



# ADVERTISING BUDGET

Attn: Burdette Wilber  
GW and Associates  
142 Hineman Dr.  
St. Charles, MO 63301

06.09.11

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## Auction Calendar

### Advertising Schedule and Rates

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<b>06/21/2011 Bearings Auction: Hydraulic Drives, Solenoids</b>	-----	3,095.32
Newspaper Ads: In-Column (8 Newspapers)	-----	1,584.32
Eblasts Auction Schedule with Feature Auction, 1,100 Names	-----	200.00
(Database to Include: Machinery Dealers, Fabricators, Machine Shops in 5 State Area)		
Enewsletter with 3 Industry Stories and Sidebar with Auction Calendar and Links, 1,100 Names	-	340.00
Industrial Machine Trader (1/2 page full color, 13 weeks)	-----	471.00
MachineTools.com Bundle	-----	500.00
<ul style="list-style-type: none"> <li>• Auction Listing</li> <li>• Dealer email blast (Over 8,000 dealers - a \$600 value)</li> <li>• Up to 10 listings - Machines, Tooling, or Accessories (Additional Listings \$5.00 /Listing)</li> </ul>		
<b>06/23/2011 Motor Auction: Same Schedule as Above</b>	-----	3,095.32
<b>06/29/2011 Motors, Gear Boxes Auction: Same Schedule as Above</b>	-----	3,095.32
<b>07/19/2011 Repair Boards, Electronic Test Auction: Same Schedule as Above</b>	-----	3,095.32
<b>07/21.2011 Additional "Stores" Auction: Same Schedule as Above</b>	-----	3,095.32
<b>08/16/2011 White Pine CMF Auction: Same Schedule as Above</b>	-----	3,095.32
<b>08/18/2011 Iron Mtn CMF Auction: Same Schedule as Above</b>	-----	3,095.32
<b>08/23/2011 Niagara Machine Shop Auction: Same Schedule as Above</b>	-----	3,095.32
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<b>Gulf Fleet Holdings Auction (Lafayette, Louisiana): Need More Info</b>	-----	?
<b>Tipton, Indiana Stamping, Machinery, Tool Room Auction</b>	-----	3,087.00
Newspaper Ads: In-Column		
Tipton County Tribune, Indianapolis Star Tribune, Fort Wayne News-Sentinel, Kokomo Tribune		
Run 2 Consecutive Weeks	-----	676.00
Eblasts Auction Schedule with Feature Auction, 1,100 Names	-----	200.00
(Database to Include: Machinery Dealers, Fabricators, Machine Shops in 5 State Area)		
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Flip brochure	-----	900.00