



## ADVERTISING CONTEST RULES & ENTRY FORM

Contestants must be SCAA Members in good standing. Only **one** entry, from **2011**, may be submitted for each category, with the exception of the Real Estate Category, in which one entry may be submitted for each division. Three copies of each entry must accompany the entry form. Entries must include the SCAA logo or the words “Member, South Carolina Auctioneers Association.” Web Page Category entries must include the specific web address, and it will be viewed after the entry deadline. **ALL ENTRIES MUST BE POSTMARKED ON OR BEFORE JAN. 1, 2012, THE DEADLINE.**

### PRINT CATEGORIES

**COMMERCIAL & INDUSTRIAL:** Includes heavy equipment, industrial machinery and business liquidations.

**FARM LIQUIDATION:** Includes farm machinery and livestock.

**REAL ESTATE:** (Four divisions – one entry may be submitted for each division)

**RESIDENTIAL | COMMERCIAL | INDUSTRIAL | ACREAGE**

**ANTIQUES & ESTATES:** Includes gallery auctions, onsite estates and dealer liquidations.

**NEWSPAPER:** Includes any retail display advertising.

**ONE COLOR:** Includes any category of advertising in one color (spot color).

**POSTCARD:** Includes any category of advertising.

### BUSINESS CATEGORIES

**INSTITUTIONAL:** Includes auction firm promotions, auction catalogs and auction buyers’ guides.

**STATIONARY:** Includes letterhead, envelopes and business cards.

**ELECTRONIC:** Includes Powerpoint presentations, internet auctions and DVDs.

**WEB PAGE:** Includes company or individual auction web pages.

**AUCTION OF THE YEAR:** Submissions to this category should include everything used for one particular auction (i.e. proposal, printed advertisements & summary, etc.)

**Winners will be announced at the 2012 SCAA Convention Awards Banquet, January 2012 in Greenville, S.C.**

*(Copy and Mail Today)*

### **SCAA ADVERTISING CONTEST ENTRY FORM**

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Web Page & Electronic Category Instructions:

Special Instructions: \_\_\_\_\_

**Category Entering:** \_\_\_\_\_

Mail one (1) form for each entry along with three (3) copies of your advertising to:

**Paul Yoder, SCAA Ad Contest PO Box 1439, Seneca, SC 29679**