

**CALL FOR AD ENTRIES - RISE TO THE OCCASION  
BE AN AWARD WINNER !**

Enter the 2009 Advertising Contest

**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 31, 2008.
3. Entries must be in promotion of auctioneers or institutional occurring between December 1, 2007 and December 1, 2008. Stationery, Radio/TV/Audio Visual, and public relations materials must have been aired/used in the corresponding period.
4. Each member may enter each category and division once. Each entry must be accompanied by an official entry form (photocopies acceptable) and clearly labeled as to which category and division. If the advertising is not labeled as to category and division, it will not be judged.
5. A "Best of Show" award will be presented to winners in all categories.

**Categories:**

The print categories are as follows:

- A. **Commercial and Industrial** - Entries should be in promotion of the sale of commercial and industrial equipment and facilities.
- B. **Farm or Farm-related** - Entries should be in promotion of the sale of farm equipment, livestock, farm-related items, and farmland (in conjunction with farm-related items. Advertising promoting sole farmland should be categorized under real estate).
- C. **Antiques and Collectables** - Entries should be in promotion of auctions focusing on antiques and/or collectable items.
- D. **General Household and Estate Liquidation** - Advertising promoting the sale of the contents of a household and/or estate.
- E. **Institutional** - Entries which promote your individual auction business to potential clients.
- F. **Auction, Business Stationery** - Entries must include letterhead, envelope and a personal business card.
- G. **Radio/TV/Audio-Visual** - Entries which promote or TV Commercial, or Audio or video presentation which promotes an auction business.
- H. **Public Relations** - Entries in the form of a new release, speech, etc., about an auction business and/or the auction profession.
- I. **Wild Card** - Entries promoting or related to auctions.

**2009 AANC  
Advertising Contest  
Entry Form**

***AD Categories***

*"Advertising Creates Awareness and Promotes The Good Image of The Auction Profession"*

**Print Category** (check appropriate space)

- |                                      |  |
|--------------------------------------|--|
| <input type="checkbox"/> Commercial  | <input type="checkbox"/> Estate        |
| <input type="checkbox"/> Farm        | <input type="checkbox"/> Institutional |
| <input type="checkbox"/> Real Estate | <input type="checkbox"/> Antiques      |

**Print Division:**

- |   |
|---|
| <input type="checkbox"/> Newspaper              |
| <input type="checkbox"/> One-Color Ink Brochure |
| <input type="checkbox"/> Two-Color Ink          |
| <input type="checkbox"/> Multi-Color Ink        |

**Other Media:**

- |  |
|--|
| <input type="checkbox"/> Auction Business Stationery |
| <input type="checkbox"/> Radio/TV/Audio Visual       |
| <input type="checkbox"/> Public Relations            |
| <input type="checkbox"/> Wild Card                   |

**Submitted by:**

\_\_\_\_\_  
Describe how advertising was used:

\_\_\_\_\_  
\_\_\_\_\_

**Deadline for Entries: December 31, 2008**

Judged by: Betty Hooker

Photocopy or retype this form. Include one complete form for each entry.

**Send all entries to: Betty Hooker  
Wendover Associates  
309 Suite A Edwardia Drive  
Greensboro, NC 27409**