

# Quids in!

# Payday Loans Leaflets

## “Say no to payday loans”

**S**econd in Quids in's series of specialist publications to help claimants manage their money in the face of cuts aims to help readers understand the dangers of turning to Payday loans companies. The leaflet promotes budgeting and debt advice as alternatives to short-term borrowing and provides case studies of when things have gone wrong for borrowers. Key contacts and signposting information support the content.

### Payday loans in Numbers

- **Nearly half (48%)** of payday loan users have taken out credit they couldn't afford to repay
- **1 in 2 payday borrowers** say they were hit with unexpected charges
- **1 in 2 payday borrowers** roll over their loan at least once
- **1.2 million people** took out a payday loan last year
- **1 in 3 people** who take out a payday loan get into more money trouble because of it

Source: Which? report on payday loans, May 2012

### Leaflet costs

Costs are in bands. There is a 1,000 minimum order. If you wanted to order 12,500 leaflets you would use the price from 10,000+ and multiply it by the number required. In this case 12,500 x 7p = £875. Costs include delivery to one address. VAT will be added

Copies	Cost each
1,000+	30p
2,500+	18p
5,000+	12p
10,000+	8p
30,000+	6p

### A3 POSTERS

We can supply A3 posters to back up the campaign too. Each poster costs £5, with a one-off £2.50 postage and packing charge, however many you order



**SPECIAL OFFER FOR SMALLER ORGANISATIONS.**  
**250 LEAFLETS AND A POSTER FOR £100 + VAT**

## CUSTOMIZE YOUR LEAFLET

If you want to customize the leaflet by adding your own logo, we can happily arrange that for the costs advertised on the right.

If you need a greater degree of customisation that can also be achieved by we may also need to charge you for design and editorial time – though only ever after an agreed quote.

### Customised leaflet costs

Calculate in the same way as ordinary leaflets by selecting your band and multiplying the per leaflet cost by the number you require.

Copies	Cost each
1,000+	40p
2,500+	20p
5,000+	12p
10,000+	8p
30,000+	6p



[www.socialpublishingproject.com/paydayloan-leaflet](http://www.socialpublishingproject.com/paydayloan-leaflet)

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