



2018 Nebraska Auctioneers Association Advertising Contest



CATEGORIES

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| 1. Newsprint/Magazine | 5. Farm/Farm Related Print Advertising | 9. Video | 13. Auction Sign/Banner/Flag |
| 2. Business Liquidation/Commercial Print Advertising | 6. Social Media Page | 10. E-Mail Newsletter | 14. Topper/Trailer/Vehicle Graphics |
| 3. Estate Liquidation Print Advertising | 7. Mobile Website | 11. Blog Posting | 15. Business Card |
| 4. Real Estate Print Advertising | 8. Website | 12. Photos | 16. Promotional Items (Pens, Koozies, Etc.) |

ENTRY RULES

- All entries must be hand delivered at the convention on Saturday, May 19, 2018 between 1:00 – 1:30 p.m. (Check at Convention Registration for exact room location).
- Eligible participants in the advertising contest must be registered for the Convention.
- Entries for categories 1-5, 10, 11, and 12 must be for AUCTIONS conducted between April 30, 2017 and May 19, 2018.
- Categories 1-8 must incorporate the Nebraska Auctioneers Association logo or the words “Member of the Nebraska Auctioneers Association.”
- Each entry must identify the category being entered. Each Auctioneer or Auction Company can enter only one entry per category. The contest is divided into 16 categories, listed at the top of this document.
- Entries of categories 1-5 may consist of multiple colors of ink.
- Entries will be judged on Saturday May 19, 2018 and awards will be given out the next day at breakfast.
- There are 16 possible first place awards in addition to the “Overall Winner.” Second and third place winners will be announced in each category, with the first place winners receiving a plaque. An “Overall Winner” will be selected by total points awarded an auction company.
- If guidelines are not followed, entries will be disqualified or points discounted, at the judges discretion. All decisions made by the judges are final.
- Two or three outside, impartial judges are obtained at the committee chairpersons discretion.
- Each piece will be judged using score sheets and points. Score sheets from each judge will be provided for each entry.
- Entries will be judged on the description of how the entry was used, description of the auction, font, photo/graphic quality, spelling/grammar/punctuation, layout/flow, creativity, working pages/links (for categories 6-11), and the judges overall opinion of the piece.
- An entry form must be filled out for EACH entry. The entry form is on the next page.

ENTRY FORM

SUBMITTED BY:

Company: _____

Name: _____

Date of Auction (required for categories 1-5, 10, 11-12): _____

Description of how advertising was used:

Brief Description of entry:

URL for E-mail Newsletter, Websites, Mobile Website, Video's, Etc.:
