



## Advertising Contest Rules and Entry Form

Contestants must be SCAA Members in good standing

Only one entry from 2021 may be submitted for each category. Entries must include the SCAA logo or the words "Member, South Carolina Auctioneers Association"

Three (3) copies of each Print Category entry must accompany the entry form. Web Page Category entries must include the specific web address, and it will be viewed after the deadline entry.

**All entries must be postmarked on or before December 11, 2021, the deadline.**

### 1. Auction of the Year

Submissions to this category should include everything used for one particular auction (i.e. proposal, advertisements and summary, etc.)

### 2. Print Categories

#### a. Commercial, Industrial and Farm Liquidation

Includes heavy equipment, industrial machinery, business liquidations, farm machinery and livestock.

#### b. Real Estate

Includes residential, commercial, industrial, acreage

#### c. Antiques and Estates

Includes gallery auctions, onsite estates and dealer liquidations.

#### d. Periodical

Includes any retail display advertising in newspapers, magazines, etc.

#### e. Institutional and Stationary

Includes auction firm promotions, auction catalogs, and auction buyers' guides, letterhead, envelopes and business cards.

## 3. Electronic Categories

### a. Web Page

Includes company websites, individual auction landing pages, and internet auctions

### b. Social Media and Online Advertising

Includes any online banner advertising, emails, and social media, such as Facebook, Twitter, and Instagram.

### Category Entering:

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### Electronic Categories Instructions

Please write in URL below and email link to:  
rafe@jrdixonauctions.com

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**Winners will be announced at the 2022 SCAA Convention in Columbia, SC - Saturday night, January 8, 2022.**

## SCAA Advertising Contest Entry Form

Contact:

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Company Name:

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Address:

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City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Mail one (1) form for each entry along with three (3) copies of your advertising to:**

**Rafe Dixon  
SCAA Ad Contest  
1560 Alice Drive  
Sumpter, SC 29153**