

## **Using the Longley Auctions Website**

Skip to page 4 for a visual tour of how to register for first time visitors.

### **Welcome**

Philatelic material (stamps, postal history, philatelic literature) is sold by Longley Auctions through our Public Auctions, Internet Auctions as well as retail sections of our website. We welcome you to our website and hope you find what you are looking for. If you have any questions about this site or how to use it, please feel free to contact us. If you have any comments, criticisms or compliments, we welcome those too as it will help make this site better for you – the user.

### **Bidding and Buying**

In order to bid or purchase items from our website, you must be registered and signed in. See below for registration information.

### **Browsing**

Feel free to browse the website. The menu at the left hand side of the home page shows the site is divided into four main sections – public auction, Canada retail, philatelic literature, and worldwide retail. Internet auctions will be added later. Beneath that is a box that contains information about our firm, our upcoming shows, feature articles and information about selling your collection.

The shopping cart logo can be clicked to take you to your summary page of activity once you have signed in. The Quick search function will find all items in the auction, retail and literature sections that apply to your search phrase.

Beneath the shopping cart logo in the darker green horizontal area you will see what is called a “breadcrumb”. This is a menu or indexing function that shows where you are within the website. In the example, “Home >> Public Auction >> Canada -1897 Leaf Issue Covers”, you could click on Home to return to Home, or Public Auction to return to the main page of the Public Auction.

The upper right corner of the home page is the sign-in box. Your email address acts as your unique identifier for the site, much like a user name. Your password is entered below. Clicking on the “OK” button will sign you into the website so you can place bids or purchase items. See below for how to register.

The main illustration on the home page shows a feature item of the day/week.

Beneath this is news and other updates that you can scroll down to read. This will contain information about latest additions to the website, important updates regarding the auction, our show schedule or links to interesting articles.

### **Registering with the Website.**

If you want to place bids in our public auction or purchase items from our inventory, you must be a registered user of the site and be signed in.

On the home page, click on the word “Register” in the box at the upper right hand corner of the screen. Fill in the details to register.

### **Logging In**

Email Address - Your email address is used as your user name. That makes it easy for you to remember.

Password – You select your own password for this site.

## **Public Auction Page**

The current public auction will be listed here. The sale time, date at location will be given as well as highlights of important items being offered. This page provides an index to the items being offered, in lot number order. Our sales are generally grouped in the following order – Canada Covers, Canada Stamps, British Commonwealth Stamps and Covers, Worldwide Stamps and Covers. Within the Canada Cover section the covers are arranged stampless, then by issue Pence to Modern, then by subject matter alphabetically (Advertising, Airmail, Dead Letter Office, First Day Covers.... Yukon).

Once you click on a quick link it will bring up a listing of items within that section. Clicking on the thumbnail image or the title will expand the listing and show you a larger image as well as the full description. To close the image and description, click on the word “close” at the upper right of the expanded view.

Two additional buttons appear with the expanded view. “Open All” will expand the small links of all the items in the current list so you can see large images and full descriptions. Clicking “Close All” will close all of the expanded views.

The listings are shown in a table format and include the lot number, the thumbnail image, the title, the estimated value or catalogue value of the item, the current bid amount and the time remaining in the bidding process.

## **Bidding in the Public Auction**

Bids for the public auction can be sent via email, telephone, mail, fax, executed in person on the day of the sale or through an agent.

Online bidding is cut off at midnight on the day before the sale. That does not mean that the current high bidder has won the lot. The auction must still take place and other bids executed. If online bidding has been closed and you still wish to bid, send your bids via fax (905) 690-3762 or email to [bill@longleyauctions.com](mailto:bill@longleyauctions.com)

You must be registered and signed in in order to bid. You must agree to the terms and conditions of the sale.

There is a 15% Buyer’s Premium in addition to the bid amount. Canadian bidders must pay the applicable taxes.

To place a bid, click on the “Bid” button beneath the lot description. Enter your bid amount carefully and double check the amount. You will be asked to confirm your bid. Once you have entered your bid, it is registered and you are responsible for your bid. If you have entered a bid in error, contact [bill@longleyauctions.com](mailto:bill@longleyauctions.com) and I will remove your bid.

While we understand errors can be made, systemic abuses of the bidding process or use of the website that we determine to be inappropriate or detrimental will result in cancellation of online bidding privileges. We reserve the right to take additional action including but not limited to reporting users to philatelic societies, warning other dealers of the person’s actions, legal action as well as blocking all future use of the site.

Bids must conform to the bidding increments as show on the bid page. Odd bid amounts (\$25.01, \$33.26, etc) will NOT be accepted and you will be prompted to correct your bid to coincide with a proper bid increment. You may place a “break tie” bid and indicate the number of bid increments to be executed in case of a tie bid. Once you have entered your bid it will be visible on your summary page. The fact that you are the high bidder as well as the top bid you have entered will also be visible to YOU ONLY when you return to view the item. It will be shown as “You are the high bidder at” and the amount, as well as “Your top bid is” and the amount. This is visible only to you and no other website bidder can see this information. If you have been outbid, you will see a similar notice.

The only information that is visible regarding bid amounts is the current bid amount. The other bidders, when they bid and how much they bid is NOT shown.

### **Summary Page showing My Activities**

When you are signed in, this page shows your contact information, your auction bids, and your retail purchase selections. This page allows you enter special information about items you are bidding on. For example if you would like an extension for an expertising certificate, enter for example “Extension, lot 123, Greene Foundation” in the special instructions box.

Limit and Or bids cannot be entered through the website as they are dependant on the actual selling price of other items. These can be sent directly to us to be executed on the day of the sale.

Retail purchases are listed in the table, if any have been selected.

A confirming email will be sent to you of the bids placed as well as the retail items selected.

### **Retail Pages**

The retail pages (Canada, Worldwide and literature) function in the same manner as the auction pages. The only difference is there is no bidding, no time limit and the items are immediately available for purchase.

We will locate the items, subject unsold, calculate shipping, taxes (applicable to Canadian residents only) and send you a final invoice for payment. Customers with established credit can have the items immediately with payment within 30 days. Other users will be sent a pro forma invoice and goods shipped once payment is received.

### **Payment method**

This can be selected for payment of all of your items, or if you prefer a different payment method you can indicate this in the “Special Instructions” box.

We are happy to have you visit our site. If you have any suggestions, please send them to [bill@longleyauctions.com](mailto:bill@longleyauctions.com)

Thank you,

Bill Longley

P.S. The following pages will visually show you the registration process for first time users.

# First Time Registration

## 1) Click "Register"

Longley Auctions - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.longleyauctions.com/front/

Firefox Help Firefox Support Plug-in FAQ

CNN.com International Frajola Board for Philatelists Longley Auctions CBC.ca - News

Summary Search: Auction 15 GO

Home

Email: Register

Password: Sign In

### Welcome to Longley Auctions

Auction 15 - Dec. 8, 2007 is now online.

**Lot #717**  
#65 \$5 Jubilee. #65 \$5 Jubilee Olive Green, full og, VF NH, another rich deep shade, very fresh and seldom found in this condition. Bound for an investment portfolio no doubt. Wow. CV ...

**C\$ 6000.00**

**Nov. 28, 2007** Our auction will be held on Dec. 8, 2007 at Rousseau House in Ancaster, Ontario. Viewing is Dec. 7, 2007 between 10 and 5 pm. Everyone is welcome to attend. A map to the auction venue is shown below:

3/5 Wilson St E  
Hamilton, ON L9G

Map Sat Ter

Whitb

First Time Registration

2) Enter your contact details and press “Register” button at bottom.

You will be sent a confirmation email that has a special link inside to confirm your registration.

**Longley Auctions**

Summary Search:  Auction 15

Home >> Register

Email:   
[Register](#)

Password:

**Registration**

Salutation:  Mr.  Mrs.  Dr.  Miss  Ms.  Rev  
 Other:

\* First Name:

Middle Initial(s):

\* Last Name:

Company Name:

\* Address line 1:

Address line 2:

\* City:

\* Province / State:

\* Postal Code / Zip Code:

\* Country:

Home Phone #:

Office Phone #:

Fax #:

Cell #:

Society Memberships:

General Areas of Interest:

Specific Areas of Interest:

\* E-Mail (This will be your login):

\* Choose a password (minimum 8 characters : a-z, A-Z, 0-9):

\* Confirm your password:

\* - Required field

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Powered by

## First Time Registration

You will receive an email notice. Check your email and click the link inside the email to finish the process.

The screenshot shows the Longley Auctions website interface. At the top left is the Longley Auctions logo. To its right is a navigation bar with a shopping cart icon, a search box, a dropdown menu set to 'Auction 15', and a 'GO' button. Below this is a breadcrumb trail: 'Home >> Register'. On the right side, there are input fields for 'Email:' and 'Password:', with a 'Register' link below the email field and a 'Sign In' button below the password field. A central message in red text reads: 'Thank you for registering. Before you can log in, we would need to first confirm your email. A confirmation email has already been sent to you. You must select the link in your email to confirm.' On the left side, there are two vertical navigation menus. The first menu contains links for 'Home', 'Auction 15' (with 'Close: Dec 7, 2007'), 'Links', and 'Email'. The second menu contains links for 'About Longley Auctions', 'Upcoming Shows', 'Feature Articles', and 'Selling A Stamp Collection'. At the bottom left, there is a copyright notice: '© Longley Auctions 2006 Powered by' followed by the NDi média logo.

The email will look like this:

Subject: Website Registration - Confirmation Required

Thank you for registering with Longley Auctions' website.  
The final step is to confirm your account by clicking on the link below.  
<http://www.longleyauctions.com/front/index.php?code=43281sjaxbns32k3>

Sincerely,

Bill Longley  
[www.longleyauctions.com](http://www.longleyauctions.com)

Longley Auctions  
PO Box 620  
Waterdown, ON L0R 2H0  
Canada

Tel (905) 690-3598  
Fax (905) 690-3762

Once you are registered, you can then enter your email (which serves as your user name in the upper right hand box. You then enter your password which you selected on the registration page. Next click sign in. Once you have signed in you may browse the items. When you see an item you would like to bid on press "BID".

The screenshot shows a web browser window with the URL <http://www.longleyauctions.com/front/stampView.php?secId=100&menuId=48&section=singleLot>. The browser tabs include "U.S. News - Headlines, Stories and Vid...", "Windows Live Hotmail", and "Longley Auctions".

The Longley Auctions logo is in the top left. A navigation bar shows "Home >> Auction 15 >> Canada - Stampless - Domestic". A search bar contains "Auction 15" and a "GO" button. A user is logged in as "Bill main" with "Edit Contacts" and "Logout" options.

The main content area features a table with columns: "Lot #", "Canada - Stampless - Domestic", "Catalogue Value or Estimate", "Current Bid", and "Time remaining".

Lot #	Canada - Stampless - Domestic	Catalogue Value or Estimate	Current Bid	Time remaining
<b>Lot # 1</b>				
<b>Estimate:</b>	C\$ 200.00			You are the high bidder at C\$ 55.00. Your top bid is C\$ 55.00.
<b>Current bid:</b>	C\$ 55.00			<b>Time Remaining:</b> 4 day(s), 01 hrs.
<p>* 1782 Quebec to Wolf's Cove. SFL dateline "Quebec 25 July 1782" to Wolf's Cove, two miles upstream from Quebec where James Wolf found the footpath to the Plains of Abraham. The letter addresses the movement and shipment of oak from aboard the "Venus" which is presently at "Wolf's Cove". Est C\$ 200.00</p>				
Lot 2	* 1793 St. Johns to Montreal. Est ...	C\$ 200.00	C\$ 50.00	4 day(s), 01 hrs.
Lot 3	* 1793 Argenteuil to Quebec Est ...	C\$ 150.00	C\$ 35.00	4 day(s), 01 hrs.

At the bottom, there is a search bar with "proto" and navigation buttons: "Next", "Previous", "Highlight all", and "Match case".

Once logged in and ready to bid, you must confirm agreement to the terms and conditions. Click "I agree". You only have to do this during the first time you bid once logged in.

The screenshot shows a web browser window with the address bar displaying "http://www.longleyauctions.com - Longley Auctions - Mozilla Firefox". The page title is "Terms and Conditions" and features the Longley Auctions logo. The content is organized into sections: "Bidding", "Bidding Increment", and "Charges, Taxes, Payment". At the bottom, there is a confirmation box with the text "You must agree with all terms and conditions before you can continue." and two buttons: "I agree" and "I do not agree". A red arrow points to the "I agree" button. The browser's status bar at the bottom shows "Done".

**Longley Auctions**

## Terms and Conditions

### Bidding

This public auction is conducted by Longley Auctions Inc. on behalf of the consignors. Persons executing bids either in person or via telephone, fax, mail or through the services of an auction agent agrees to the acceptance of all of these Terms of Sale. The cancellation of any bid(s) must occur in writing before the start of the sale and confirmed by us. The order of the sale will follow the sequential order of the lots in the catalogue.

Bidding is conducted in Canadian funds. Lots are sold to the highest bidder at one advance over the second highest bidder. The auctioneer shall regulate the bidding. In the event of any dispute, the auctioneer's decision will be final. In the event of tie bids, the first bid received will take precedence. The lot will be knocked down to the highest bidder and payment due at the time the lot is knocked down...

### Bidding Increment

Bids	Increment
\$0 to \$100.....	\$5
\$100 to \$300.....	\$10
\$300 to \$500.....	\$25
\$500 to \$1,000.....	\$50
\$1,000 to \$3,000.....	\$100
\$3,000 to \$5,000.....	\$250
Over \$5,000.....	\$500

### Charges, Taxes, Payment

A 15% Buyer's Premium will be added to the hammer (selling) price and becomes part of the total purchase price. Ontario Sales Tax will be applied to all good delivered in Ontario unless accompanied by an acceptable sales tax exemption form. HST will be applied to goods delivered to the Maritime Provinces and Federal Goods and Service Tax charged on goods delivered within Canada. Postage, registration and insurance is added to the total purchase price.

Floor bidders are expected to take possession of their lots and make payment immediately following the sale unless other

You must agree with all terms and conditions before you can continue.

Done

Enter your bid in the box "Enter your bid amount".

You can also include a break tie increment. If you select this option it will increase your bid by the number of increments that you determine in this box.

Once you have entered your bid, the red text will tell you the status of your bid (ie high bidder, or outbid).

**You are currently the high bidder at 55.00, and your top bid is 55.00**

**Lot #:** # 1

**Description:** \* 1782 Quebec to Wolf's Cove

**Est:** C\$ 200.00

**Current High Bid:** C\$ 55.00

**Break tie increment:** In case of tie, increase my bid  increments.

**Enter your bid amount:** \$

Bids	Increment
\$0 to \$25	\$2.50
\$25 to \$100	\$5
\$100 to \$300	\$10
\$300 to \$500	\$25
\$500 to \$1,000	\$50
\$1,000 to \$3,000	\$100
\$3,000 to \$5,000	\$250
Over \$5,000	\$500

Done

Once you are logged in you can click the SUMMARY button to see all of your bids. You can only see your bids, and once logged in only YOU can see your high bid amounts.

You can also edit your billing details by clicking on the “edit billing info” button.

The screenshot shows the Longley Auctions website interface in a Mozilla Firefox browser. The browser's address bar shows the URL <http://www.longleyauctions.com/front/cart.php>. The page title is "Longley Auctions - Mozilla Firefox". The browser's menu bar includes File, Edit, View, History, Bookmarks, Tools, and Help. The browser's toolbar shows navigation buttons (back, forward, home, stop, refresh) and a search bar. The browser's tab bar shows several tabs: "U.S. News - Headlines, Stories and Vid...", "Windows Live Hotmail", "Longley Auctions", and "Adobe InDesign CS Help".

The website's header features the Longley Auctions logo on the left. To the right of the logo is a navigation bar with a shopping cart icon, a "Summary" button, a search bar, a dropdown menu for "Auction 15", and a "GO" button. Below the navigation bar is a "Home >> Summary" link. On the far right of the header is a "Welcome Bill main" message with "Edit Contacts" and "Logout" buttons.

The main content area is titled "My Summary Page". Below the title is a note: "Note: When signed in, your bids are visible to YOU. Your current and high bids are also shown for your convenience on the lot pages. Your top bid and the identity of the bidders is kept confidential and is not visible by other bidders." Below the note is a "Contact Information" section with the following details: "Bill main Bill main", "PO Box 620, Waterdown, ON, L0R 2H0", "905-890-3598", and "bill@longleyauctions.com". To the right of the contact information is an "Edit billing info." button. Below the contact information is an "Auction Bids" section. The "Auction Bids" section is titled "Auction 15" and includes a note: "Note: Email bids received after Dec 7, 2007 will not be executed." Below the note is a "Winning Bids" section with a table of bids.

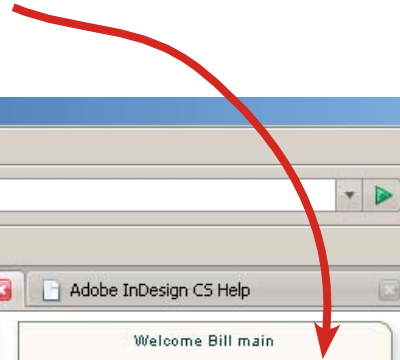
Lot#		Short description	Catalogue Value or Estimate	Time remaining	My Bid / Break Tie
Lot 1		* 1782 Quebec to Wolf's Cove Est ...	C\$ 200.00	4 day(s), 00 hrs.	60.00 / 0

Below the table is a "Special Instructions" field with a checkbox and a text input box containing "(Type your special instructions here)". Below the field is a link "Learn about 'Limit' and 'OR' bids" and a button "Other Methods of Bidding". Below the "Auction Bids" section is a "Retail Purchases" section with a table of purchases.

Lot#		Short description	Price
			TOTAL: C\$ 0.00

Below the table is a note: "Note: Does not include taxes nor shipping costs." At the bottom of the page is a search bar with the text "Find: proto" and buttons for "Next", "Previous", "Highlight all", and "Match case". The search bar is followed by the text "Done".

When you are finished bidding you can click the “Logout” button at any time.



A summary email will be sent to you at the close of the internet bidding phase of the auction. The current high bidder at the close is simply the highest internet bid received at that time, it does not necessarily mean the item was won at that amount because the public auction must still take place with floor bidders and book bidders participating. If you have been outbid and the internet acceptance of bids has expired, you can send bids via email to [bill@longleyauctions.com](mailto:bill@longleyauctions.com) or via fax or telephone.

Finally, if you have any problems, please contact me at [bill@longleyauctions.com](mailto:bill@longleyauctions.com) or (905) 690-3598 and I will help you however I can.

Sincerely,

Bill Longley