

# Continuous Auction



## Interested in Trade?

Participate in our online auction and you can trade your goods or services for advertising in the Toronto Star or thestar.com

## How it works:

- ✦ Advertiser submits goods or services for the auction with a total minimum value of \$500 (retail).
- ✦ Minimum value of each auction item is \$50 (retail, not including taxes).
- ✦ Once the auction item is successfully bid on, the advertiser receives full value in media credits.
- ✦ A successful bid is any bid of 50% or greater than the retail value of the product or service.

## Don't Pay a Cent!

**Just provide the product and receive advertising credits in return.**

**Receive online exposure over the duration of the auction at NO COST!**

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## Advertiser Benefits

- ✦ Receive the added-value of Toronto Star promotional ads, in-paper and online.
- ✦ Get a direct link to your company website from ours
- ✦ Auctions create an emotional excitement that keeps 'bidders' invested in your product for a longer period of time.
- ✦ See an increase in traffic to your business
- ✦ No cash outlay

## Step by Step Instructions:

**STEP 1** - Decide what item(s) you wish to submit for auction and your assigned sales representative will have you fill out the *request for contract form*.

**STEP 2** - Once completed, your sales representative will bring you a contract agreement for you to sign. Also provide logo(s), description and any images you would like to provide.

**STEP 3** - You will receive a proof sent electronically of the auction item(s) that will be posted online at [starauctions.ca](http://starauctions.ca). Please review carefully and approve.

**STEP 4** - The winning bidder is notified at the end of the auction. If the item is a gift certificate it will be mailed. If the item is a product or service, it will be picked up from your store.

**STEP 5** - All winning bid payments are collected by credit card upon closing of auction unless otherwise specified. If the winner of a bid will be picking up their item at your outlet, they will provide a waiver as proof of sale.

**STEP 6** - Once transactions are completed you may use your media credits at anytime within the agreed timeframe as outlined on your auction contract agreement. Call your sales representative to book.