

**BIDDING RUNS**

NOVEMBER 5, 2020 at 9:00 AM - THROUGH NOVEMBER 16, 2020 at 9:00 PM

**THE WESTERN  
PRODUCER**



**AUCTION**



FALL 2020

9 AM NOVEMBER 5 - 9 PM NOVEMBER 16

**USE YOUR PRODUCT TO SELL YOUR OWN PRODUCT!**

**BENEFITS:**

- Great value
- Opportunity to purchase wholesale advertising
- No cash outlay
- Great promotion for your business
- Free advertising on the auction website
- Opportunity to move "stale stock," "end of line" or "floor models"
- Builds walk-in traffic
- Builds farmer interest
- Affiliation with The Western Producer
- Qualifies for Co-op dollars for retailers
- Promotional advertising in print and/or social media

**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
- If bidding on item reaches the reserve amount agreed, retailer receives advertising credit equal to the retail value of the item to be spent with The Western Producer in print
- Advertising credit is at full rate card value. (Details below)

**A product or service profile on the Auction site and in The Western Producer:**

Your item(s) and/or services will be featured in our auction in-paper feature 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](http://producerauction.com) website throughout the event!

**Increased Traffic:**

The Western Producer will encourage readers to visit your place of business to check out your auction item before placing a bid. The Auction event will be promoted through The Western Producer and social media.

**BIDDING BEGINS**

November 5, 2020

**AND RUNS UNTIL**

November 16, 2020

**OFFICIAL AUCTION PAGES DISTRIBUTED**

October 29, 2020

**COMMITMENT & MATERIAL DEADLINE**

October 1, 2020

**Rules and Conditions for the Participants**

1. Minimum value of the item(s) submitted is \$2,000.
2. Item(s) worth over \$100,000 or more are subject to management approval.
3. The item(s) 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 item(s) are submitted, they cannot be revoked.
6. All item(s) submitted must be new and in original condition.
7. All applicable warranties, manuals, etc. must be included with each item.
8. The Western Producer reserves the right to set a "Reserve Bid" at 65% or greater of the retail item value.
9. The Western Producer reserves the right to accept or decline any or all item(s) submitted by the advertiser.
10. Auction credit applies to Western Producer print products which include CD (FarmZilla), ROP, Features and Supplements. Does not apply to inserts, digital, special tactics, dealer marketplace or liner ads.
11. All auction credits must be used up prior to next auction.
12. The advertising value for said product must be used under the terms of the agreement.
13. Auction credits cannot be combined with any other discount or offer.