

Southwest Auction Service
P.o. Box 534, Highway 76
Wheaton, Missouri 64874
Phone: (417) 652-7540 Fax: (417) 652-7019

Dear Owner/Manager,

Southwest Auction Service has been in business since 1988. We specialize in the dispersal of commercially licensed kennels throughout the USA.

We are in constant contact with breeders, brokers and retailers across the country. Our current mailing list is approximately at 13,000. Our customers are always asking us for recommendations as to where to sell puppies, buy feed, kennels, supplies, medications and just about any items concerning the pet industry.

We have a permanent sale location as well as a mobile auction service, to provide, on site auctions. We host 70 sales per year. In our permanent location in Wheaton, Missouri we hold at least 16 sales per year, from February through June and September through December. This is our home site. Occasionally we will have a complete kennel dispersal sale (outside of our consignment sale) at home as well, increasing our yearly attendance and advertising. Our facilities will hold approximately 450 people per sale. We will have around 7,200 pet industry people at our home site every year. We will mail out over 13,000 flyers, 16 times per year for our home sale. This will total just over 200,000 direct advertisements to pet industry related customers, mostly kennel customers and mostly kennel owners and new kennels just starting.

There, now you've read the sales pitch. Here is what we offer!

We have sign space on the walls of the auction barn that will be seen by over 7,200 people per year.

We offer advertisement space on the back of the flyers that will be read by over 200,000 people per year.

We have booth space in our barn, which will be visited by over 300 breeders per sale.

We have many distributors already participating in some way. They have told us that they have a definite increase in business after every sale.

References are available!

This is the cost for the year 2008. Where else can you reach so many breeders at such little cost?

Signs specially designed and made (1 time fee):

2'x3' - 1 color	\$125.00	_____
2'x3' - 2 color	\$150.00	_____
2'x3'- 2 color with logo	\$175.00	_____
3'x6' - 1 color	\$175.00	_____
3'x6' - 2 color	\$225.00	_____
3'x6' - 2 color with logo	\$275.00	_____
Create new logo	\$ 95.00	_____

(You may supply your own sign as long as it is 2'x3' or 3'x6')

Sign space rent on 2'x3' signs... (Per year)	\$150.00	_____
Sign space rent on 3'x6' signs... (Per year)	\$300.00	_____
Sale flyer advertisement... (Per year, at least 12 ads, business card size)	\$500.00	_____
Booth space at sale... (Per sale)	\$100.00	_____
Booth space at sale... (Per year, 12 sales)	\$600.00	_____
Total.....	\$	_____

Please mail check, money order or call with Visa or MasterCard before March 1, 2008 or we will take down last year's signs.

(Name)

(X) beside all that apply:

My check is enclosed please call me with details.

I am interested in talking to you about this offer, please call me.

I am not interested at this time but please add us to your mailing list

for upcoming auctions.

I would have thrown this in the trash but my can is full of stuff just like this.

I would like to renew the same as last year.

(Business Name)

(Address)

(Phone & Fax number)