



Auction Advantage

How much does Auction Advantage cost?

ONLY 45¢ per newsletter!
(includes postage and set-up

charges) Simply submit your mailing list, logo and picture to the NAA and we do the rest.

How do I send my mailing list to the NAA?

A Microsoft Excel template and instructions are available from www.auctioneers.org (members only) so you can create/file in a EXACT format our printers require.

To find the "Auction Advantage" template:

1. Go to the NAA website www.auctioneers.org
2. Login to the "members only" side using your username and password
3. Click on "Auction Advantage" (on the left side of the screen)
4. Click on "AA Newsletter TEMPLATE INSTRUCTIONS (Word Document)" and select "open."
5. Click on "AA Newsletter TEMPLATE (Excel File)" and select "open."
6. Follow the instructions
7. Email completed template and images to auctionadvantage@auctioneers.org

Please Note: You are responsible for all data files information including current address, zip code and quality of images. If any information sent to us is incomplete these will not be included in the quarterly mailings. Due to logistics you will be charged for all data even if incomplete.

AUCTION ADVANTAGE CHECK LIST

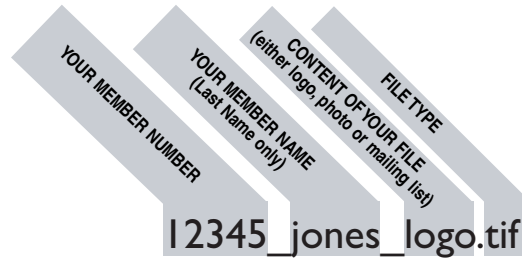
- | | |
|---|---|
| <input type="checkbox"/> Download the template from the NAA website | <input type="checkbox"/> Email spreadsheet, company info and images |
| <input type="checkbox"/> Enter your mailing list into the template | <input type="checkbox"/> Fax this form to the NAA |

In which format do you need my logo and picture?

Photo and Logo files need to be a high quality image in .tif, .jpg or .eps at 300 dpi. Photo measures 1.25" x 1.5", Logo measures 2.5" x 1.5".

Each of the three file names should begin with your member number and member name separated by an underscore, as shown in the example below.

EXAMPLE: HOW TO LABEL YOUR FILES



Is this a full color brochure?

Yes, though your logo and photo will be printed in black and white.

How do I get my information to the NAA?

Email all information to auctionadvantage@auctioneers.org.

How frequently is Auction Advantage mailed?

Every quarter in January, April, July and October.

Can I have copies sent directly to me? Yes, we highly recommend you keep some extra copies on hand to pass out to new customers and contacts.

WINTER EDITION

Sign up no later than November 15

DEADLINE for Data/Images: November 26

Billing date: December 15

SPRING EDITION

Sign up no later than February 15

DEADLINE for Data files: February 25

Billing date: March 15

SUMMER EDITION

Sign up no later than May 15

DEADLINE for Data files: May 25

Billing date: June 15

FALL EDITION

Sign up no later than August 15

DEADLINE for Data files: August 27

Billing date: September 15

BILLING INFORMATION (PLEASE PRINT)

Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____

Contact Name _____

E-mail Address _____

METHOD OF PAYMENT (PLEASE PRINT)

Credit Card

AMEX MC VISA DISCOVER

Credit Card # _____ Exp. Date month/year _____

Card Holder Name (Print) _____

Signature _____