



Greetings,

Here is a check list of items needed to be able to promote and broadcast your upcoming auction.

___ Include Cowbuyer logo and online bidding info in ads and catalog.

___ Provide a link on your website to www.cowbuyer.com to refer customers to the online bidding option.

___ Catalog (in pdf format) sent by email to atompkin@vt.edu

___ Video's upload to You-Tube and provide link or send video's by drop box to atompkin@vt.edu.

___ Pictures can be emailed or sent by drop box. Please have pictures saved as the Lot number in the catalog.

Banner Ads can be submitted at least 2 weeks prior to the auction.

Submit added or scratched lots as available.

___ Sale order and updates emailed by 3:30 pm EST the day prior to the auction.

___ Email print ads that can be used in email blast.

___ On social media ex: Facebook please tag COWBUYER.COM to reach online customers.

___ Contact Cowbuyer @ 336-363-4639 for questions or concerns.

___ Per request Cowbuyer can provide you a list of potential customers to send catalogs or promotional information based off of online sales in the past 6 months.

*** If this is your first time broadcasting a Live Online Auction please test the internet service 30 days prior to auction at www.speedtest.net. Minimum requirements are .5 upload and .5 download with a ping of less than 100. For higher quality video require a 1.0 upload and 1.0 download with a ping of less than 100. If you are providing a hardline connection for your auction, please have dsl cable ran to the location Cowbuyer will set up during auction.

Thank You for your Business,

Cowbuyer.com - 336-363-4639

