

Expanded Category List With Definitions

SALES PROMOTION

Product or Service Sales Presentation. Printed promotional materials for products and services whose distribution comes from means other than traditional mass media. Given the nature of these categories, it is advised that a pocket be constructed and inserted into the envelope so that the entry is secured, but can be easily removed.

1A Packaging

1B Point of Purchase

COLLATERAL MATERIAL

2A Stationery Package

2B Brochure, Annual Report

2C Poster

3 DIRECT MARKETING

Anything that is mailed via USPS or delivered via special courier (private, FedEx, etc.) with the purpose of eliciting, provoking or effecting a consumer reaction (response card, phone number to call, order form, sale/event dates, etc.) should be entered in the appropriate direct marketing categories. Mere mailing of a piece does not necessarily make it direct marketing. The method of shipment (self-mailer indicia, envelope, etc.) **MUST** be evident and included with the entry.

4 OUT-OF-HOME

The outdoor display of advertising messages, notices or events, commonly associated with standardized wooden or metal structures, that are delivered to mass (outdoor) audiences on sidewalks, streets, roadways, etc.

5 NON-TRADITIONAL ADVERTISING

Non-Traditional Advertising – also defined as alternative, buzz, grassroots, guerilla, viral or word-of mouth advertising. It is generally defined as an unconventional way of performing advertising and/or promotional activities. Examples of non-traditional advertising would be advertising on window clings, street stickers and stencils. It can also include wild postings, telephone poles, forehead or tattoo advertising. Please note that some entries entered into this category may fit into a traditional category and will be moved to the appropriate category. Non-traditional entries **MUST** be accompanied by proof of usage. Include a short paragraph describing the event or how the entry appeared.

CONSUMER OR TRADE PUBLICATION

Frequency of publication may be annually, bi-annually, quarterly, monthly, weekly, etc.

CONSUMER PUBLICATION

Advertising that appears in periodic publications whose circulation/distribution is made to the general public, and/or an unspecified industry target audience. The following apply to all magazine/publication categories:

TRADE PUBLICATION

Advertising that is placed in periodic publications whose primary circulation/distribution is aimed at a specific trade or industry target audience (dealers, distributors, jobbers, manufacturers, etc.) within the various Standard Industrial Classification (SIC) codes.

Campaign. Two to four ads for the same client, with a common theme. May be placed in the same publication issue (excluding single entry spreads/multiple-page units), in separate issues of the same publication, or in issues of other trade or consumer publications.

- 6A Single**
- 6B Campaign.** (2 - 4 of the above)

NEWSPAPER

Advertising that is placed/run in publications whose primary purpose is to inform the public about current events or issues on a daily or weekly schedule basis.

- 7A Ad**
- 7B Insert**
- 7C Ad or Insert Campaign** (2 - 4 of the above)

Interactive Media

For websites and all online entries, submit the URL. In addition, it is required that you submit a printed, 8.5" x 11" color screenshot of the homepage, pop-up, banner, screensaver, etc. and a CD (Mac OS or PC compatible) of the website/entry. The screenshot is for reference and gallery presentation only. The CD is to be used only in emergency situations where Internet access or unexpected hosting situations make viewing the actual website online impossible. Judging will be done online using the URL whenever possible. URLs should not require any username or password for access. In cases where this already exists, the entrant should create an independent URL. In the event that a website is database driven, please indicate this on the entry as explanation for lack of CD being included. For Disk-Based Sales Packages, submit on CD/DVD.

- 8A Website**
- 8B Interactive CD/DVD**
- 8C Online Advertising (pop up/banner/email/other)**

COLLATERAL MATERIAL

Publication Design. Layout and design of the interior and/or exterior of a magazine or book.

- 9A Cover**
- 9B Editorial Spread or Feature.** One editorial spread or feature per entry. Not intended for submission of entire book or magazine.
- 9C Series.** Two to four covers and/or spreads and/or features from consecutive issues. Please mark spreads to be judged.

10 RADIO

Radio advertising is defined as commercial audio (only) messages conveyed to the prospective/target consumer public by the seller of a product or service via wireless (radio) transmission.

Within the radio category, commercials aired on stations in more than one "metro" (even if placed on only one station in each of two "metros") do not qualify as "local." Any time a commercial extends past one "metro" (two or more), it is defined as regional/national and must be entered accordingly. Two to four commercials for the same client, with a common theme that are placed in one market only (no more than one "metro") are considered a campaign. If placed in two different markets, they do not qualify as a local campaign. Audio CDs are the only accepted audio format. No AIFF, MP3, WMV or WAV files.

11 TELEVISION

Commercial audio and video messages conveyed to the prospective/target consumer public by the seller of a product or service via a broadcast, cable or satellite transmission.

12 MIXED/MULTIPLE MEDIA

Mixed Media Campaigns must consist of two to four executions and two to six media.

• **Mixed Media = two to six media.**

• **Campaign = two or more ads or commercials for the same client, with a common theme.**

Although a Mixed Media campaign might include many ads or commercial components spread over several media, submit no more than SIX media, and no more than FOUR executions per medium, for judging. **The total ads/commercials per Mixed Media Campaign entry can total no more than NINE.** No matter how big a campaign or media schedule, there is a minimum and maximum number of each to qualify. Campaigns which include self-promotion pieces from Out-of-Home, Newspaper, Trade Magazine, Consumer Magazine, Radio or TV may be entered here. **(This category also includes integrated branding campaigns.)**

ELEMENTS OF ADVERTISING

The goal of this category is to recognize only the creative execution of individual components of an advertising entry (illustration, photography, music, logo, etc.). Each entry in this section **MUST** include a sample showing how the element was actually used in the advertising message. For print entries, a sample should be included in the entry envelope. When submitting a logo, if the type of company is not evident or obvious, it is recommended to include one or two words explaining the type of business the logo represents.

13A Logo. An icon, symbol, or trademark designed to represent a product, service, or organization.

14A Illustration

15A Photography

15B Digitally Enhanced. Photographic images whose content has been digitally altered to create a new image (often creating an image not possible using traditional photo techniques). Utilitarian photo retouching, color correcting or photo editing alone does not qualify an image for this category. **A sample of the original photo(s) MUST be supplied for proper judging.**

16 Animation