



# The National Childbirth Trust

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## Cheltenham & North Cotswolds NCT Nearly New Sale Advertising Rates 2010 Effective 1<sup>st</sup> October 2010

The Cheltenham & North Cotswolds NCT Nearly New Sales take place four times per year (two for clothes and two for toys and equipment), all on Saturday's, at St Edward's Secondary School, Charlton Kings, Cheltenham. Dates for upcoming sales are:

13 <sup>th</sup> November 2010	Toy and Equipment Sale
TBC March 2011	Spring/Summer Clothes Sale
TBC April 2011	Toy and Equipment Sale
TBC September 2011	Autumn/Winter Clothes Sale

Sales are promoted over the Cheltenham, Tewkesbury and North Cotswolds areas with over 1000 flyers and 400 posters being distributed. All sales are open to the public from 10am – 12noon, usually receiving around 300 – 400 customers.

These are the ways in which organisations can reach customers of the sales:

### Exhibition Stand

We invite organisations to come and exhibit to our customers at a cost of **£25 per stand**. This is a great way to meet and interact with your target audience. Please note that if we receive a cancellation less than one week prior to the sale, 50% of the stand cost will be refunded against a future stand, the remaining 50% will be retained due to lost fundraising income.

### Promotional Literature via Leaflet Dispensers

An area by the pay desks is made available for leaflet dispensers. We offer companies the opportunity to include their promotional material at a cost of **£20**.

### Promotional Literature via Advertising Bags

To include your promotional material in advertising bags costs **£45**. These bags are handed to customers as they leave the sale. Only one of each type of business will be included in the bags.

We ask that you provide us with 250 copies of your promotional material at least one week prior to the sale.

### Discounts

Advertising rates are non-negotiable but we do offer the following discounts on block bookings:

2 sales – 10%      3 sales – 15%      4 sales – 20%

**Please note that NO VAT is charged on any of the above prices because this event is classed as a Fundraising Event and is therefore exempt from VAT charges.**

*The National Childbirth Trust wants all parents to have an experience of pregnancy, birth and early parenthood that enriches their lives and gives them confidence in being a parent*

Registered no. 2370573 (England) -:- Registered Charity No. 801935  
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