

BIDDING RUNS
 MARCH 15, 2012 9:00 AM
 THROUGH MARCH 26, 2012 9:00 PM



Use Your Product to Sell Your Own Product!

Advertise in The Western Producer at Wholesale Costs!

A product/service profile in the Auction Guide and/or The Western Producer: Your item(s) and/or services will be featured in an ad which will include a photo, description, your company logo, address and phone number.

Internet Presence:

Your business and every item you submit will be featured on the *producerauction.com* web-site throughout the event!

Increased Traffic:

The Western Producer will encourage readers to your place of business and check out your auction item before placing a bid. The Auction event will be promoted through the newspaper and point-of-purchase materials.

Large Items:

May qualify for Features item status giving you even more exposure.

■ **BIDDING BEGINS**

March 15, 2012

■ **AND RUNS UNTIL**

March 26, 2012

■ **OFFICIAL AUCTION GUIDE DISTRIBUTED**

March 8, 2012

■ **COMMITMENT**

February 9, 2012

■ **MATERIAL DEADLINE**

February 16, 2012

Increase your advertising budget without spending a cent!

BENEFITS:

- Great value
- Opportunity to purchase wholesale advertising
- No cash outlay, use your product to sell more product
- Great promotion for your business
- Free advertising in the Auction Guide
- Free advertising on the auction web site
- Creates an in-store event
- Opportunity to move "stale stock," "end of line" or "floor models"
- Builds walk-in traffic
- Builds consumer interest
- Opportunity to up-sell or side-sell
- Affiliation with The Western Producer
- Bidder list provided for follow-up
- Qualifies for Co-op dollars for retailers

HERE'S HOW:

- Advertiser agrees to match their prior year cash advertising commitment and to use their auction credit towards incremental advertising
- Advertiser submits item(s) for auction
- Item(s) and auction promoted as outlined above

- If bidding on item reaches the reserve amount agreed, retailer receives advertising credit equal to the retail value of the item to be spent in any Western Producer publication
- Advertising credit is at full rate card value, no volume discounts apply.
- Regular advertisers may qualify for their volume discount.

Rules and Conditions for the Participants

1. Minimum value of the item(s) submitted is \$2,000.00.
2. No one item shall have a value less than \$500.00.
3. The item must be submitted at its Actual Selling Price. (Not MSRP)
4. The actual selling price of the item(s) must be maintained for the duration of the entire auction promotion.
5. Once items are submitted, they cannot be revoked.
6. All items submitted must be new and in original condition.
7. All applicable warranties, manuals, etc. must be included with each item.
8. The advertising value for said product must be used under the terms of the agreement.
9. The Advertiser must display supplied P.O.P. and the featured auction item(s) in a predominant location on their premises during the entire auction promotion.
10. The Western Producer reserves the right to set a "Reserve Bid" at no greater than 75% of the submitted value except where otherwise agreed.
11. The Western Producer reserves the right to accept or decline any or all item(s) submitted by the advertiser.