

# KelownaNow presents **Auctions.KelownaNow.com** Reach. Connect. Engage.

Turn your product or service into advertising  
– with measurable results.

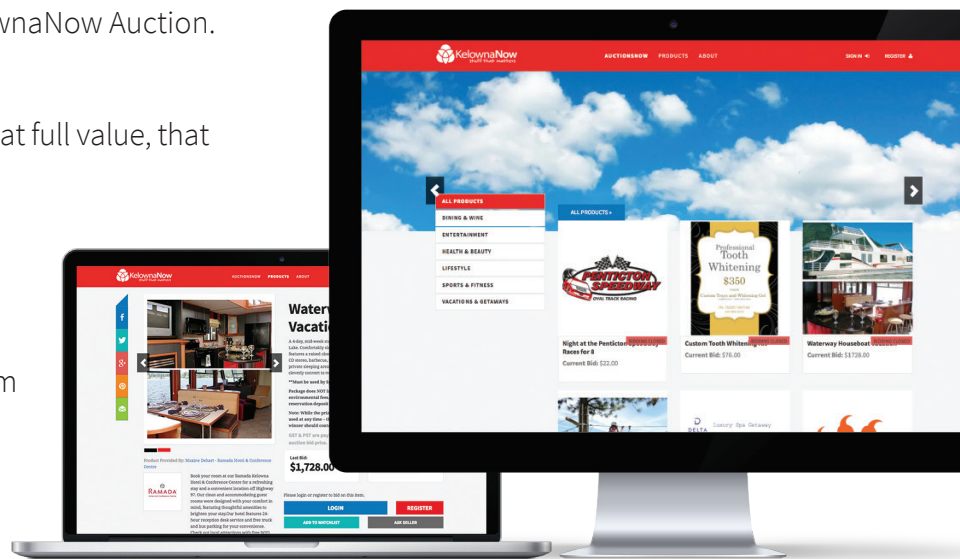
KelownaNow.com is the Okanagan's *fastest* growing digital media platform. Strategically, our core target consumers are women (25 - 54 years of age) living in the Central Okanagan and Okanagan Valley. We are reaching our target consumer by delivering timely, relevant content about *Stuff That Matters*.

KelownaNow shares stories about lifestyle, local and world news, entertainment, sports and community events for the people of Kelowna. With a focus on being local and engaging, we are connecting with our community like never before! Become part of the conversation - KelownaNow gives advertisers the opportunity to use our online channels to build their brand while also building trust with the marketplace.

We are excited to launch the 4<sup>th</sup> Annual KelownaNow Auction.  
It's simple.

1. You provide us with products and services, at full value, that you would like to auction off.
2. We'll promote your items in our online auction for the duration of the auction.
3. As long as your auction item closes at 50% of the value, you'll receive 100% of your item in KelownaNow credit.

So let's get started.



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## Gift Card Only Section

We are excited to launch our Gift Card Only section!

Gift cards can be a great option for our everyday lives. You can easily purchase your morning coffee, dine out or buy groceries with just a simple swipe. Gift cards can also create a link between those hard to acquire clients and your business. Provide us with one or several gift cards that hold a minimum value of \$250, to be auctioned off and be apart of our online channels to build your brand.

1. You provide us with a gift card or gift cards of a value of \$250 that you would like to auction off.
2. We promote your gift card in our online auction for the duration of the auction.
3. As long as your auction item closes at 50% of the value, you'll receive 100% of your item in KelownaNow credit.



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## What we need...

Your products or services to be part of KelownaNow Auction (minimum total value of \$250)

A high resolution logo for your business (.eps, .pdf, or .png)

Display “Auctions.KelownaNow.com” posters and shelf talkers in your store and on designated auction items

Promote us on your website and social media mentions (if applicable)

Businesses will be responsible for proper item descriptions. Therefore, please provide a clear and concise description of the product or service being entered into the auction. Please be specific and also provide any relevant information regarding limitations or exclusions

## What you will receive from us...

- 100% value of KelownaNow credit
- Advertising credit needs to be used between January 1, 2019 and December 31, 2019
- If your product or service receives less than 50% of its value, you will receive that amount in advertising
- KelownaNow will promote the auction (but would appreciate your help in spreading the word too!)
- Link to your company’s website giving you additional exposure and direct traffic to your site
- Ad design is available with exclusive rates for auction clients
- Special rates for KelownaNow Auction participants that would like to maintain or add to their campaign

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## *Rules and Regulations*

- KelownaNow Auction begins at 9am on November 1, 2018
- Auction items will close daily throughout the month of November 2018
- KelownaNow Auction runs 24 hours per day, 7 days per week
- The deadline for submitting items is 5pm on Friday, October 26, 2018
- Items should be of general consumer interest and must be approved by KelownaNow Auction before being entered into database
- All items must be picked up by the winner at the place of business. Storage space is not available at KelownaNow
- Partial items will not be accepted
- Gift certificates must be valid for a minimum of one year
- All Gym memberships are to be annual memberships
- All “sized” items must be “to fit” or “your choice of sizes”
- All resort/holiday packages must state “subject to availability” in the description of the item. No blackout dates unless clearly specified in the description.
- Full disclosure on the current value and condition of retail products (i.e. discontinued, one-of-a-kind, refurbished, etc)