

TCA INTERCHANGE ITEM INSTRUCTIONS FOR TCA X-CHANGE WEBSITE

After logging into your TCA x-change account at <http://tcabuysell.org>, you can change your **Interchange** contact information (such as email address, street address, phone number, etc.) or update "Shipping Details" or "Calling Hours" **for purposes of how they appear in your Interchange ads only**. Simply click on "My Account" and you will have the option to "Update User Info." After changing your information, be sure to click on "Update" at the bottom to save your changes.

Note that if you had a Buysell account prior to March 5, 2015, some old information may appear. You can no longer use a separate login for Buysell, you must use the general username and password that gets you into all TCA member-restricted areas on our sites. To change your TCA member information for all other purposes, log in to your account on traincollectors.org, click "Manage My Profile," and then click "Edit Bio."

When logged in here at your Buysell account, you can begin listing items online and in the interchange by using the "**Build an Ad**" link off of the middle of your main member page. You have four ad choices in the drop-down menu next to "Type of Ad": The "**For Sale**," "**For Trade**," and "**Wanted**" ads are all "Numeric Listing" ads that will appear with all the other one-line ads in the regular Interchange Point—they have a 50-character limit (including spaces). The "**Miscellaneous Ad**" is reserved for items, collections, etc. that require more explanation. The Miscellaneous ad has a 50-word limit, or 350 characters with spaces, so you can use the additional space to further describe your item, collection, etc. Members are limited to one Miscellaneous ad and 12 Numeric Listing ads for printing, but additional Miscellaneous ads and Numeric Listing ads can be placed online (up to 100 total, combined).

After choosing or typing all the appropriate information on the item itself (which is much the same information used for the paper forms found in each *National Headquarters News*), there are five very important things to remember about each ad you list. These important things are found at the bottom of the "Build an Ad" page and also on the "Edit Ads" page. They are listed on the following page.

1) **Display Ad on Web Site:** Checking "Yes" or "No" here determines whether or not your ad appears online. The default is "Yes."

2) **Print Ad in Interchange Point:** Checking "Yes" or "No" here determines whether your ad appears in the printed Interchange of each *Newsletter*. The default for this is also "Yes." If you are planning to enter more than the 12 items allowed for printing, I would recommend creating your print ads first, since the default is set to "Yes" for printing. This means your first 12 ads will automatically be selected for printing, and any additional ads will be saved online but not selected for printing.

3) **Expires:** The option is for 30, 60, or 90 days. **I always suggest 90 days**, since your ad needs to be present in the x-change system at the time I pull the Interchange ads for printing, or else it won't be printed. I generally 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:

December 1 for the January issue

February 1 for the March issue

April 1 for the May issue

August 1 for the September issue

October 1 for the November issue

4) 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.

5) The "**Edit Ads**" Page: On this page, there are columns for "Display" and "Print" which have a "y" or "n" under them for each ad—this 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. **Ads are not retrievable once they expire, so make sure you get to each ad before it expires if you don't want to type it out 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 select to Re-Run that ad for 30, 60, or 90 days and then click "Re-Run Ad." You should now be able to edit it as if you had just entered it. After you edit the ad, you will need to click on the "Save this ad" button again 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.

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