

LOCAL CONSUMER ADVERTISING APPLICATION FORM

DEADLINE: 28 May 2024

In order to receive free customisable artwork and reclaim **50% of your advertising costs** up to a maximum of £200 per bookshop, please complete this form and return by 28 May 2024 to sharon.benton@booksellers.org.uk

TERMS & CONDITIONS:

1. Application must be received by 28 May 2024.
2. The subsidy available is for 50% of your advertising costs up to a maximum of £200, excluding VAT. VAT will be added to the subsidy paid.
3. You must use the generic Summer Books advert which will be provided to you. This can be adapted to include your shop name, address, logo and special sales message, but no other part of the advert must be altered or this will invalidate the subsidy.
4. This subsidy is available for use in adverts in your local newspapers/magazines in the UK and Ireland only.
5. The budget for this subsidy is limited and applications will be dealt with on a first-come, first-served basis.
6. Claims for the subsidy will only be accepted if you send Booksellers Association:
 - (a) the authorised application form
 - (b) a clipping of the advert (original, not photocopied) and the invoice from your local newspaper
 - (c) a VAT invoice from you
7. The BA reserves the right to refuse unreasonable charges by non-professional newspapers or magazines.
8. Only one subsidy application per bookshop will be applicable. If you book more than one advertisement, you can claim half the total cost up to £200 in total.

ADVERTISING DETAILS:

NB the portrait ad will be 148mm high x 105mm wide. The landscape ad will be 148mm high x 210mm wide

I propose to use the Summer Books generic advert in the following newspaper:

I propose to use the Summer Books generic advert on or around the following date:

My advert will cost (please give price excluding VAT): £

I would therefore like to lodge an application for (maximum 50% of the cost or £200): £

BOOKSHOP DETAILS:

Your name:

Bookshop name:

Email:

Address:

Postcode:

Date:

Authorised by Booksellers Association (this will be returned to you as confirmation of your subsidy application)

By completing and returning this form you are accepting the terms and conditions.

Summer Books is produced by the BA.
