

## English Vocabulary – Sale / Offer / Discount / Off

### Sale:

On sale  
Big sale  
Super sale  
Summer sale  
Sale of the century  
Sale on now  
Up to half-price sale  
Flash sale  
Mid-season sale  
End of season sale  
Clearance sale  
Closing down sale



### Offer:

Special offer  
Best offer  
Offer of the week  
Great offer  
Unmissable offer  
An offer you can't miss  
Don't miss out on this offer  
Irresistible offers  
Early bird offer  
Exclusive offer  
Limited time offer



### Discount:

Special discount  
Extra discount  
Super discount  
Fantastic discounts  
Amazing discounts  
Many discounted items  
Discount on many items



### Off:

30% off everything – today only  
Up to 70% off  
50% off selected items  
Up to 50% off (selected lines only)



### Free:

Buy 1 get 1 free  
Buy 2 get 1 free  
Free gift with every purchase



### Also:

Gluten-free  
Sugar-free  
Lactose-free

Price:

Everything half-price today  
We match any price  
One price only  
Best price guarantee  
Price match promise  
We'll beat any price by 10%



Giveaway:

A great giveaway  
What a giveaway  
The great summer giveaway  
It's giveaway time  
Big free giveaway



Deal:

Big deal  
Best deal  
Great deal  
Deal of the day  
Don't miss out on this deal  
What a deal  
Hot deals  
Deal of the century  
Biggest deal



Other:

3 for 2  
2 for 1  
Save up to 50%  
Further reductions



**Note 1.** The words “For sale” are not included in the lists above, as they simply mean “This is available for purchase” (PT: *Vende-se*).

**Note 2.** The word “Promotion” is a false cognate – it doesn't mean “Sale” or “Offer”; it's only used in two contexts:

1. When somebody gets a better position at work:
  - John received a **promotion** yesterday. He is now a manager.
  - I've worked here for 12 years, so I'm expecting a **promotion** soon.
2. For publicity of a product, organization, or event to increase sales or public awareness (PT: *divulgação, publicitário*):
  - We need to create an advertising campaign as a **promotion** for our new products.
  - Do you have any **promotion** ideas to increase our sales?