

# OPPORTUNITY KIT



NATIONAL AUCTIONEERS ASSOCIATION

print ■

online ■

trade show ■

sponsorships ■

target marketing ■

# Auctioneer MAGAZINE

advertising information



Auctioneer magazine is the official publication of the National Auctioneers Association and the voice of the auction industry. With a print and digital circulation of about 4,000, *Auctioneer* reaches key people in

the auction industry, including decision makers who influence the profession. Its readership, shelf life, editorial integrity, diversity of articles and layout makes this publication second to none. The digital edition allows advertisers to link readers directly to online marketing campaigns.

ad rate card effective 2/27/2012

## COVERS

LOCATION (8.75" X 11.25")	RATES/FREQUENCY			
	1x	3x	5x	10x
Inside front cover	\$1,350	\$1,270	\$1,220	\$1,150
Inside back cover	\$1,290	\$1,210	\$1,160	\$1,090
Back cover	\$1,530	\$1,450	\$1,400	\$1,330

## FULL COLOR (CMYK)

AD SIZES	WIDTH X HEIGHT (inches)	RATES/FREQUENCY			
		1x	3x	5x	10x
Two page spread	11.25 X 17.25	\$2,000	\$1,900	\$1,750	\$1,650
Full page	8.75 X 11.25	\$1,200	\$1,120	\$1,030	\$940
3/4 page	7.5 X 7.5	\$1,125	\$1,045	\$955	\$865
1/2 page hor.	7.84 X 4.92	\$845	\$765	\$700	\$605
1/2 page vert.	3.84 X 10	\$845	\$765	\$700	\$605
1/3 hor.	7.84 X 3.167	\$710	\$650	\$590	\$530
1/3 page vert.	2.45 X 10	\$710	\$650	\$590	\$530
1/4 page	3.84 X 4.862	\$505	\$465	\$435	\$395
1/8 page	3.84 X 2.375	\$335	\$295	\$265	\$245

## BLACK & WHITE

AD SIZES	WIDTH X HEIGHT (inches)	RATES/FREQUENCY			
		1x	3x	5x	10x
Full page	8.75 X 11.25	\$895	\$865	\$815	\$750
3/4 page	7.5 X 7.5	\$820	\$790	\$740	\$675
1/2 page hor.	7.84 X 4.92	\$620	\$590	\$555	\$530
1/2 page vert.	3.84 X 10	\$620	\$590	\$555	\$530
1/3 page hor.	7.84 X 3.167	\$530	\$510	\$480	\$460
1/3 page vert.	2.45 X 10	\$530	\$510	\$480	\$460
1/4 page	3.84 X 4.862	\$380	\$360	\$345	\$325
1/8 page	3.84 X 2.375	\$250	\$235	\$225	\$215

NAA Board of Director candidate advertising rates are half price of the rates listed above. Advertising in the December digital also edition is half price.

**Premium positioning** » Guaranteed special positions are available on a per insertion and contractual basis. There is a 15% premium position placement fee for ads and inserts.

**Inserts** » Available upon request. Please contact Anna Lewis at

(913) 563-5421 for information and rates.

**Double issues** » June/July and Dec/Jan issues add 25% to all published ad rates.

## DESIGN SERVICES

The NAA staff will design your ad for **\$60 per hour. The minimum rate is \$60.**

# MARKETPLACE SECTION

## HAVE AN ITEM TO SELL OR JOB OPPORTUNITY?

The MarketPlace section is reserved for your business and commercial advertising needs. This section is open to post job opportunities, items for sale and business information through traditional classified and feature ad formats. Member and nonmember rates apply.

**LINE AD PRICE:** \$1 per word for members  
\$2 per word for nonmembers

**FEATURE AD PRICE:** \$100 for members  
\$150 for nonmembers

submission guidelines

publication schedule effective 2/27/2012

ISSUE	ISSUE DATE	PUBLICATION	SPACE RESERVATIONS	ARTWORK DEADLINES
<b>Dec/Jan</b>	01/01/13	Auctioneer Double Issue	11/30/12	12/08/12
<b>February</b>	02/01/13	Auctioneer	01/02/13	01/09/13
<b>March</b>	03/01/13	Auctioneer	02/03/13	02/10/13
<b>April</b>	04/01/12	Auctioneer	03/01/12	03/08/12
<b>May</b>	05/01/12	Auctioneer	04/02/12	04/09/12
<b>June/July</b>	07/02/12	Auctioneer Double Issue	06/01/12	06/08/12
<b>August</b>	08/01/12	Auctioneer	07/02/12	07/09/12
<b>September</b>	09/01/12	Auctioneer	08/01/12	08/08/12
<b>October</b>	10/01/12	Auctioneer	09/03/12	09/10/12
<b>November</b>	11/01/12	Auctioneer	10/01/12	10/08/12

**Color Specifications & Proofs »** Supplied color files should be in the **CMYK color space**. The NAA will not be responsible for color variations or matching colors on final output.

**Optimal File Types and Resolution »** Files obtained from the Internet or artwork created in Microsoft Office Applications (Word,

Publisher, Excel, PowerPoint, etc.) are **NOT SUITABLE** for high-quality output. Images pulled from the web are 72 dpi (low resolution). Your artwork will need to be **at least 300 dpi (print quality)**. Resizing a file from 72 dpi to 300 dpi is **NOT ALWAYS** acceptable. It will likely result in a blurred or fuzzy, low-quality image.

## ACCEPTABLE MEDIA



## CONFERENCE AND SHOW PROGRAM

**Deadlines:** Reservations: May 13 | Artwork Submission: May 30

The Conference and Show Program lists the week's activities and events for the annual International Auctioneers Conference and Trade Show. It also contains a map of the trade show floor, the exhibitors and their booths. This will be handed out to all of the attendees. For advertising opportunities please see the rate card to the right.



CONFERENCE AND SHOW PROGRAM ADVERTISING RATES			
PAGE	SIZE (inches)	PRICE	COLOR
<b>Front cover flaps (2)</b>	3.125 X 8	\$1,050	Color
<b>Back cover</b>	4.125 X 9.125	\$1,050	Color
<b>Full page</b>	3.125 X 8	\$700	B&W
<b>1/2 page</b>	3.125 X 4	\$540	B&W
<b>1/3 page</b>	3.125 X 4	\$400	B&W

The NAA website is the premier place where Auctioneers go daily to participate in discussion forums, to find vendor services and products, to post their auctions on an auction calendar and find the most up-to-date information on upcoming education and NAA events. Rotating website ads catch the attention of Auctioneers and auction staffs across the globe. Each month there can be up to three different ads on rota-

tion in the four ad spaces provided. Each ad will appear on every page of the site. Locations of the ads may be adjusted slightly to adhere to the content of the website.

**Artwork submission »** All artwork must be received by the **15th day of the preceding month** to be included in the next month's advertising. The required method for artwork submission is a .jpeg file at 72 dpi. E-mail artwork to [alewis@auctioneers.org](mailto:alewis@auctioneers.org).

## AD SIZES AND OPTIONS

OPTIONS	SIZE (pixels)	LOCATION	PRICE (per month)
A	175 X 175	Near the top, right side of page, below "Join NAA" box	\$500
B	175 X 125	Right side of page, below "Find Auctions" box	\$300
C	300 X 60	Two spaces: below the "Upcoming Events" & "Spotlight" boxes	\$200



## E-NEWSLETTERS

Auction Enews keeps readers up to date on the latest happenings at the NAA and within the auction industry. It has several short news stories with live links that refer readers to websites for more information. The newsletter is e-mailed on the second and fourth Wednesday of each month to members and nonmembers. Four ad spaces are available for purchase.



E-NEWSLETTER ADVERTISING RATES			
TYPE	SIZE (pixels)	LOCATION	PRICE
Leaderboard	460 X 60	Top, under header banner	\$300
Vert. Banner	125 X 150	Left column of newsletter	\$150
Horizontal	460 X 60	Below "In this issue" section	\$150
Button	125 X 125	Left column of newsletter	\$100
Classified Line	50 words	Left column of newsletter	\$50

## Conference and Show Daily



The Conference and Show Daily is an electronic newsletter that is distributed daily during Conference and Show. **See chart to left for advertisement rates**

# ANNUAL TRADE SHOW

exhibitor information



With a trade show that attracts about than 1,000 attendees, this is the prime time and location for exhibitors to reach a

unique and specific audience within the auction business. Don't miss your chance to promote your products and services to premier members of the auction community. Exhibitors are an integral part of the NAA trade show. Attendees have come to rely on the expertise of exhibitors to answer questions and to provide hands-on product demonstrations. Don't miss this opportunity to market your products and services directly to this group of professionals and leaders in the auction field.

To reward exhibitors for participating in Conference and Show, package deals including additional marketing opportunities are offered when a booth is purchased.

Each package option (from the chart below) provides FREE and /or significantly discounted advertising opportunities in print and online publications.

Potential savings from these deals can range from \$120 to more than \$800 in advertising costs.

If interested in exhibiting at Conference and Show, please contact Anna Lewis for a 2012 Exhibitors Prospectus. The Prospectus includes more information about booth costs, trade show hours, new features at Conference and Show and other valuable information.

## Exhibitor Prospectus

Interested in exhibiting at the NAA's annual Conference and Show? Contact Anna Lewis to request an exhibitor prospectus for the upcoming Conference and Show. The exhibitor prospectus contains information about booth spaces and prices, dates and deadlines, trade show features and policies, and opportunities for marketing your company to Conference and Show attendees.



### BOOTH PRICES

QUANTITY	SIZE	PRICE
1	10' wide x 8' deep	\$950
1	10' X 10'	\$1,200
2 or more	10' X 10'	\$1,150 EACH

### IMPORTANT DATES

#### JUNE 25, 2012

Exhibitor applications/contract deadline, payment due to reserve space. Payment plan options are available. Contact Anna Lewis at (913) 563-5421 for more information.

#### MAY 21, 2012

Exhibitor Service Kit from Viper Trade Show Services e-mailed to exhibitors.

### EXHIBITOR BOOTH PACKAGES

PACKAGE OPTIONS	DEALS	VALUE	BONUS SAVINGS
<b>Package A:</b> Purchase of 1 booth	1 FREE ad in the MarketPlace section of <i>Auctioneer</i> magazine	\$150	\$150
<b>Package B:</b> Purchase of 2 booths	1 FREE ad in the MarketPlace section of <i>Auctioneer</i> magazine	\$150	\$187.50-\$450
	15% off 1 display ad in <i>Auctioneer</i>	\$37.50-\$300	
<b>Package C:</b> Purchase up to 4 booths	1 year FREE listing in the online Buyer's Guide	\$240	\$452.50-\$890
	25% off 1 display ad in <i>Auctioneer</i>	\$62.50-\$500	
	1 FREE ad in Auction Enews	\$150	

# EVENT SPONSORSHIPS

All sponsors receive post-event coverage in *Auctioneer* magazine. If the educational program or item/service you want to sponsor is not listed above, please contact Anna Lewis at (913) 563-5421 or alewis@auctioneers.org.

## sponsor information



Sponsorships through the NAA offer a valuable opportunity for businesses and organizations to network with auction professionals, generate leads and build lasting professional relationships within the auction community. Recognition at these educational events may include name and company representation, brand awareness, speaking time, product or service promotion and overall company exposure to some of the top decision makers in the auction profession.

## Real Estate Auction Summit

**February 7-8, 2012**

**Atlanta, Georgia**

This two-day summit caters to the real estate professional with cutting-edge courses that focus on industry specific topics. Leaders from the real estate business highlight the event as speakers and educators.

## CAI

**March 18-22, 2012 | Indiana University  
Bloomington, Indiana**

One of the most highly respected educational designations in the auction industry, this advanced education program prepares Auctioneers to become leaders in the auction industry. The classes focus on a number of areas that help Auctioneers run successful and efficient businesses.

## CAI Next

**March 18-20, 2012 | Indiana Memorial Union  
Bloomington, Indiana**

CAI Next is a three-day, intensive program exclusively for graduates of CAI. This program promises to be the most advanced training provided by the NAA for CAI designation holders. **Space is limited to 50 participants.**

## Designation Academy

**July 9-13, 2012 | Spokane • December 2012**

**Las Vegas, Nevada**

The Designation Academy provides an opportunity for Auctioneers to take any professional designation course other than CAI. Auctioneers take advantage of this week to receive their desired designations and network with fellow Auctioneers. There are two academies this year. One is in July, the week before Conference and Show and the other is in December. **The NAA offers five designation courses:**

- Accredited Auctioneer Real Estate (AARE)
- Graduate Personal Property Appraiser (GPPA)
- Certified Estate Specialist (CES)
- Benefit Auctioneer Specialist (BAS)
- Auction Technology Specialist (ATS)

## Benefit Auction Summit

**September 24-25, 2012**

**Denver, Colorado**

About 50 of the top benefit Auctioneers attend this annual event. It's an educational and marketing opportunity benefit Auctioneers can't afford to miss. Sponsors have the chance to network with attendees, give presentations and have table top displays at the reception.

## INTERNATIONAL AUCTIONEERS CONFERENCE AND SHOW

### Platinum\* ... \$10,000

1. Registration bags
  2. President's Gala
  3. Keynote presentation
- All recognition:** Platinum Sponsor Reception, signage, *Auctioneer* and Auction Enews. **Gala and Keynote:** table tents and speaking time. **Registration bags:** brand recognition.

### Gold ..... \$8,000

1. Name badge lanyard
  2. USB drives
- All recognition:** Signage, *Auctioneer*, Auction Enews, one flyer in registration packet and printed brand recognition on items.

### Silver ..... \$6,000

1. Trade Show popcorn
  2. Hotel key cards
  3. Snack boxes
- All recognition:** Signage, *Auctioneer*, Auction Enews and printed brand recognition on items.

### Bronze ..... \$2,000

1. First-timers breakfast
  2. CAI breakfast
  3. C&S Pocket Guide (printed brand recognition on item)
- All recognition:** Signage, *Auctioneer* and Auction Enews.

\* limited to three sponsors

**Spokane, Washington**

**July 17-21, 2012**



# OTHER MARKETING OPPORTUNITIES

There are various package options available when you advertise with the NAA. In order to qualify for the deals advertisers must reach minimum investments.

Each level provides FREE and/or significantly discounted advertising opportunities within

print, digital and online publications. Potential savings from these deals range from \$150 to more than \$1,000 in advertising costs.

Please call Anna Lewis at (913) 563-5421 to see how you can save money and reach your clients through multiple NAA resources with these package opportunities. NAA publications included in package deals are the

following:

- Auction Enews
- Conference and Show Daily e-newsletter
- Online Buyers Guide listing
- Online advertising on the NAA website
- Conference and Show Program

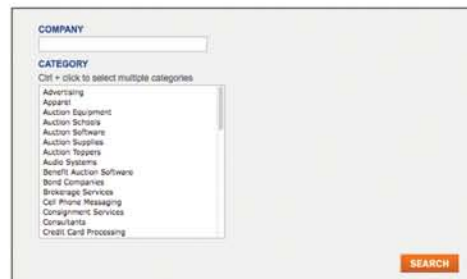
## ONLINE BUYER'S GUIDE

marketing information

We know you have questions and need answers when it comes to supplying your auction business with tools and technology. The NAA Buyer's Guide provides members with a comprehensive list of businesses that provide services and resources specifically for Auctioneers.

While we can't recommend one product or service over another, we can point NAA Auctioneers in the right direction.

**PRICE: \$240 per year**



## LIST RENTALS

marketing information

Whenever you face the challenge of reaching a specific audience, the NAA's list rental is the answer for you. The list rental service provides contact and company mailing list information for the decision makers in the auction industry: NAA members. The NAA does not provide a list with phone numbers or e-mail addresses.

Prepayment is required on all list rental orders and the minimum order is \$100. You can get a list according to Auctioneers in certain states, or even by speciality categories (e.g. real estate Auctioneers).

**PRICE: members: \$0.16 per name  
nonmembers: \$0.20 per name**

## AFFILIATE MEMBERSHIP

marketing information

Looking for a competitive edge? Become an NAA member today! As a valued industry partner, we invite you and your employees to join the association and enjoy the benefits of membership in the NAA.

A membership application is available online at [www.auctioneers.org](http://www.auctioneers.org). As a member, you will be granted the rights to use the NAA logo in your advertisements and booth display. Membership is

one of the easiest and most cost-effective ways to demonstrate your professionalism in the auction business.

Access to the NAA website "Member Resources" section is another benefit. You will be able to take part in the online discussion forum and get first-hand knowledge of what's on the minds of fellow members and customers.



### FOR MORE INFORMATION:

**Anna Lewis, Account Coordinator**  
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(913) 563-5421 | [alewis@auctioneers.org](mailto:alewis@auctioneers.org)