



# A<sup>2018</sup> ADVERTISING COMPETITION

## Rules and Procedures

### Contest Information – Entries are FREE

As an Auctioneer, advertising and marketing expertise are the keys to the success of your business. The quality of your advertising, whether it be signage, business cards, letterhead, newspaper, magazine ads, television or radio commercials or the internet are often the general public's first exposure to your business.

Advertising creates awareness and promotes the auction method of marketing, as well as, the professionalism of your organization. This contest is designed to be your opportunity to display your skills and see how others present themselves in various forms of media. The winners will be recognized at the Winter Convention in Jacksonville November 12th - 14th.

To enter the contest use the entry form provided. One form must accompany each entry. You may photocopy the entry form for use with more than one entry.

### Contest Rules

1. Entries must be in promotion of auctions occurring between October 1, 2017 - September 30, 2018.
2. Entries must be received at Satellite ProLink, Inc., 2905 Winter Lake Rd., Lakeland, FL 33803 by no later than 5:00pm Eastern Time, Friday, September 28, 2018.
3. All entries must have the FAA logo with exception to photography, radio commercials and apparel.
4. Each entry must be accompanied by an official entry form with the entry category clearly labeled. You may submit 1 entry for each sub-category.
5. All entries must include two printed samples of each entry. Newspaper, Magazines Ads, and Press Releases must include two full tear sheets showing the entire page on which the advertisement is found. TV and Radio commercial entries must include two samples provided on standard DVD format.
6. Stationary entries must include two samples of letterhead, envelope and a business card.
7. Website designs will be judged live as shown on the computer. However, you must submit an entry form by the deadline with printed page to enter your website.
8. Online advertising entries should include as many visual elements and details as possible (e.g. theme, timelines, goals, objectives, etc.).
9. Social Media entries should include a print out of Facebook, Twitter, or any other sample of social media used to advertise your auction company or specific auction campaign.
10. All entries are eligible for Best of Show award.
11. Any FAA member, associate or affiliate is eligible to enter. The advertised auction does not need to be held in Florida, as long as it follows the eligibility requirements.



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Entry Form

## Category 1: Print Advertising

- Brochure: Black and White
- Brochure: Color
- Stationary: Black and White
- Stationary: Color
- Magazine Ad: Black and White
- Magazine Ad: Color
- Newspaper Ad: Black and White
- Newspaper Ad: Color
- Postcard
- Benefit Auction Catalog

## Category 2: Public Relations & Marketing

- Mass Media
- Press Release
- Presentation Folder
- Novelties/Promo Products
- Photography: Black & White
- Photography: Color
- Magazine Ad: Color
- Auction Proposal
- Apparel
- Signage

## Category 3: Digital & Social Media

- E-mail Blast
- TV Commercial
- Radio Ad
- PowerPoint Presentation
- Website
- Social Media
- Online Advertising
- Mobile App



## Category 4: Best of Show

Chosen by Committee

## Contest Member Information

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Company Name \_\_\_\_\_ License Numbers \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_