



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 at: info@herefordsaustralia.com.au or by post to: Locked Bag 7, Armidale NSW 2350. *Catalogue processing will not begin until the paperwork is received.*

Please note: Herefords Australia 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.

In applying for these services, I agree that:

- I am a financial member of Herefords Australia Limited.
- Herefords Australia have the right to request payment upfront for services relating to Dispersal sales.
- Lot information must be provided in the Sale Catalogue Template Excel spreadsheet (See example below). Information provided in a different format may attract a Data processing fee (refer to Schedule of Fees).
- If PDF pages are requested, lot pages of your catalogue will be emailed to you for approval. 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 the members responsibility to ensure all information provided is accurate and correct.
- It is the members responsibility to organise the printing and distribution of the catalogue.
- Herefords Australia staff will only proof for spelling and basic punctuation. It is the members responsibility to approve all text prior to submitting completed catalogue to 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.
- 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), Animal identification, Date of Birth, Pedigree, all available Herefords Australia BREEDPLAN Estimated Breeding Values (EBVs).
- Where 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 animals which must be clearly indicated as such.

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SALE DETAILS

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

Membership Name:

Member Number:

Contact Name:

Phone:

Email:

Website:

Sale Name:

Sale Date:

Sale Time:

Sale Venue:

Other relevant sale notes:

Date Catalogue needs to be submitted to your printer:

CATALOGUE SERVICES

Please tick the following sale catalogue service(s) you require. For pricing, refer to the Schedule of Fees.

ONLINE SALE CATALOGUE

Herefords Australia Website Online Sale Catalogue (for 6 months)

ONLINE SEMEN CATALOGUE

Herefords Australia Website Online Semen Catalogue (for 12 months)

DATABASE EXTRACT

CSV data file only supplied to the member, or their nominated printer, for their formatting.

PDF LOT PAGES FOR PAPER CATALOGUE

Pre-formatted lot pages supplied to your printer in PDF format.

ADVERTISING SERVICES

Please tick the following advertising service(s) you require. For pricing, refer to the Schedule of Fees.
All sales will automatically be added to the Calendar of events on the Herefords Australia website.

ONLINE ADVERTISEMENT

Advertisement of your sale on the Herefords Australia website

SOCIAL MEDIA POST

Promotion of your sale on Herefords Australia social media platforms (Facebook, Instagram, LinkedIn and Twitter)

E-NEWS ADVERTISEMENT

Promotion of your sale in the Herefords Australia monthly E-Newsletter

EMAIL MEMBER NOTIFICATION

Email blast to entire Herefords Australia membership. All details must be provided to Herefords Australia at least 7 days prior to the desired email date.

LOT PAGES REQUIREMENTS

Complete this section only if you require Herefords Australia to format your lot pages.

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

Include \$Index Values (circle one): Yes No

Include Parent Verification Status (circle one): Yes No

EBVs displayed as (circle one): Table Graph*

(EBV tables will display the Ranking % for each trait. If you do not wish to have this included, please advise Herefords Australia)

Which month EBV's are to be included in your catalogue: _____

Include QR code linked to Animal Enquiry page of Herefords Australia website (circle one): Yes* No

Does an extract of your lots need to be provided to an Online selling platform (circle one): Yes No

AuctionsPlus StockLive Other: _____

* Additional fees apply. Refer to the Manual Data Processing Fee on the Schedule of Fees.

Please forward my lot pages to the following printer:

Printers Name: _____ Contact person: _____

Phone: _____ Email: _____

Date Required: _____

Other printer requirements: _____

I have read and agree with the Terms & Conditions and Disclaimer on this form and apply for Herefords Australia to provide me with the services requested as above.

Name: _____ Date: _____

Signature: _____

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.