



2018 ADVERTISING CONTEST

Call for Ad entries -
Rise to the Occasion - Be an Award Winner!

ADVERTISING CONTEST RULES

1. **Must be a member of the Auctioneers Association of North Carolina and a resident of North Carolina.**
2. Entries must be submitted to the AANC Judge (see below) by December 26, 2018.
3. Entries must be in promotion of auctions or auction businesses occurring during the period of December 1, 2017 and December 1, 2018. Your advertising must have run during this time period.
4. Each member may enter each Category and Sub-category once.
5. Please send a copy of each entry, or the web address for internet entries. Each entry must be accompanied by an official entry form (photo copies are acceptable) **with the Category and Sub-category clearly checked off.** (We regret that entries that are not marked for Categories cannot be judged.)
6. There will be an honorable mention list of the winners of each Sub-category, and a "Best of Show" Award for each category!

Good Luck!

ENTRY FORM

Categories:

(Please use one form per entry! Photocopies are fine!)

___ A. Commercial and Industrial

Entries should be in promotion of the sale of commercial and industrial equipment or facilities.

- ___ Print Media (Newspaper, Magazine)
- ___ Direct Mail (Postcards, Fliers, Brochures)
- ___ Broadcast Media (Radio, Television)
- ___ Internet Ad
- ___ Poster (Poster or Sign)

___ B. Automobiles

Entries should be in the promotion of automobiles.

- ___ Print Media (Newspaper, Magazine)
- ___ Direct Mail (Postcards, Fliers, Brochures)
- ___ Broadcast Media (Radio, Television)
- ___ Internet Ad
- ___ Poster (Poster or Sign)

___ C. Farm or Farm-Related

Entries should be in promotion of the sale of farm equipment, livestock, farm-related items, and farmland sold in conjunction with other farm-related items. (Advertising for farm land alone should be categorized as real estate.)

- ___ Print Media (Newspaper, Magazine)
- ___ Direct Mail (Postcards, Fliers, Brochures)
- ___ Broadcast Media (Radio, Television)
- ___ Internet Ad
- ___ Poster (Poster or Sign)

___ D. Antiques and Collectibles

Entries should be in promotion of auctions focusing on antiques and/or collectible items.

- ___ Print Media (Newspaper, Magazine)
- ___ Direct Mail (Postcards, Fliers, Brochures)
- ___ Broadcast Media (Radio, Television)
- ___ Internet Ad
- ___ Poster (Poster or Sign)

___ E. Public Relations

Entries may include news releases; speeches; or informational materials about your individual business or the auction profession. Public Relations measures your efforts to generate publicity, apart from your paid advertising promotions.

___ F. General Household and Estate Liquidation

Entries should promote the sale of the contents of a household or estate, or land auction.

- ___ Print Media (Newspaper, Magazine)
- ___ Direct Mail (Postcards, Fliers, Brochures)
- ___ Broadcast Media (Radio, Television)
- ___ Internet Ad
- ___ Poster (Poster or Sign)

___ G. Institutional

Entries should promote your individual auction business to potential clients. The focus is your company, rather than an upcoming auction promotion.

- ___ Print Media (Newspaper, Magazine)
- ___ Direct Mail (Postcards, Fliers, Brochures)
- ___ Broadcast Media (Radio, Television)
- ___ Internet Ad
- ___ Poster (Poster or Sign)

___ H. Real Estate

Entries should promote the sale of real estate, or land auction.

- ___ Print Media (Newspaper, Magazine)
- ___ Direct Mail (Postcards, Fliers, Brochures)
- ___ Broadcast Media (Radio, Television)
- ___ Internet Ad
- ___ Poster (Poster or Sign)

___ I. Auction Business Stationary

Entries should include your letterhead, envelope and business cards.

___ J. Website

Entries should promote your individual auction business to potential clients.

___ K. Wild Card

Entries may include any promotion related to your auction business that does not fit into the other categories. Past winners have Included Christmas cards, unusual promotional premiums, signage, and special events!

If you are a Category Winner, do you prefer:

- Wooden Plaque Printed Certificate

Submitted by:

Name: _____

Company: _____

City: _____

Describe how advertising was used: _____

Deadline for entries: December 26, 2018

Judge: Betty Hooker, Wendover Associates

Mail To:

Betty Hooker
Wendover Associates, Inc.
309 Suite A Edwardia Drive
Greensboro, NC 27409