

**Contestant Name:** \_\_\_\_\_**Print Advertising Sale Bills****TOTAL**

Is the marketing clear and easy to read?	1	2	3	4	5
Is the company name/logo and contact information visible?	1	2	3	4	5
Does it describe what type of auction it is? (real estate, personal property, etc)	1	2	3	4	5
Are terms and conditions, time and location visible?	1	2	3	4	5
Is the marketing creative?	1	2	3	4	5
Tie Breaker: MPAA logo or mention of MPAA on the ad?	1	2	3		

**Print Advertising Business Cards**

Is the business card clear and easy to read?	1	2	3	4	5
Is the company name/logo and contact information visible?	1	2	3	4	5
Does it describe what type of services offered? (real estate, personal property etc.)	1	2	3	4	5
Is the marketing creative	1	2	3	4	5
Tie Breaker: MPAA logo or mention of MPAA on the ad?	1	2	3		

**Print Advertising Signs and Banners**

Is the marketing clear and easy to read?	1	2	3	4	5
Is the company name/logo and contact information visible?	1	2	3	4	5
Is the marketing creative?	1	2	3	4	5
Tie Breaker: MPAA logo or mention of MPAA on the ad?	1	2	3		

**Vehicle, UTV, Auction Topper or Trailer**

Is the marketing clear and easy to read?	1	2	3	4	5
Is the company name/logo and contact information visible?	1	2	3	4	5
Does the marketing stand out?	1	2	3	4	5
Tie Breaker: MPAA logo or mention of MPAA on the ad?	1	2	3		

**Auction Apparel**

Is the apparel easy to read?	1	2	3	4	5
Is the company name/logo visible?	1	2	3	4	5
Is it creative?	1	2	3	4	5
Does the marketing stand out?	1	2	3	4	5
Tie Breaker: MPAA logo or mention of MPAA on the ad?	1	2	3		

**Photography/Video**

Nice, clean and clear picture of the individual or logo?	1	2	3	4	5
Can you read, see and hear the person in the picture/video?	1	2	3	4	5
Does the picture or video clearly state what type of marketing it is?	1	2	3	4	5
Tie Breaker: MPAA logo or mention of MPAA on the ad?	1	2	3		

**Social Media/Website**

Is the marketing tool easy to access?	1	2	3	4	5
Is the company name/log and contact information visible?	1	2	3	4	5
Does it tell you who, what, where and about the auction company?	1	2	3	4	5
Is it creative?	1	2	3	4	5
Tie Breaker: MPAA logo or mention of MPAA on the ad?	1	2	3		