

ADDY® AWARDS



LOCAL ENTRANTS GUIDE TO ENTERING THE ADDYs

To begin the process go to
www.ADDYcompetition.com
and click on **Click Here To Enter**

THINGS TO REMEMBER

Things to remember with the new system:

Uploads are new...entering is the same as always.

Uploads for print - the uploads for print are only for the winners book and the show tape. You are still required to enter the actual printed piece in the envelope. The judges need to see and feel the print entries. There is only one upload for single print categories. If you wish to upload multiple images of an entry, say an annual report and you want to show the cover and a few sample pages, we suggest you create a Combined PDF as one file and then upload that one file.

For **Campaign** entries you must enter at least 2 executions but no more than 4 executions. With the upload system you will not be allowed to upload more than 4 executions.

Integrated Campaigns must contain 2 to 6 media with 1 to 4 executions in each media... 1 to 4... not 5 or 6 or 7... 4. The system will not allow more than 4 per media... don't call the ADDY chair saying you can not upload more than 4. Them's the rules.

New this year is **Finalizing** your entry. All entries must be finalized for judging. Once Finalized you **CAN NOT** go back and make changes to the entry. We suggest you **SAVE** the entries and then you will be able to go back and make any changes that may need to be made. Once you are sure everything is OK with the entry then click the Finalize button.

Click on the **VIEW ENTRY** button on the home page to view all of your entries. If any of them show a red **INCOMPLETE** you will need



THINGS TO REMEMBER

to go back in that entry and complete the required information and then Finalize the entry.

Print the **ENTRY FORM** by clicking on VIEW ENTRIES on the home page and click PRINT at the far right. You must include an entry form for every entry. This is not an online competition, entry forms must be included in the envelope for ALL entries including digital and broadcast. We still need that paper trail. And you must deliver the entry packets to the drop-off location.

You must provide a **MANIFEST** with your entries. Go to the home page and click on PAY NOW to view the manifest. The manifest will contain all the entries you have entered. It will also give you your payment options. If your club is set up for online payments then follow the instructions. If your club is not set up for online payments you will need to check the PAY OFFLINE button and either pay by check or scroll down and enter your credit card information.

You **MUST** sign the manifest. By signing the manifest you are testifying that the entries meet all the requirements of the competition. Print one manifest and include it with your entries and payment.

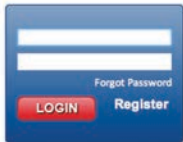


REGISTRATION

STEP 1

When directed to the ADDY entrant site click on **REGISTER**.

If you registered last year, your information will forward to this year and your User Name and Password will be the same and you can skip Register and just log in. Remember to update any information that may have changed.



Welcome to the ADDY Awards!



First-time visitors must **REGISTER** in order to login and submit entries.

Returning entrants may LOGIN using the Username and Password created during registration.



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REGISTRATION

STEP 1

Download the Rules & Categories document from the ADDY site. In that document there are two sets of categories; one is an abbreviated list and the other is the expanded list.

You are encouraged to use the Expanded Category List, it will answer many of your questions and help you decide the proper category for all your entries.

Category List

SALES PROMOTION
Product or Service Sales Presentation
1A Catalog
1B Sales Kit or Product Information Sheets
1C Printed Newsletter
1D Menu
1E Campaign
Packaging
2A Single Unit
2B CD or DVD
2C Campaign
Point-of-Purchase (POP)
3A Counter Top or Attached
3B Free-Standing
3C Trade Show Exhibit
Campaign (for categories 1A-3C)
4 Campaign
Audio/Visual
5 Audio/Visual Sales Presentation

COLLATERAL MATERIAL
Stationery Package
6A Flat Printed
6B Multiple Process
Annual Report
7A Less than four-color
7B Four-color
Brochure
8A Less than four-color
8B Four-color
8C Campaign
Publication Design (Magazine or Book)
9A Cover
9B Editorial Spread or Feature (one editorial spread or feature per entry)
9C Series (Covers or spreads or features)
9D Magazine Design (Entire Magazine)
9E Book Design (Entire Book)
Poster
10A Single
10B Campaign
Special Event Material
11A Card
11B Invitation
11C Announcement
11D Campaign

DIRECT MARKETING
Proof of mailing must accompany the piece. Self-mailer, indicia, envelope, etc. must be included as proof of usage.
Single (Either B to B or Consumer)
12A Flat
12B 3-D
Campaign
13A Flat
13B 3-D/Mixed
Specialty Advertising
14A Apparel
14B Other Merchandise

OUT-OF-HOME
Outdoor Board
15A Flat
15B Extension/Dimensional
15C Digital or Animated
15D Super-Sized
15E Vehicle Graphic Advertising
Max Transit/Public Transit/Airlines
16A Interior (inside a mass transit vehicle)
16B Exterior (Outside/on a mass transit vehicle)
Site
17A Interior Animated (with 17B Interior Still or Static
17C Exterior Animated (with 17D Exterior Still or Static
Campaign
18 Out-of-Home Campaign
19A Single
19B Campaign

NON-TRADITIONAL ADVERTISING
(See definition for clarification submission requirement)
20A Single
20B Campaign

CONSUMER OR TRAVEL PUBLICATION
Fractional Page
21A Less than four-color
21B Four-color

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 an envelope so that the entry is secured, but can be easily removed.
1A Catalog A printed piece - usually a booklet, folder or brochure to sell products or services via a "call for action" and a procedure for ordering and/or buying.
1B Sales Kit or Product Information Sheets, An informational package (folder, binder, inserts/sheets) designed to advance the sale of a sales kit, container and inserts; the container wrapping itself, or one or more of the sales sheets, minus the container. If you enter a piece in this category, you may not enter it in the one or the other, but not both. If there are additional pieces included to make a brochure a sales kit, then it can be entered into both.
1C Printed Newsletter, A printed editorial page, including house magazines, published more than twice a year, with distribution to a specific audience (usually internal) including Advertising for the Arts, Public Service and here, but into their respective categories.
1D Menu, A list of options available to a diner, shopper, user, etc.
1E Campaign, (2 - 4 of the above)
Packaging, The container, cover or wrapping for a product.
2A Single Unit
2B CD or DVD, Includes game covers.
2C Campaign, (2 - 4 of the above)
Point-of-Purchase (POP), Promotional product or service at that attends the product or service at the specific sale location.
3A Counter Top or Attached, A POP piece that requires additional support or elevation for proper product or service presentation, including product hangings.
3B Free-Standing, Self-contained unit or device that requires no additional support or elevation for proper product or service presentation.
3C Trade Show Exhibit, The collective visual presentation or package designed to attract consumer prospects to a display exhibit (booth or booth). Judging is directed to the total package of the exhibit.
Campaign
4 Campaign, (2 - 4 Sales Promotion pieces from categories 1A - 3C)
Audio/Visual
5 Audio/Visual Sales Presentation, Any advertising, promotional and/or marketing videotape, audio track, film, or computer usually designed for and directed to specific and/or limited audiences. Entry must be edited to no more than five minutes in length.

COLLATERAL MATERIAL
All collateral material for Advertising for the Arts, Public Service and Industry Self Promotion should be entered into their any other categories and are not eligible in Stationery Package
6A Flat Printed, Flat printed stationery. May envelope and/or business cards. Any number of inks may be used.
6B Multiple Process, Any multiple process letterhead, envelope and/or more pieces of number of inks and processes (such as thermography, engraving, embossing, die cutting, foil stamping, folding, etc.) may be used.
Annual Report, Yearly communications piece, usually with financial data, intended primarily for stockholders or members as a statement of performance or status.
7A Less than four-color
7B Four-color

www.ADDYnetwork.com

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REGISTRATION

STEP 2

First time entrants, type your email address and click **SUBMIT**.

When you receive your User Name and Password enter them and log in.

The screenshot displays the ADDY registration interface. At the top left, a navigation menu contains buttons for Home, Help, Rules, and Contact Us. The main header features the ADDY logo with the tagline 'THE CREATIVE SPIRIT OF ADVERTISING'. Below the header, a 'Register' section is active, showing a form titled 'Please enter your email address'. The form includes a text input field with the email address 'emarc231@yahoo.com' and a red 'SUBMIT' button. A red arrow points to the 'SUBMIT' button. To the left of the registration form, there is a login section with a 'Username' field, a 'Forgot Password' link, and 'LOGIN' and 'Register' buttons. A red arrow points to the 'Register' button in this section.



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REGISTRATION

STEP 3

Complete the ENTRANT FORM. Indicate if you are a professional or student. All fields with an asterisk must be filled in.

You must agree to the COMPETITION RULES and click SAVE.

ADDY
THE CREATIVE BRANCH OF ARCHITECTURE

Username: _____
Forgot Password
LOGIN Register

Home
Help
Rules
Contact Us

Entrant Form

SAVE BACK

* Membership Status: Member Non-Member
Select

* Entrant Type: Professional Student

Contact Information:

Prefix: Select... ▾

* First Name: Marc

Middle Name: _____

* Last Name: Eisenberg

Suffix: _____

Title: _____

* Company Name: Eisenberg Graphics

* Address 1: 11511 D K Ranch Road

Address 2: _____

* City: Austin

* State: Texas ▾

Country: United States ▾

* Postal Code: 78759

* Cell Phone: 512.797.3266

Fax: _____

* Email Address: emarc231@yahoo.com

Account Information:

* Username: addystierge

* Password: *****

* Confirm Password: *****

I Agree to Competition Rules

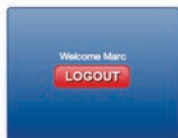
SAVE BACK



WELCOME

STEP 4

Welcome to the ADDY Awards competition.
You are now ready to start the entrant process. Click on
ADD ENTRY to start adding entries.



- Home
- Entrant
- Add Entry**
- View Entries
- Pay Now
- Help & FAQ
- Rules
- Contact Us

Welcome to ADDY Awards Competition!

STEPS TO FOLLOW:

1. Review competition rules and regulations by clicking on the Rules button.
2. Fill out and review your entrant form by clicking on the Entrant button.
3. Create an entry by clicking on the Add Entry button. Fill out the entire entry form once for each entry.
4. Review your entry/entries by clicking on the View Entries button.
5. Pay for your entries by clicking on the Pay Now button.
6. Submit your entry/entries by returning to the View Entries button. For each entry, click on Incomplete link and follow the instructions.



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ENTRY

STEP 5

Fill out the Entry Form for each entry.

You **MUST** click SAVE before moving on to Entry Information.
By clicking SAVE, the entry is assigned an Entry Number.
You will need when uploading files.



- Home
- Entrant
- Add Entry**
- View Entries
- Pay Now
- Help & FAQ
- Rules
- Contact Us

99-01-118317 - WICT Program

COLLATERAL MATERIAL - 08 - Brochure - 08-B - Four-color

Entry saved successfully.



Entry Entry Information Credit Uploads Finalize Entry

*Entry Title	WICT Program
*Division	COLLATERAL MATERIAL View Category List
*Sub-Division	08 - Brochure
*Category	08-B - Four-color

Contact Information

Prefix	Mr.
First Name	Marc
Middle Name	
Last Name	Eisenberg
Suffix	
Title	
Company Name	Austin Advertising Federation
Address 1	PO Box 200273
Address 2	
City	Austin
State	Texas



ENTRY

STEP 5.1

Home
Entrant
Add Entry
View Entries
Play Now
Help & FAQ
Rules
Contact Us

99-01-118317 - WCT Program
COLLATERAL MATERIAL - 09 - Brochure - 09-9 - Four-color

✓ SAVE ← BACK

Entry | Entry Information | Credit | Uploads | Finalize Entry

*Language English

Language Other

Student Name on Award

URL to be judged #1

URL to be judged #2

URL to be judged #3

URL to be judged #4

Media Types
How many items from each medium are included in this entry?
(The media types below only apply to "Campaign" or "Integrated Campaign" entries.)

Television Select 1

Radio Select 1

Magazine Select 1

Newspaper Select 1

Outdoor Select 1

Collateral Select 1

Interactive Select 1

Other Select 1

Agency Information

Agency (if different from entrant)

Address

City

State

Postal Code

Client Information

Advertiser/Client WCT

City Frisco

State Texas

Date this entry first appeared: (mm/dd/yyyy) 08/15/2012

Method of Distribution Handout

✓ SAVE ← BACK

If the entry is an Integrated Campaign, you must indicate which media and how many executions in each media.

Integrated Campaigns must contain 2 to 6 media with 1 to 4 executions per media with total executions **not to exceed 9**.

Sample:

Radio - 3

Interactive - 2

Outdoor - 1

Television - 3

Remember to **SAVE**.



ENTRY

STEP 5.2

Home	99-01-118317 - WCT Program	✓ SAVE	← BACK
Entrant	COLLATERAL MATERIAL - 09 - Brochure - 08-B - Four-color		
Add Entry	Entry Entry Information Credit Uploads Finalize Entry		
View Entries	*Language English		
Pay Now	Language Other		
Help & FAQ	Student Name on Award		
Rules	URL to be judged #1		
Contact Us	URL to be judged #2		
	URL to be judged #3		
	URL to be judged #4		
	Media Types How many items from each medium are included in this entry? (The media types below only apply to 'Campaign' or 'Integrated Campaign' entries.)		
	Television Select 1		
	Radio Select 1		
	Magazine Select 1		
	Newspaper Select 1		
	Outdoor Select 1		
	Collateral Select 1		
	Interactive Select 1		
	Other Select 1		
	Agency Information		
	Agency (if different from entrant)		
	Address		
	City		
	State		
	Postal Code		
	Client Information		
	Advertiser/Client WCT		
	City Frisco		
	State Texas		
	Date this entry first appeared: (mm/dd/yyyy) 08/15/2012		
	Method of Distribution Handout		
		✓ SAVE	← BACK

If the entry is web based enter the URL. The entries will be judged online.

Remember to **SAVE**.



CREDITS

STEP 6

Add your credits. You can add up to 20 credits

NOTE: Only the top 4 credits will be listed in the show and the winners book at the district and national level so keep that in mind with the credit order.

Remember to save.

Welcome Marc
LOGOUT

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THE CREATIVE SPIRIT OF ADVERTISING

- Home
- Entrant
- Add Entry**
- View Entries
- Pay Now
- Help & FAQ
- Rules
- Contact Us

99-01-118317 - WICT Program
COLLATERAL MATERIAL - 08 - Brochure - 08-B - Four-color

Entry | **Entry Information** | Credit | Uploads | Finalize Entry

✓ SAVE **← BACK**

Credits

Name	Marc Eisenberg
Title	Art Director
Email	abode1234@yahoo.com

Add

✓ SAVE **← BACK**



UPLOADS

STEP 7

Click on Uploads. This is where all broadcast, radio and print will be uploaded. To upload - click on Choose File (1) and Upload (2).

NOTE: The file name you select **MUST** contain the entry number (3), this is the only way the administrator will be able to locate the file.

Welcome Marc
LOGOUT

ADDY

THE CREATIVE SPIRIT OF ADVERTISING

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99-01-118317 - WICT Program
COLLATERAL MATERIAL - 08 - Brochure - 08-B - Four-color

✓ SAVE ← BACK

Entry Entry Information Credit **Uploads** Finalize Entry

Before uploading, ensure that the file has been properly named, using the ADDY Entry Number in this format: XX-XX-XXXXXX. When uploading multiple files in an entry (campaigns), append the file names '-1' '-2' etc. The File Name MUST include the ADDY entry number.

Digital Asset Choose File 99-01-118317.pdf Upload

1 2

Video and audio assets for entries in categories other than Digital Advertising must be submitted as file uploads. DVDs and CDs are no longer accepted and will not be judged (except in categories 40 A, B & C). Video and Audio assets for Digital Advertising categories should be submitted using URLs, since these categories will be judged online.

Video Files must be formatted as .mov, .mpg, .mp4 or .wmv and cannot exceed 100MB.

Audio Files must be formatted as .mp3, .wav or .wma and cannot exceed 5MB.

Other Digital Assets must be formatted as .pdf or .jpg files and cannot exceed 5MB.

Before uploading, ensure that the file has been properly named, using the ADDY Entry Number in this format: XX-XX-XXXXXX. When uploading multiple files in an entry (campaigns), append the file names '-1' '-2' etc. **The File Name MUST include the ADDY entry number!!!**

File Upload Instructions:

For SINGLE categories:

1. Select the 'Choose File' button to browse to the file's location on your computer's desktop or hard drive.
2. Select the file you wish to upload.
3. Select the 'Upload' button. Do not interrupt the upload process. This may take several minutes per file.
4. When the file has uploaded successfully, a thumbnail of your file will appear on the screen. You may click the thumbnail image to view a low-resolution version of your file. This is your assurance that the full-resolution file has been successfully uploaded for judging.

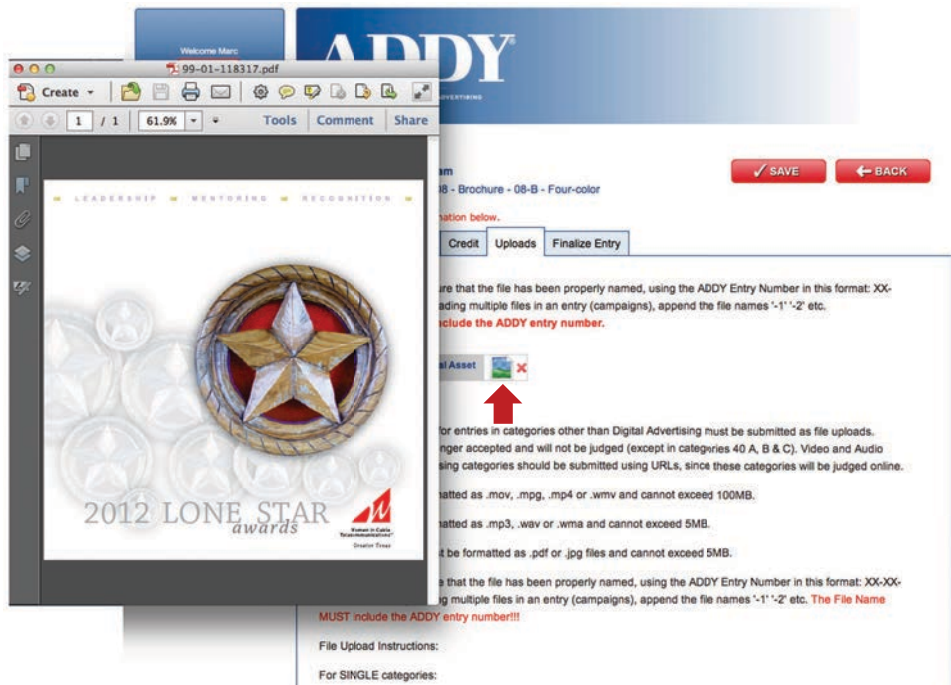
For MULTIPLE (Campaign) Categories:



UPLOADS

STEP 7.1

To preview the uploaded file click on the icon.



The image shows a composite of two screenshots. The top screenshot is a PDF viewer window displaying a brochure for the "2012 LONE STAR awards". The brochure features a large gold star in the center, surrounded by smaller stars, and the text "LEADERSHIP MENTORING RECOGNITION" at the top. The bottom screenshot is a web interface for uploading files. It includes a "SAVE" button, a "BACK" button, and tabs for "Credit", "Uploads", and "Finalize Entry". The "Uploads" tab is active, showing a list of assets with a red arrow pointing to a file icon. Below the list, there are instructions for file naming and formatting.

File Upload Instructions:
For SINGLE categories:

MUST include the ADDY entry number!!!



UPLOADS - Digital Assets

STEP 7.2

Digital Assets are for uploading print files. These files will only be used for the winners book and the show tape. Print entries still need to be entered as they always have been, you **must** submit the actual printed piece in the envelope.

If you wish to upload multiple images to be used in the winners book, like the book cover and sample pages, create a Combined PDF file and upload that single file. For single print entries only one file can be uploaded.

Welcome Back
LOGOUT

ADDY
THE AMERICAN ADVERTISING AWARDS

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99-01-148956 - TBET-3
COLLATERAL MATERIAL - 07 - Annual Report - 07-B - Four-color

SAVE ← BACK

Entry Entry Information Credit Uploads Finalize Entry

Digital Asset Choose File: no file selected Upload

Before uploading, ensure that the file has been properly named, using the ADDY Entry Number in this format: XX-XX-XXXXXX. When uploading multiple files in an entry (campaigns), append the file names '-1' '-2' etc.
The File Name MUST include the ADDY entry number.

Video and audio assets for entries in categories other than Digital Advertising must be submitted as file uploads. DVDs and CDs are no longer accepted and will not be judged (except in categories 40 A, B & C). Video and Audio assets for Digital Advertising categories should be submitted using URLs, since these categories will be judged online.

Video Files must be formatted as .mov, .mpg, .mp4 or .wmv and cannot exceed 100MB.

Audio Files must be formatted as .mp3, .wav or .wma and cannot exceed 5MB.

Other Digital Assets must be formatted as .pdf or .jpg files and cannot exceed 5MB.

Before uploading, ensure that the file has been properly named, using the ADDY Entry Number in this format: XX-XX-XXXXXX. When uploading multiple files in an entry (campaigns), append the file names '-1' '-2' etc. **The File Name MUST include the ADDY entry number!!!**

File Upload Instructions:

For SINGLE categories:

1. Select the 'Choose File' button to browse to the file's location on your computer's desktop or hard drive.
2. Select the file you wish to upload.
3. Select the 'Upload' button. Do not interrupt the upload process. This may take several minutes per file.
4. When the file has uploaded successfully, a thumbnail of your file will appear on the screen. You may click the thumbnail image to view a low-resolution version of your file. This is your assurance that the full-resolution file has been successfully uploaded for judging.

For MULTIPLE (Campaign) Categories:

UPLOADS - Broadcast

STEP 7.3

Broadcast and Radio entries are uploaded in the Video Spots and Audio Spots sections.

For single categories you will be able to upload only one spot.

For campaigns you will upload 2 - 4 spots. Upload one spot and then click the ADD button to upload additional spots.

For Integrated Campaigns you can upload 1 - 4 executions per medium but no more than 9 total executions.

The screenshot shows the ADDY website interface for uploading broadcast spots. The header includes the ADDY logo and navigation links like Home, Logout, and Add Entry. The main content area displays the 'Uploads' tab, with a table for adding digital assets and sections for Video Spots and Audio Spots. A red circle highlights the 'Add' button in the Video Spots section, and red arrows point to the 'Add Entry' button in the left sidebar and the 'Add' button in the Video Spots section.

99-01-149906 - TEST_3
INTEGRATED CAMPAIGNS - 51 - B-to-B, Local - 51 - B-to-B, Local

Entry | Entry Information | Credit | Uploads | Finalize Entry

Before uploading, ensure that the file has been properly named, using the ADDY Entry Number in this format: XX-XX-XXXXXX. When uploading multiple files in an entry (campaigns), append the file names '-1' '-2' etc.
The File Name **MUST** include the ADDY entry number.

Digital Asset #1	Choose File no file selected	Upload
Digital Asset #2	Choose File no file selected	Upload
Digital Asset #3	Choose File no file selected	Upload
Digital Asset #4	Choose File no file selected	Upload

Video Spots

Video Spots	Choose File no file selected	Upload
		Add

Audio Spots

Audio Spots	Choose File no file selected	Upload
		Add

Home
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View Entries
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SAVE | BACK

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THE AMERICAN ADVERTISING AWARDS

FINALIZE THE ENTRY

STEP 8

When you are finished with all the information for an entry check the **FINALIZE** box to finalize the entry but **ONLY** if you are satisfied there will be no more changes to the entry.

NOTE: Once you have checked the Finalize box you **CANNOT** go back and make changes to the entry form. By clicking **SAVE** you will be able to go back and edit the entry and then check Finalize.

Welcome Marc
LOGOUT

ADDY
THE CREATIVE MIND OF ADVERTISING

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Pay Now
Help & FAQ
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Contact Us

99-01-118317 - WICT Program
COLLATERAL MATERIAL - 08 - Brochure - 08-B - Four-color

✓ SAVE ← BACK

Entry Entry Information Credit Uploads **Finalize Entry**

Upon checking the checkbox below and clicking save, you will submit this entry for judging. You will no longer be able to edit this entry. As an entrant, you will still be required to pay for the entry either online with the 'Pay Now' button or sending in a check. Please see the 'Pay Now' page for instructions.

If you would like to continue editing this entry at a later date, do not check the checkbox and press save. You can now navigate away from this entry using the left menu and return to the entry at a later date. You must submit the entry for it to be considered for judging. The entry can also be submitted on the 'View Entries' page by clicking on the 'Incomplete' status. Submitting this way will require a payment.

Finalize

- Finalize Entry - Requirement not met for

Upon checking the checkbox below and clicking save, you will submit this entry for judging. You will no longer be able to edit this entry. As an entrant, you will still be required to pay for the entry either online with the 'Pay Now' button or sending in a check. Please see the 'Pay Now' page for instructions.

If you would like to continue editing this entry at a later date, do not check the checkbox and press save. You can now navigate away from this entry using the left menu and return to the entry at a later date. You must submit the entry for it to be considered for judging. The entry can also be submitted on the 'View Entries' page by clicking on the 'Incomplete' status. Submitting this way will require a payment.

✓ SAVE ← BACK



VIEW YOUR ENTRIES

STEP 2

View the entries you have submitted. If you see a red **INCOMPLETE** click on it and a new page will appear telling you what needs to be done to finalize that entry. All entries must be Finalized.

Welcome Marc
LOGOUT

ADDY

THE CREATIVE SPIRIT OF ADVERTISING

Home
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View Entries
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Contact Us

To submit an entry for judging, click on the **Incomplete** status. If the entry has not been completed, the required fields for the submission are listed below.

Search Clear

Entry Title	Status	Category
WICT Program	Incomplete	COLLATERAL MATERIAL - 08 - Brochure - 08-B - Four-color
ytjcd	Complete, Not Submitted	ADVERTISING INDUSTRY SELF-PROMOTION - 69 - Creative Services and

Welcome Marc
LOGOUT

ADDY

THE CREATIVE SPIRIT OF ADVERTISING

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Check List

99-01-118317 - WICT Program
Incomplete

- Finalize Entry - **Requirement not met for**

Upon checking the checkbox below and clicking **save**, you will submit this entry for judging. You will no longer be able to edit this Now' button or sending in a check. Please see the 'Pay Now' page for instructions.

If you would like to continue editing this entry at a later date, do not check the checkbox and press save. You can now navigate a submit the entry for it to be considered for judging. The entry can also be submitted on the 'View Entries' page by clicking on the

CLICK ON THE UNSATISFIED FIELD TO BE TAKEN TO THE ENTRY FORM TAB THAT DISPLAYS THE SELECTED FIELD.



VIEW YOUR ENTRIES

STEP 9.1

Print the **Entry Form**. In View Entries click on PRINT to print the entry form.

Welcome Marc
LOGOUT

ADDY

THE AMERICAN ADVERTISING AWARDS

- Home
- Entrant
- Add Entry
- View Entries
- Pay Now
- Help & FAQ
- Rules
- Contact Us

To submit an entry for judging, click on the **Incomplete** status. If the entry has not been completed, the required fields for the submission will be displayed. Click on the field name to be taken to the field.

Entry Title	Status	Category	Date Added	Print All
<input type="checkbox"/> TEST.3	Incomplete	COLLATERAL MATERIAL - 07 - Annual Report - 07-B - Four-color	12/18/2012	Print X
<input type="checkbox"/> Iuyfford	Submitted	STUDENT ADDY Categories - Newspaper - 510-B - Insert	09/30/2012	Print
<input type="checkbox"/> WICT Program	Submitted	STUDENT ADDY Categories - Integrated Campaigns - 514-A - Business-to-Business	09/30/2012	Print



VIEW YOUR ENTRIES

STEP 9.2

The **Entry Form**. Cut out the entry labels and place them on the entry per instructions. Place the required number of Entry Forms in the envelope along with the entry.

Entry Form



99-01-118319 - 10-B	
Entry Title: Test Entry	2012 - 2013 TEST COMP 1
Division: Professional Categories	09/30/2012
Sub-Division: Newspaper	
Category: 10-B Insert	
Status: Submitted	
Contact Information	Entry Information
Name: Mr. John Smith	Language:
Title:	Language Other:
Email: jsmith@testentrant.org	Student Name on Award:
Phone: 1231231234	URL to be judged #1
Fax:	URL to be judged #2
Company Name: AAF-XXXXX	URL to be judged #3
Address: PO Box 12345	URL to be judged #4
City, ST, Zip: Somewhere, Texas 12345	
Country: United States	
Agency/Client Information	Media Types:
Agency:	Television:
Address:	Radio:
City, ST, Zip:	Magazine:
Advertiser/Client:	Newspaper:
City, ST:	Outdoor:
Date First Appeared:	Collateral:
Method of Distribution:	Interactive:
	Other:
	Credits
Uploads	
Digital Asset:	
..... Please use as needed Cut along dotted line	
10-B Insert	10-B Insert
99-01-118319 - S10-B	99-01-118319 - S10-B
Test Entry	Test Entry
..... Please use as needed Cut along dotted line	
10-B Insert	10-B Insert
99-01-118319 - S10-B	99-01-118319 - S10-B
Test Entry	Test Entry
..... Please use as needed Cut along dotted line	

Entry Labels



PAY NOW

STEP 10

Click on the **Pay Now** button and follow the online payment instructions. If your club does not offer online payments click the **Pay Offline** box. This is your manifest and will list all entries you are submitting and the amount due.

Welcome Marc
LOGOUT

ADDY

THE CREATIVE SPIRIT OF ADVERTISING

- Home
- Entrant
- Add Entry
- View Entries
- Pay Now**
- Help & FAQ
- Rules
- Contact Us

Invoice List

32701 - Eisenberg Marc

Entry Title	Entry Fee	Late Fee	Discount	Net Amount	Paid
ytjfd	100.00	0.00	0.00	100.00	0.00
WICT Program	100.00	0.00	0.00	100.00	0.00

Sub Total : 200.00
Discount : 00.00
Total Amount : 200.00
Total Paid : 00.00
Balance Due : \$200.00

Pay Offline

OFFLINE PAYMENT INSTRUCTIONS

If you are paying by check, please check the **Pay Offline** checkbox above and send payments to the following location:






PAY NOW

STEP 10.1

If paying off line by credit card, scroll down to complete the credit card information.

You must sign the manifest.

Print this page out and bring it with you along with payment to the entry drop off location.

TEST CLUB 1 2012 - 2013 TEST COMP 1	
Payment Information	
Payment Type (circle one) : <input type="checkbox"/> Check <input type="checkbox"/> American Express <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard	
<small>Use this area to write in credit card information for in-person processing. To pay for your entries online, click the Pay Now button on this page.</small>	
Credit Card Number: _____	Security Code: _____ (3-4 digit number on back of card)
Expiration Date: _____	Name On Credit Card: _____
By signing below you:	
<ol style="list-style-type: none">1. Verify that the above information is accurate.2. Acknowledge that proper rights were obtained for use of any elements of the entry that were not original.3. Agree to submit documentation deemed necessary for review.4. Release the entry for Internet, broadcast and/or print (allow reuse of material).5. Verify that the entry was created within the local MSA of the competition.6. I understand that I may be required to provide proof of performance for my entries, and if unable to do so, my entries may be disqualified and any entry fees for those entries will not be refunded.	
I, the undersigned certify that this entry complies with the rules and regulations of this competition in all ways; that client permission has been received for the entry to compete; and that AAF-sponsored publicity and use of the entry is acceptable. I further certify that I have read the rules and regulations governing AAF's ADDY Awards Contests and will abide by them.	
Agree to Contest Rules and Regulations (please print):	
Name: _____	Title: _____
SIGN HERE: _____	Date: _____
 	
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ASSEMBLE THE ENTRIES

STEP 1 FLAT ENTRIES

Attach an entry Label to the top/right back of the entry with a piece of tape so the label can be clearly seen from the front and does not obscure the design on the back (see inset).



ASSEMBLE THE ENTRIES

STEP 1.1 COMPLETED FLAT ENTRY

Place two Entry Forms and the Entry into the envelope with the Entry Label visible. Place the Entry Form and Entry back-to-back so that the judges cannot see the information on the entry form.

All print entries MUST be physically entered. The uploaded image is just for the winners book and the show tape.



ASSEMBLE THE ENTRIES

STEP 1.2 COMPLETED FLAT ENTRY

If using a manila envelope attach one Entry Form to the front of the envelope, place two Entry Forms and the Entry into the envelope.



ASSEMBLE THE ENTRIES

STEP 1.3 3D ENTRIES

For 3D entries - package the entry in a container, place the Entry Form in the container, attach the Entry Label on the outside of the container and another Entry Label on the entry itself.



ASSEMBLE THE ENTRIES

STEP 1.4 3D ENTRIES

For 3D entries - you may instead use a glossy 8 X 10 photo of the entry if you prefer. For large entries such as trade show booths this will be a must. Enter those as you would a flat entry.



ASSEMBLE THE ENTRIES

STEP 1.5 BROADCAST ENTRIES

Even though you have uploaded your broadcast and radio entries you still must print out the entry form for each entry and place that in an envelope and include with all your other entries.

We still need a paper trail of all entries.

10-06-303896 - 07 B

2010 AAF® Awards

Entry Form

Entrant Company	Entries Information
Eisenberg Graphic Design 11511 D K Ranch Road Austin, TX 78758	Marc Eisenberg marc213@aaf.org (P) 514-919-1885 (F) 500-800-0000

ADGPS Awards

Entry Detail	Media Types
Entry ID: 10-06-303896 - 07 B Entry Title: Lone Star Gala Medium: COLLATERAL MATERIAL Category: 07 B Brochure Four-color Website:	Television: <input type="checkbox"/> Radio: <input type="checkbox"/> Magazine: <input type="checkbox"/> Newspaper: <input type="checkbox"/> Outdoors: <input type="checkbox"/> Cultural: <input type="checkbox"/> Literature: <input type="checkbox"/> Other: <input type="checkbox"/>

Agent Information

Agent:
Address: / Client Name or Title
Company: Transcommunications
City / State: Austin Texas
Sales Entry Prod. Start: 2/3, 2006
Approval:
City, State or International: Montreal
Country:

Who wrote and hosted by:  presented by: 

07 B Brochure Four-color 10-06-303896 - 07 B Lone Star Gala	07 B Brochure Four-color 10-06-303896 - 07 B Lone Star Gala
07 B Brochure Four-color 10-06-303896 - 07 B Lone Star Gala	07 B Brochure Four-color 10-06-303896 - 07 B Lone Star Gala



ASSEMBLE THE ENTRIES

STEP 1.6 DVD ENTRIES

There are still two categories requiring actual DVD entries. For DVD entries the DVD sleeve can be used as the envelope. Fold and place the Entry Form in the envelope, attach the entry Label to the front of the sleeve and place the DVD in the sleeve.

DO NOT place labels on the DVD. Write the entry # on the DVD with a DVD safe marker.



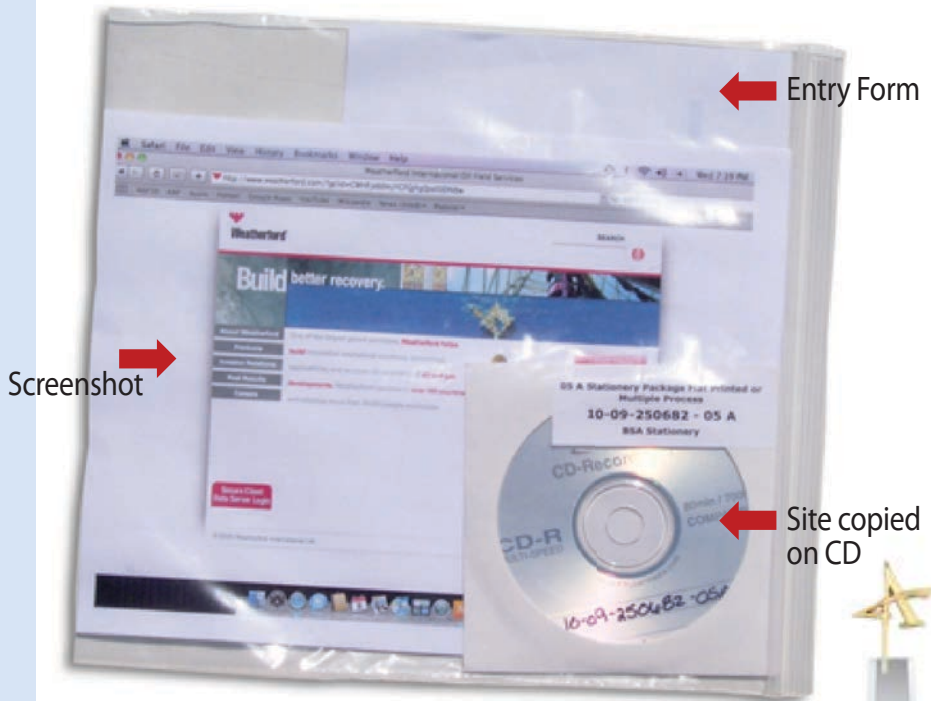
ASSEMBLE THE ENTRIES

STEP 12

INTERACTIVE ENTRIES

For Interactive entries place the Entry Form in the envelope, a copy of the site/entry on a CD and a 10 X 8 screenshot of the site.

For more details please read Page 8 of the Rules & Categories document.



ENTRY DAY!!!!

STEP 3

HEADING OUT TO THE ENTRY DROP OFF

Now that you have everything complete you are ready to head out to the drop off location. Before you go make sure you have:

- All your Entries with entry forms in the envelope
- Manifest Form
- Form of Payment



STUFF TO KNOW

**DO NOT SUBMIT
ORIGINAL ART WORK!**

**IT WILL
NOT
BE RETURNED!!!**



STUFF TO KNOW

Elements of Advertising - Logo

When entering logos a sample of usage **MUST** be included.

A short description of the logo may also be provided.



A smaller version of the TELLERlinks logo, including the tagline "Enhancing teller operations with the power of Meridian", is displayed within a white rectangular box with a thin grey border.

McCoy Myers - 4235 Coulter - Amarillo, Texas 79109



STUFF TO KNOW

Elements of Advertising - Digitally Enhanced Photography

When entering digitally enhanced photos, the original photo **MUST** be provided so the judges can see what was changed.

Simply color correcting a photo in does not qualify it as a digitally enhanced photo.



OFTEN ASKED QUESTIONS

“IS THIS PUBLIC SERVICE?”

It is the MESSAGE of the ad that determines if it is public service...not the advertiser.

Think of the *message* when determining if it belongs in the Public Service categories.

The message of public service advertising has as its goal the improvement/betterment of the public's health, education and/or welfare. Does it enlist public support or action in the solution or remedy of problems of common and/or general interest or concern?

If it accomplishes these goals then it is public service no matter who the advertiser is.

“CAN I ENTER THE PHONE AP I CREATED?”

If the ap engages the user in some form of advertising it can be entered. If there is no form of advertising then it should not be entered.

This is a creative competition...not a software competition.



QUESTIONS

If you have any questions please contact your local ADDY Chair.

Thank you for your support of your local club and the ADDY Awards.

Good luck!!

