



## Antiques and The Arts Weekly

# Auctioneer CHECKLIST For Marketplace

1) A large billboard-size (970w x 250h pixels), jpeg image to represent your business—this is not an ad but may include your logo and images of what you sell or your facility. It will serve as a branding image for your storefront. We have a generic place-holder banner if you do not supply one. *Required.*

2) Business name and contact info. If you have more than one business location, please provide the MAIN business location. We will link to your “locations” page on your site if you have multiple locations (provide URL). *Required.*

3) A 100x100 pixel logo. *Required.*

4) Up to 25 keywords or very short phrases (types of collectibles, art or antiques that you sell; artists’ names; manufacturers, etc.) that identify your specialties. Please supply these in a Word document titled Your Auction House Name - Specialties. If you only have one specialty, that is fine. Please separate specialties with commas. *Required.*

5) An unlimited number of keywords of items/manufacturers/artists/etc. you are seeking. Please supply these in a Word document titled Your Auction House Name - Seeking. Please separate keywords/phrases with commas. *Recommended.*

6) Two- or three-sentence blurb describing your auction business. *Recommended.*

7) Jpeg images of three or six items you have sold in the last five years accompanied by a corresponding list of descriptions and prices achieved. *Recommended.*

8) If you have placed a print ad in *Antiques and The Arts Weekly* for an upcoming auction, your storefront will have a link to your auction details, including your print ad in color. Send us THREE images and descriptions of upcoming lots if your print ad is ¼ page or smaller. Send us SIX images and descriptions of upcoming lots if you print ad is 1/3, ½, 2/3, or ¾ page. Send us NINE images and descriptions of upcoming lots if you print ad is a full page. *Recommended.*

9) Are you a member of an auctioneers’ association? Which one(s)? *Optional.*

10) Does your storefront require a state auctioneer’s license number to be posted? If so, please supply your state license number. *Optional.*

11) Your social media URLs (facebook, twitter, etc.) if any. *Optional.*