

2018 PAA Advertising & Marketing Contest

Published Contest Rules:

- Only entries prepared and submitted by members in good standing in the Pennsylvania Auctioneers Association will be judged in the advertising/marketing contest.
- The auction advertising for a particular auction need not be dated, but suitable documentation of the prior year (January 1 to December 31) must be furnished, i.e., copy of the auction contract (commission may be deleted).
- Three (2) copies of each advertising piece**, clearly marked as to the division in which it is to be judged, with the exception of the website, should be submitted along with the completed contest entry form.
 - For entries in Specialty Division ... **Website**, please submit the full name of the website and the URL. **Criteria for Internet site:** In addition to graphic design and layout, other criteria considered for entries in the website category may include:
 - Quality of content (i.e., informative articles & strong ad copy);
 - Ease of navigation and "mobile friendly;"
 - Use of rich media such as video;
 - User interactive elements (i.e. comments, surveys, polls, online bidding, etc.);
 - Subscriptions and syndication (i.e. email lists, SMS text lists, RSS feeds, etc.);
 - Integration with social media (i.e. Facebook, Twitter, LinkedIn, etc.); and
 - Other innovative technical elements not listed above.
- All contest entries must **display the PAA logo** or include the statement that the **auctioneer is a member of the PAA**. This must be printed directly on the advertising piece.
- All contest entries must display a valid **Pennsylvania auctioneer license number with the exception of the SPECIALTY categories**.
- All PAA members or firms may enter, but each member is **limited to one entry and one award per division / subdivision**.
- A separate entry form should accompany EVERY submission; alternatively, include a clear indication (such as a Post-It™ note) on each piece indicating into which category it should be placed.
- All prior year's winners may compete but not in the division/category he or she won last year.**
- The date rule does not apply for any Specialty category except Catalogue; however, if content of entry is substantially unchanged and has won in any prior year, the entry is not eligible.**
- There are 20 possible first place awards in addition to Best of Show which is strictly a judges' award and is not a separate category to be entered.
- Best of Show winner will be removed from competition with other entries. However, it will be eligible to compete for the Auctioneer's Choice Award.
- Auctioneer's Choice will be chosen by the members in attendance at the PAA conference and will be awarded a unique trophy.
- Entries will not be returned unless the request is made in writing along with the entry and a self-addressed envelope.
- Judges will be impartial, outside judges obtained by the committee chairperson at his/her discretion.
- Entries must be **postmarked by December 8** and mailed to the advertising contest chairperson.
- Failure to comply with any of the rules will cause the entry to be ineligible for the contest.

PAA ADVERTISING CONTEST CATEGORIES

	Internally Produced	Professionally Produced
1. ONE or TWO COLOR:		
Residential/ Farm Real Estate	1-a _____	1-e _____
Commercial/Industrial RE	1-b _____	1-f _____
Personal Property/Estate (no RE)	1-c _____	1-g _____
Commercial/Industrial (no RE)	1-d _____	1-h _____
2. MULTI-COLOR:		
Residential/Farm Real Estate	2-a _____	2-e _____
Commercial/Industrial RE	2-b _____	2-f _____
Personal Property/Estate (no RE)	2-c _____	2-g _____
Commercial/Industrial (no RE)	2-d _____	2-h _____
3. SPECIALTY		
Specialty Cataloged Auction	3-A _____	
Auction Firm Promotional	3-B _____	
<i>(This includes: business card, stationery, postcard, photographs, YouTube, video, pens, pencils, and any other promotional items used in your business.)</i>		
Internet Website	3-C _____	
<i>(name of website and URL)</i>		
Photography	3-D _____	

Mail the completed form along with three copies of all entries (except website) by December 8, 2017, to:

Patrick Morgan
2018 Advertising/Marketing Contest Chair
30 Union Ave
New Holland, PA 17557
717.278.9202
Pkmorgan69@gmail.com

4. AUCTIONEER'S CHOICE

Submit your best overall printed ad/promotional. You may submit a piece that you have also entered in another category. ***NOTE: Auctioneer's Choice entries must be in print form (which excludes website, videos, photography, and certain Auction Firm Promotional items).**

NAME _____ COMPANY _____
 ADDRESS _____ CITY _____ STATE _____ ZIP _____
 PHONE _____ FAX _____ CELL _____
 EMAIL _____ CHAPTER AFFILIATION _____