

# 2012 ADDY® Entry Guidelines

## To enter the ADDY® Awards:

Go to [www.aafeci.org](http://www.aafeci.org). Click on the link to enter the ADDYs.

- Complete the entrant information
- Complete the information for each entry
- Print out two copies of each entry form
- Print out one copy of your manifest and sign it
- Package your entries as directed below
- Bring your entries to one of the two drop-off sites:  
January 12, 2012, 3:00-7:00pm, BSU, AJ bldg., Rm #291  
January 13 2012, 9:00am-5:00pm, Horizon Convention Center, lobby

## When you submit your entries, please:

- Package them properly as outlined below
- Include your signed manifest (print this out from the ADDY entry site)
- Make sure your entries match your manifest
- Provide a CD with a JPG and PDF of each entry
- Include your payment (cash, checks, MasterCard or VISA)

## Entry Identification:

- Detach the entry number labels from the entry form generated when you submitted your entry information online, and affix one to the back of the corresponding entry  
(If a campaign or multi-part entry, a label should be affixed to the back of each piece)
- Place two copies of the entire entry form in the transparent, plastic envelope provided
- If submitting DVDs or CDs, affix label to their case or sleeve. Using a marking pen, write the entry number on the face of the DVD or CD
- Label each component of a Mixed Media Campaign

## Entry Submission:

- Firmly affix the entry number to the back of your entry
- Place your entry in the plastic envelope provided
- Insert two copies of the entry form inside the envelope - behind the piece you are entering
- Only your entry should be visible through the envelope

## For 3-D Submissions:

- If your 3-D entry is small enough to easily fit in the envelope, attach the entry number to the bottom of the entry and place in envelope

## If the 3-D item is too large for the plastic envelope:

- Affix the entry number to the bottom of the piece
- Select an appropriately-sized box to hold the entry
- Secure the entry number to the upper right corner of the top of the box
- Include the entry form inside the box
- See instructions in next column regarding entries too large to fit in this envelope

## For 3-D pieces that are part of a campaign submission:

- Follow the instructions above. Indicate on each label "1 of 2" or "2 of 2" pieces

## PRINT ENTRIES MUST INCLUDE:

(or any entries that can be represented by a still graphic)

- Two copies of the entry form
- One copy of your entry with an entry number affixed to the back top right corner of the entry  
Do NOT attach the entire entry form to your entry - only one of the four small labels from the entry form
- Include a CD with a PDF and JPG file of the entry  
(The JPG and PDF file should be named with the entry number)

## BROADCAST, AUDIO VISUAL OR COMPUTER PRESENTATION ENTRIES MUST INCLUDE:

- Two copies of the entry form
- CD/DVD of your entry. Affix entry number to the CD/DVD case or sleeve. Using a marking pen, write the entry number on the face of the CD/DVD
- A separate labeled CD/DVD with a 30 sec. spot of your entry

## NOTE:

DVDs are the only accepted format for video and television entries. CDs or DVDs with labels will not be judged. Be sure submitted DVDs will play on a consumer DVD player - if they cannot, your entry will be disqualified.

CDs are the only accepted format for audio entries. No AIFF, MP3, WMV or WAV files. Be sure submitted CDs will play on a consumer CD player. If not, your entry will be disqualified.

## INTERACTIVE ENTRIES MUST INCLUDE:

- Two copies of the entry form
- One copy of a printout showing representative screenshots of the entry
- CD/DVD with the entry on it (these will be used only if Internet access is, for some reason, unavailable)  
If your entry is a website that is database driven or cannot be represented on a CD, please note
- A separate labeled CD/DVD with a screenshot, as a JPG file, of your entry

## CAMPAIGN ENTRIES:

A SINGLE MEDIUM campaign consists of no less than two and no more than four total pieces.

A MIXED/MULTIPLE MEDIA campaign has two or more executions spread over two or more media. There must be a minimum of two media used, but no more than six. There cannot be more than four pieces per medium or more than nine total pieces in the entry.

Follow the directions detailed in the Entry Identification, Entry Submission and 3-D Submission sections of the directions.

Be sure to label each component of a campaign as "1 of 2" or "2 of 2" etc.

## IF YOUR ENTRY IS TOO LARGE TO FIT IN THIS ENVELOPE:

- Package the entry appropriately (remember that if it wins, it will be shipped to district in this packaging, and to national as well, so it should be well protected), including two copies of the entry form in or on the box/tube/larger envelope/etc.
- Please write the entry number/category on the outside of the carton/envelope/tube. Be sure to label each entry with the label found at the bottom of the entry form.
- Place a description of the package inside this envelope (i.e., 36" long white tube, approximately 6 inches in diameter) so it can be found easily during judging. In addition, if a picture or small printout of the entry is available, please insert this as well.
- Don't forget to include a JPG and PDF of these entries on a labeled CD when you turn in your entries.
- In the case of large displays, please submit a photo of the display for judging rather than the entire display that has to be assembled.

Download complete instructions, category definitions, etc. at [www.aafeci.org](http://www.aafeci.org). Questions? Contact Anne Condran at [acondran@comcast.net](mailto:acondran@comcast.net) or call 289-3676.



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