Carol Lin
Projects Officer, Education
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