



**HEREFORDS**  
Australia

## SALE CATALOGUE SERVICE APPLICATION

To book your catalogue service, please **COMPLETE** and **SIGN** the application form below and return it to Herefords Australia office either by fax, scan or post. *Catalogue processing will not begin until the paperwork is received.*

**Please note:** that the paper sale catalogue services and prices do not include printing costs, members are responsible for the printing and distribution of their catalogue. All sale catalogue information is to be submitted to Herefords Australia electronically and in the correct format as set out in the Terms and Conditions. For Herefords Australia sale catalogue services pricing please see the schedule of fees.

### TERMS & CONDITIONS

Please read the following Terms and Conditions carefully, if there is anything you don't understand please contact Herefords Australia.

#### The Member

In applying for these services, I the undersigned agree that:

- I am a financial member of Herefords Australia Limited.
- A copy of the printed catalogue will be submitted to Herefords Australia after printing.
- The correct format to submit your sale catalogue's lot order is in a Microsoft Excel spreadsheet containing the information as shown below. An excel spreadsheet template can be emailed to you upon request.

Lot Number	Registration Number	Notes
1	ABCX1	X1 is a meaty bull with lots of length. He has above average EMA EBV.
2	DE V22	
3	ABXY33	

- For the lot pages of your catalogue you will be sent a draft lot template for approval. Upon approval of this, lot pages will be merged & formatted. Adding or amending your lots in any way after completion of this step may incur additional charges and time delays.
- Your catalogue must be booked with Herefords Australia 5 WEEKS PRIOR to the required date. *Please note: the required date is not the sale date it is the date your catalogue needs to be submitted to your printer.*
- It is your responsibility to ensure all information provided is accurate and correct.
- It is your responsibility to organise the printing and distribution of your catalogue.

#### Herefords Australia Office

- Staff will only proof for spelling and basic punctuation.
- Staff will provide a PDF of the catalogue lot pages (via email to print or post) for you to thoroughly proof prior to submitting completed catalogue to your printer.

#### Herefords Australia Limited

16 Uralla Road Armidale NSW 2350 • Locked Bag 7 Armidale NSW 2350

Ph: (02) 6772 1399 • Fax: (02) 6772 1615 • Website: [www.herefordsaustralia.com.au](http://www.herefordsaustralia.com.au) • Email: [info@herefordsaustralia.com.au](mailto:info@herefordsaustralia.com.au)



## The Printer

- All printers have varying specifications for A5 and DL sizes. If choosing either of these for your catalogue, please confirm with your printer these sizes are acceptable – A5 14.8cm wide x 21cm high and DL 10cm wide x 21cm high - the printable area used by Herefords Australia is 1.5cm inside these measurements.
- All printers have varying time requirements for printing, drying and compilation. Please confirm your timetable to ensure distribution is not delayed.

## Miscellaneous

- No data provided by Herefords Australia Limited shall be changed in any way.
- All registered cattle catalogued for sale shall be currently active (ie. all fees paid) with Herefords Australia.
- The printed catalogue will include the following data as a minimum: Lot number, Animal name (with the first word being the breeder's unique stud prefix), Herefords Australia Limited Register (ie. P, S, H, HP), Animal identification, Date of Birth, Pedigree, all available Herefords Australia BREEDPLAN Estimated Breeding Values (EBVs).
- Where BreedObject \$Index Values are displayed they shall be clearly separated from the EBVs and accuracies and identified as "\$Index Values".
- All animals listed for sale in the catalogue shall be registered with Herefords Australia, with the exception of commercial females which must be clearly indicated as such.

**Disclaimer:** This Sales Catalogue is produced by Herefords Australia as a service to its members. Herefords Australia is not a selling agent of any member using the Sales Catalogue. In publishing the Sales Catalogue, Herefords Australia relies on the information provided by the applicant member. The applicant member is responsible for providing accurate and complete information for the listing in the Sales Catalogue. It is a requirement of this service that the applicant member authorises and approves the content of the listing before publication of the Sales Catalogue. Herefords Australia reserves the right to alter, omit, or change the content of the listings and whilst every care is exercised, Herefords Australia is not liable for errors, misclassifications, non-insertions or poor quality print. Herefords Australia disclaims any and all responsibility and liability for the accuracy, veracity and completeness of the information and representations contained in the listings in the Sales Catalogue. Members and third parties who rely on any of the information contained in the Sales Catalogue listings do so at their own risk.

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# HEREFORDS

## Australia

### SALE CATALOGUE APPLICATION FORM

Complete and return both pages to Herefords Australia to book your sale catalogue service

Membership Name: \_\_\_\_\_

Member Number: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Sale Name: \_\_\_\_\_

Sale Date: \_\_\_\_\_

Sale Time: \_\_\_\_\_

Sale Venue: \_\_\_\_\_

Other relevant sale notes: \_\_\_\_\_

\_\_\_\_\_

Date Catalogue needs to be submitted to your printer: \_\_\_\_\_

### SALE CATALOGUE SERVICES

Please tick the following sale catalogue service(s) you require. All sale catalogue information must be supplied in Microsoft Excel spreadsheet format and emailed to [info@herefordsaustralia.com.au](mailto:info@herefordsaustralia.com.au) as stated in the Terms and Conditions.

☐ **LOT PAGES FOR PAPER SALE CATALOGUE**

Pre-formatted lot details supplied to your printer in PDF format. (Includes database extraction.)

☐ **ONLINE SALE CATALOGUE**

Herefords Australia Website Online Sale Catalogue (hosted by Herefords Australia at [www.herefordsaustralia.com.au](http://www.herefordsaustralia.com.au) for 6 months)

☐ **ONLINE ADVERTISEMENT**

Herefords Australia Website Online Sale Advertisement

☐ **ONLINE SEMEN CATALOGUE**

Herefords Australia Website Online Semen Catalogue (hosted by Herefords Australia at [www.herefordsaustralia.com.au](http://www.herefordsaustralia.com.au) for 12 months)

☐ **DATABASE EXTRACTION – FOR SALE CATALOGUE**

CSV data file only supplied to the member, or their nominated printer, for merging into a template.

☐ **EMAIL MEMBER NOTIFICATION**



## LOT PAGES REQUIREMENTS

Complete this section only if you require PDF lot pages for a paper sale catalogue

### TEMPLATE OPTIONS *please tick one*

#### A4 (size 210 x 297)

2 lots per page + photos\*

3 lots per page

3 lots per page + photos\*

4 lots per page


#### A5 (size 14.8 x 21)

1 lot per page + photo\*

2 lots per page\*


#### DL (size 10 x 21)

1 lot per page + photo\*

2 lots per page


\*Please note that photos are extra per lot, please refer to attached schedule of fees

Display \$Index Values (*please circle one*):                      Yes                      No

Display Parent Verification Status (*please circle one*):                      Yes                      No

### Please forward my completed sale catalogue to the following printer:

Printers Name: \_\_\_\_\_ Contact person: \_\_\_\_\_

Address: \_\_\_\_\_ Post code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Date Required: \_\_\_\_\_

Other printer requirements: \_\_\_\_\_

**I have read and agree with the Terms & Conditions as set out on pages 1 & 2 and apply for Herefords Australia to provide me with the services as above.**

**Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**PLEASE RETURN BOTH PAGES OF THE APPLICATION FORM TO HEREFORDS AUSTRALIA**

**NB: SCHEDULE OF FEES AVAILABLE ON REQUEST OR AT [WWW.HEREFORDSAUSTRALIA.COM.AU](http://WWW.HEREFORDSAUSTRALIA.COM.AU)**

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