

Alberta Limousin Association  
Calendar Auction Guidelines and Rules

**General Information**

- Purpose: The calendar auction is held annually as a primary fundraiser for the Alberta Limousin Association
- The calendar auction is usually held in conjunction with the annual field day and AGM, but may be held at another time as the Board of Directors may decide from time to time

**Layout**

- The calendar consists of at least 12 full page ads, one per month, and 12 strip ads, one per month
- Back page advertising and inside back cover advertising may be available at the discretion of the Board of Directors
- An index of purchasers is printed on the last page or the inside back page
- Important dates are pre-printed on the calendar - no times are included, but location may be listed where name is insufficient (e.g. VJV Auction Ponoka)
- For ease of use, 289-day gestation dates are printed on each day of the calendar
- Important dates relevant to the membership will be pre-printed on the calendar (e.g. Farmfair International, the ALA Field Day, other ALA-sanctioned events) at the discretion of the board of directors

**Buyer's Benefits**

- Purchasers of ad space in the calendar receive a reserved spot for their ad on the month and in the location (full page or strip) of their successful bid
- If a purchaser hosts a purebred production sale or partakes in any off-farm consignment sale, the purchaser may have all or any of their planned sale days pre-printed in the calendar
- If the purchaser hosts an open house or field day to exhibit their Limousin cattle, whether or not for sale, they may have the day(s) pre-printed on the calendar
- Purchasers of ad space will have their ads mailed to more than 1000 purebred Limousin and commercial cattlemen across the country in conjunction with the Limousin Voice
- Further, excess calendars will be distributed to sale barns and beef cattle events throughout Alberta and wherever the ALA booth travels and is displayed, while supplies last

**Communication**

- Purchasers of ad space in the calendar will be contacted by an ALA board member or agent via email to notify them of due dates for ad material
- Purchasers should contact the ALA if nothing has been communicated by 15 September of any given year and should monitor their email spam and junk boxes

**Rules**

1. The Board of Directors reserves the right to alter this document and these rules at any time and without advance notice. Changes are valid the day they are made and apply to all calendar auction activity after the date of change
2. The auction may be held in-person or electronically at the discretion of the board; advance notice of the format and date will be provided to members
3. The highest bid when the auctioneer closes bidding is the buyer; alternatively, if electronic, the highest bid submitted at the time of the auction closing is the buyer

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4. Purchasers must cooperate with the designer of the calendar and abide by all stated deadlines for material (to be communicated to all purchasers). Failure to provide material prior to stated deadlines will result in forfeit of the ad space purchased and no refund of the amount paid. The ALA board may donate the space to either the Alberta Junior Limousin Association or the Canadian Junior Limousin Association.
5. Failure to pay the amount agreed to at auction prior to the deadline for material will result in forfeit of the ad space purchased. The ad space may be briefly offered for purchase in the way deemed most appropriate and expedient by the board, or donated to the Alberta Junior Limousin Association or the Canadian Junior Limousin Association
6. Purchasers do not need to be members of the ALA
7. Only purchasers are able to have dates of events pre-printed on the calendar; there is no limit to the number of events a purchaser is able to supply, but the board of directors reserves the right to exclude any date supplied. Dates for inclusion must be submitted with the material for the purchaser's ad. Failure to do so may result in the desired dates not being pre-printed on the calendar
8. Split advertisements are permitted, please be aware that charges for splitting ads may apply and purchasers who choose to split ads will be invoiced by the calendar designer for extra charges over and above their auction commitment for the space