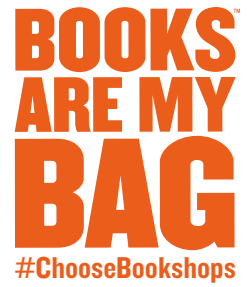


# CHRISTMAS BOOKS 2024



## LOCAL CONSUMER ADVERTISING APPLICATION FORM

**DEADLINE: 14 October 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 14 October 2024 to [sharon.benton@booksellers.org.uk](mailto:sharon.benton@booksellers.org.uk)

### TERMS & CONDITIONS:

1. Application must be received by 14 October 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 *Christmas 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 by Booksellers Association by 17 January 2025 at the latest:
  - (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. The refund for successful applications will be sent to you by cheque.
9. 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 105mm high x 210mm wide

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

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

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

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

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### BOOKSHOP DETAILS:

Your name:

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Bookshop name:

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Email:

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Address:

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Postcode:

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Date:

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### Authorised by the BA

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

*Christmas Books* is produced by the BA.

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