




AUCTIONTIME.COM PRINT ADVERTISING

Auction Rates. These rates are based on the higher of the final bid price or the opening bid of an item listed on AuctionTime.com. Contact your sales representative for more information on the listing process. Listings are subject to a \$990 removal fee.

STRUCTURE	RATE
Less than \$5,000 — No Print Ad	2%
Less than \$5,000 — Print Ad	\$195
\$5,000 to \$9,999	\$295
\$10,000 to \$14,999	\$395
\$15,000 and above	\$495

Advertising Rates. Ad rates include using color logos and color photos. *AuctionTime* is printed weekly. Additional colors, backgrounds, bleeds, starbursts, etc.: \$50 per ad. Backgrounds are considered any solid color, graduated screen, or graphic. Bleed is color that runs off the page and is outside of the live area. Contact your Sales Representative for clarification on these charges.

AD SIZE	COST / RUN
Full Page	\$6,950
1/2 Page	\$4,950
1/4 Page	\$2,950
1/6 Page	\$1,950
	   + ROI / Website Referral Services (Call Stats, Web Stats, Hosted Website) \$82.50 / Month
Front Cover Photo Listing	\$990
Back Cover Photo Listing	\$495



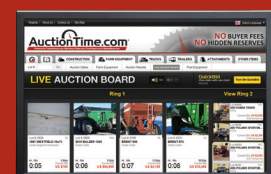
**AuctionTime.com
Home Page**



**AuctionTime.com
Listings Page**



**AuctionTime.com
Details & Bidding Page**



**AuctionTime.com
Live Auction Board**

ROI / Website Referral Services

Tracking your advertising return on investment (ROI) is key to understanding the performance of your ad initiatives. Sandhills' ROI tools are built to provide precise, real-time metrics that are clear, concise, and actionable. This information will help you monitor the success of your print ads, banner ads, and online listings, and better understand customer demographics, call volumes, call details, and website traffic.

ROI tools include the Call Stats and Web Stats applications, and a hosted website as a convenient online resource for managing your business and understanding your online customers. Sandhills' complete set of ROI tools are included for all customers initiating a new advertising program. There is a basic monthly cost for these tools. No setup fee is required. Contact your sales representative to get started.

ROI / Website Referral Service Rates. Contact your sales representative for clarification on these charges.

SERVICE	COST
Call Stats, Web Stats, Hosted Website – All Inclusive	\$82.50 / Month



Call Stats. By using this app, a unique phone number is assigned to your print ads. You can then access the Call Stats app to track key performance indicators about calls related to those ads, including:

- Number of calls generated
- Number of calls per hour
- Call duration
- Unique vs. repeat callers
- Call distribution by location



Web Stats. The Web Stats app enables you to monitor key information associated with all of your banner ads, online listings, and website visitors. Statistics provided include:

- Number of times customers clicked to access details about a listing
- Number of times an online listing appeared on a user's search page
- Frequency with which customers used a Quick Find code to find your listings
- Clicks To Call totals, showing how often customers clicked your phone number
- Clicks To Text totals, showing how often customers submitted a text



Hosted Website.

A website, designed and hosted by Sandhills Global, provides an additional avenue for generating leads, making sales, gauging the success of online advertising initiatives, and gaining key customer insights. The hosted website includes domain name registration. Contact your sales representative for details.

SUBMITTING ADS

Sandhills Global follows the direct-to-plate prepress production process and does not output film. We ask that all ads submitted on disc or via email follow these standards:

Discs. Sandhills Global prefers to receive electronic versions of ads; if that is not possible, we are able to output files from a CD-ROM or DVD.

Programs. Ads should be created in InDesign CC or earlier versions on either PC or Mac operating systems. Sandhills Global's prepress process is PC-based, and all Macintosh-based documents are imported to Windows prior to output.

Fonts. Sandhills Global will not download any fonts or accept any fonts on disc. A list of fonts available through Sandhills Global is included in this document. When submitting ads on disc, please adhere to the following font usage standards:

1. Design the ad using our fonts.
2. Design the ad using your own fonts. Once the ad is received by Sandhills Global, those fonts will be substituted with the fonts listed in this document. You may specify which fonts you would prefer to have substituted, or we will make the selection for you.
3. You may use your own fonts when creating text in Corel Draw, Adobe Illustrator CC (or earlier versions), or Photoshop CC (or earlier versions), but you must convert the text to curves, outlines, or paths. The text will then be read as a graphic, not individual fonts. Doing this will also make the text uneditable. Please export Corel Draw files as Photoshop documents.
4. Minimum type size is 7 point with no less than 7-point leading. Tracking should be no less than zero, and the horizontal and vertical scale should be no less than 100%.
5. Black type is always recommended for small text.

Graphics. When submitting ads on disc or by email, be sure to include all of the graphics (TIFF and EPS) used in the ad. All images should be

saved in an "uncompressed" format. Include a reference sheet listing the file name of the document to be output and all of the file names of the graphics used in the ad. Graphics must be a minimum of 200 dpi and use CMYK color space.

PDF Files. Once received, PDF files will be opened in Photoshop CC and prepared for placement in an InDesign CC document. Make sure all fonts are embedded.

Photos. After downloading the photos from the camera, save them in a JPEG file format with high-quality compression and excellent image quality. Photos sent on disc, by email, or via the Internet should be taken and submitted at the resolution for the appropriate picture size. (See table below.) The product should fill the picture frame. Minimal cropping will occur. Save the pictures in either the JPEG, TIFF, or EPS file formats. Please note, when saving files as JPEG, use the excellent image quality setting.

Digital Camera Resolution	Photo Size In Print
1,024 x 768	5 x 4 inches
800 x 600	4 x 3 inches
640 x 480	3 x 2 inches

Colors. All colors used in the ad or contained in any of the graphics placed in the ad must be based on CMYK process color. Pantone® only spot colors must be changed to CMYK. An addition of 15% cyan to all large areas of black is recommended. When black text is used, it should consist of only 100% black.

Misc. All ads submitted for the first time must be received by Sandhills Global prior to the ad deadline. This will allow Sandhills Global to run a compatibility test to troubleshoot and resolve any problems prior to the deadline.

Any ads submitted on disc or via email that do not comply with the above guidelines will be returned regardless of the print schedule. Exceptions will not be made to any of these procedures.

PAYMENT

All invoices are due and payable 30 days upon receipt. U.S. funds only.

REQUIREMENTS

Please furnish digital images (pixel count of 1,024 x 768 pixels is preferred) or 3.5- x 5.5-inch or 4- x 6-inch standard-sized 35mm color prints. Color prints remain the property of Sandhills Global.

Advertising material not meeting our requirements will be reduced or enlarged at the publication manager's discretion.

The publication manager reserves the right to reject, discontinue, or omit any advertisement or part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising material.

PHOTO BOXES FOR PRINT

- 1.667 x 1.167 inches or 10p x 7p
- 2.333 x 1.667 inches or 14p x 10p
- 2.917 x 2 inches or 17p6 x 12p

MAILING INSTRUCTIONS

All advertising should be sent to:

AuctionTime
P.O. Box 85670
Lincoln, NE 68501-5670

Drop shipments should be sent to:

AuctionTime
120 West Harvest Drive
Lincoln, NE 68521

Advertising: **(800) 334-7443**
 Local/International: **(402) 479-2119**
 Fax: **(402) 479-2123**

FONTS AVAILABLE

Adobe Garamond Pro

Aachen Std

AkzidenzGroteskeBE

ITC Avant Garde Gothic Std

Bembo

ITC Benguiat Std

Birch Std

ITC Bookman Std

Boton

Brush Script Std

ITC Century Book Std

Courier Std

Cronos Pro

Dom Casual Std

ITC Fenice Std

Freestyle Script Std

Friz Quadrata Std

Formata

Futura Std

Gills Sans Std

Helvetica LT Std

Helvetica Neue LT Std

Helvetica Rounded LT Std

Hobo Std

ITC MACHINE STD

Mandrone Std

Minion Pro

Myriad Pro

Myriad Std

New Century Schoolbook LT Std

OCR B Std

Optima LT Std

Palatino LT Std

Revue Std

Sans Family

STENCIL STD

Symbol Std ! # % & © ®

Tekton Pro

Times LT Std

Times New Roman MT Std

University Std

Willow Std

Wood Type Ornaments ☞ ♣ ✱ ➤ ♣

ITC Zapf Chancery Std

ITC Zapf Dingbats Std ✓ ● ✦ ✱ ■