Auctioneers Association of Ontario

The Ontario Auctioneer

2021 ADVERTISING CONTRACT

Closing Dates for 2021 Issues

ISSUE	CLOSING DATE FOR SUBMISSIONS		ISSUE DATE	
Spring	March 15	2021	April 30	2021
Summer	May 15	2021	June 30	2021
Fall	July 30	2021	September 15	2021
Winter (Convention)	November 15	2021	December 15	2021

N.B.: The above dates are approximate only. Issues may be added or deleted without prior notice.

2020 Advertising Rates (Check and initial the appropriate box, below.)

AD SIZE	RATE PER YEAR (4 ISSUES)		SINGLE ISSUE ONLY	
	MEMBERS*	NON-MEMBERS	MEMBERS*	NON-MEMBERS
Business Card	$ 100.00 ☐	$ 120.00 ☐	$ 50.00 ☐	$ 60.00 ☐
Banner	$ 175.00 ☐	$ 210.00 ☐	$ 87.50 ☐	$ 105.00 ☐
Quarter Page	$ 250.00 ☐	$ 300.00 ☐	$ 125.00 ☐	$ 150.00 ☐
Half Page	$ 350.00 ☐	$ 420.00 ☐	$ 175.00 ☐	$ 210.00 ☐
Full Page	$ 500.00 ☐	$ 600.00 ☐	$ 250.00 ☐	$ 300.00 ☐

*Includes non-members who participated in the trade show or advertised in the news magazine within the past 12 months.

Terms of Contract

- All ads must be prepaid. A cheque payable to the Auctioneers Association of Ontario, or a valid credit card, must accompany the completed contract. Rates will remain unchanged during this term, but may change thereafter.
- All ads will be printed in black and white or in colour if you prefer at no additional cost.
- All ads must be in camera-ready format.
- All ads and ad changes must be received by the submission dates outlined above. Ads may be mailed to the address on the reverse side of this page or emailed to Ken McGregor at <execdir@auctioneersassociation.com.>
- The ad provided at the beginning of the contract term will be used in every edition unless the advertiser provides revised copy by the submission date of each issue.
- Until further notice, ads appearing in "The Ontario Auctioneer" will not be posted on the Auctioneers Association of Ontario web site, www.auctioneersassociation.com.
- Omission, improper placement or poor registration (the latter being incumbent upon the original ad's clarity) of an ad will result in a credit being allowed for that ad.
- The Auctioneers Association of Ontario will not accept responsibility for any damages caused by the publication, omission or improper placement of an ad.
- Issues of “The Ontario Auctioneer” may be added or deleted without prior notice to advertisers.

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Selection & Submission of Advertising Program

1. To select your advertising program for the year, simply check and initial the appropriate box on the reverse side of this contract. For example, if you would like to run a double-page ad in each issue and you are a non-member, check and initial the $1,200.00 box.

2. Sign and date the contract below.

3. Mail this contract and your advertising copy (if currently available), along with your cheque or credit card payment for the full amount of your advertising commitment, to:

AUCTIONEERS ASSOCIATION OF ONTARIO
c/o Ken McGregor
R.R. 6, 30959 Wyatt Road
Strathroy, Ontario
N7G 3H7

Phone: (519) 232-4138 . Fax: (519) 232-9166
execdir@auctioneersassociation.com

4. If you are not submitting advertising copy at this time, please mail or fax your copy to the address or number above, or email it to execdir@auctioneersassociation.com before the next submission deadline.

Advertiser's Contact Information

NAME OF CONTACT: _____ NAME OF BUSINESS _____

ADDRESS: _____
(Street) (Unit Number)

_____
(Rural Route, Post Office Box)

_____
(City, Town or Village) (Province) (Postal Code)

CONTACT NUMBERS: _____
(E-mail) (Phone) (Fax)

I understand and agree to the terms and conditions of this contract with the Auctioneers Association of Ontario.
I have enclosed a cheque or Credit Card remittance in full payment for the advertising program I have selected.

_____ _____
CREDIT CARD NUMBER EXPIRY DATE

_____ _____
SIGNATURE DATE