

HOW TO USE THE INTERCHANGE

THE DOS & DON'TS OF SUBMITTING—OR ENTERING—X-CHANGE ADS

Enter your items in the TCA x-change **ONLINE** & select up to 12 Numeric ads + 1 Miscellaneous ad to be **PRINTED** in the *National Headquarters News!*

LOGGING IN

The tcabuyseil.org login is the same as for traincollectors.org. Usernames were originally set to the member's TCA number without the dash (e.g. #01-23456 becomes **0123456**), but you may have changed this in the interim.

CONTACT INFO

If you list items, members will need to contact you—so check to make sure your contact info is up-to-date! Changing your contact information (email address, street address, phone number, etc.) on tcabuyseil.org only affects what is listed here—it does NOT change your membership profile on traincollectors.org. Click on **“My Account”** and then **“Update User Info.”** After changing your information, be sure to click on **“Update”** at the bottom to save your changes.

LISTING ITEMS

When logged into your account at tcabuyseil.org, list items online and in the interchange by using the **“Build an Ad”** link. You have four ad choices in the drop-down menu next to **“Type of Ad”**: **“For Sale,” “For Trade,”** and **“Wanted”** ads are all **“Numeric Listing”** ads that will appear with all the other shorter ads in the regular Interchange Point—they have a 50-character limit (including punctuation & spaces). The **“Miscellaneous Ad”** is reserved for items, collections, etc., that require more explanation. Miscellaneous ads have a 50-word limit, or 350 characters with spaces—use the extra room to further describe your item, collection, etc. Members are limited to printing one Miscellaneous ad and 12 Numeric Listing ads, but additional Miscellaneous ads and Numeric Listing ads can be placed online (up to 100 total combined ads allowed online).

After creating your ad(s), which is much the same online as using the paper forms, **there are five important things to remember:**

DISPLAY AD ON WEBSITE

Checking **“Yes”** or **“No”** here determines whether your ad appears online. The default is **“Yes.”**

PRINT AD IN INTERCHANGE POINT

Checking **“Yes”** or **“No”** here determines whether your ad appears in the printed Interchange of each *Newsletter*. The default is **“Yes.”** If you plan to enter more than the 12 items allowed for printing, create your print ads first. This will mean your first 12 ads are automatically selected for printing, and any additional ads you enter will be saved online but not selected for printing.

EXPIRES

Options for 30, 60, or 90 days. Use 90 days to give yourself: ① The best chance to get your ad into multiple issues & ② The most time to extend your ads before they expire. I pull the ads for printing shortly following the 1st of the month before the publication month. Here is an approximate timeline for when I will pull the ads for the following *Newsletter* issues—**PLEASE NOTE** that this schedule has **CHANGED** in 2021!

NEWSLETTER ISSUE	LAST DAY TO MAIL/ FAX ITEMS TO TCA	LAST DAY TO ENTER YOUR ITEMS ONLINE
AUGUST (PRINT/DIGITAL)	JUNE 20	JULY 1
OCTOBER (DIGITAL ONLY)	AUGUST 20	SEPTEMBER 1
DECEMBER (PRINT/DIGITAL)	OCTOBER 20	NOVEMBER 1
FEBRUARY (PRINT/DIGITAL)	DECEMBER 20	JANUARY 1
MAY (PRINT/DIGITAL)	MARCH 20	APRIL 1

SAVING YOUR ADS


Click on the **“Save This Ad”** button to make sure your ad is put into the system. This should take you to your **“Edit Ads”** page, and there should be a message reading, **“Your ad has been created and saved.”** If you ever worry whether one of your ads has been properly saved, go to the **“Edit Ads”** page to make sure it is listed there.

EDITING & EXTENDING YOUR ADS

On the **“Edit Ads”** page, there are columns for **“Display”** and **“Print”** which have a **“y”** or **“n”** under them for each ad. The **“y”** or **“n”** stands for **“yes”** or **“no,”** and lets you know whether that ad is saved for **“Display Ad on Web Site”** and/or **“Print Ad in Interchange Point.”** The **“Exp Date”** column lets you know when that particular ad is set to expire. You can make use of the **“Edit Ads”** page to renew any or all of your ads for 30, 60, or 90 days as long as the ad still exists in the system. **▶ TCA Interchange/x-change Ads are not retrievable once they expire, so make sure you extend each ad before it expires if you don't want to create it again.**

To edit an ad, simply follow the ad across to the **“Edit Ad”** link, click on the link, and edit the ad as you see fit. If the system tells you **“the edit period of 10 days has expired”** for an ad, simply look below and choose to **“Re-Run ad for [30/60/90] Days”** and then click **“Re-Run Ad.”** You should now be able to edit all fields of the ad as if you had just entered it. After you edit any of your ads, you need to click the **“Save this ad”** button at the bottom to make sure your changes are saved. You can also click on **“Delete Ad”** for each individual ad if you have sold the item or no longer desire to list the ad for some other reason.

Expires Days from today (Currently set to expire on 07/26/21)



ADDING PHOTOS

First, save your ad—then click **“Edit 0 Photos.”** On the next page, click **“Choose File”** and find the image(s) you want to add in your computer or mobile device. After choosing the image(s), click **“Open.”** Back at the **“Edit Photos”** page, choose **“Upload.”** This uploads the image(s). **NOTE:** Each ad has a maximum limit of **3 images** at a maximum TOTAL image size (all images combined) of **4MB**. When you are done, click **“Done, Return to Main Edit Page.”**

For further assistance, feel free to call me (Editor Timothy Stier) at 717-687-8623 or email me at tstier@traincollectors.org.

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