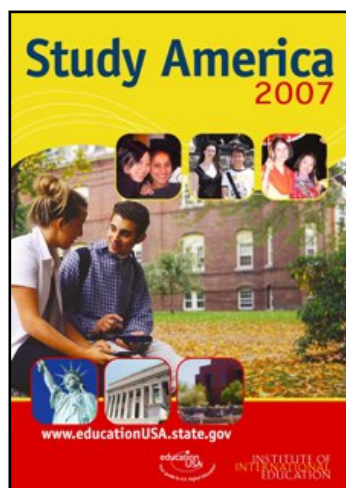


# 2008 STUDY AMERICA Guidebook

**Reach Up to 480,000 Secondary School Students  
in Hong Kong and Macau!**



The publication will include pertinent information on:

- Introduction to the American higher education system
- How to apply to US colleges and universities
- Standardized entrance examinations
- Scholarships and financial aid
- Living in the USA
- How to apply for a student visa
- Other relevant articles

**With over 7 million residents, the city of Hong Kong ranks 12<sup>th</sup> in the leading place of origin for international students in the USA (ahead of Brazil, France, Indonesia and Pakistan). Make sure your school is included in the *Study America* guidebook, and reach thousands of potential students!**

The Institute of International Education (IIE) and the U.S. Commercial Service of the U.S. Consulate General in Hong Kong and Macau cordially invite you to advertise in the joint publication *Study America*, a primarily Chinese-language guidebook that will be distributed free of charge to secondary schools, universities, public libraries and other education institutions in Hong Kong and Macau, including the only EducationUSA advising center in Hong Kong, and the American Corner in Macau. The publication will also be distributed freely to students and parents at education exhibitions, fairs and seminars.

Advertisement placement options range from US\$500 – US\$3,500. English-Chinese translation services are available. Custom advertisements and advertorials are also welcome.

For further information on advertising in the 2008 *Study America* guidebook, please contact Winnie Wong at [wwong@iiehongkong.org](mailto:wwong@iiehongkong.org)

A joint initiative of:

INSTITUTE OF  
INTERNATIONAL  
EDUCATION

