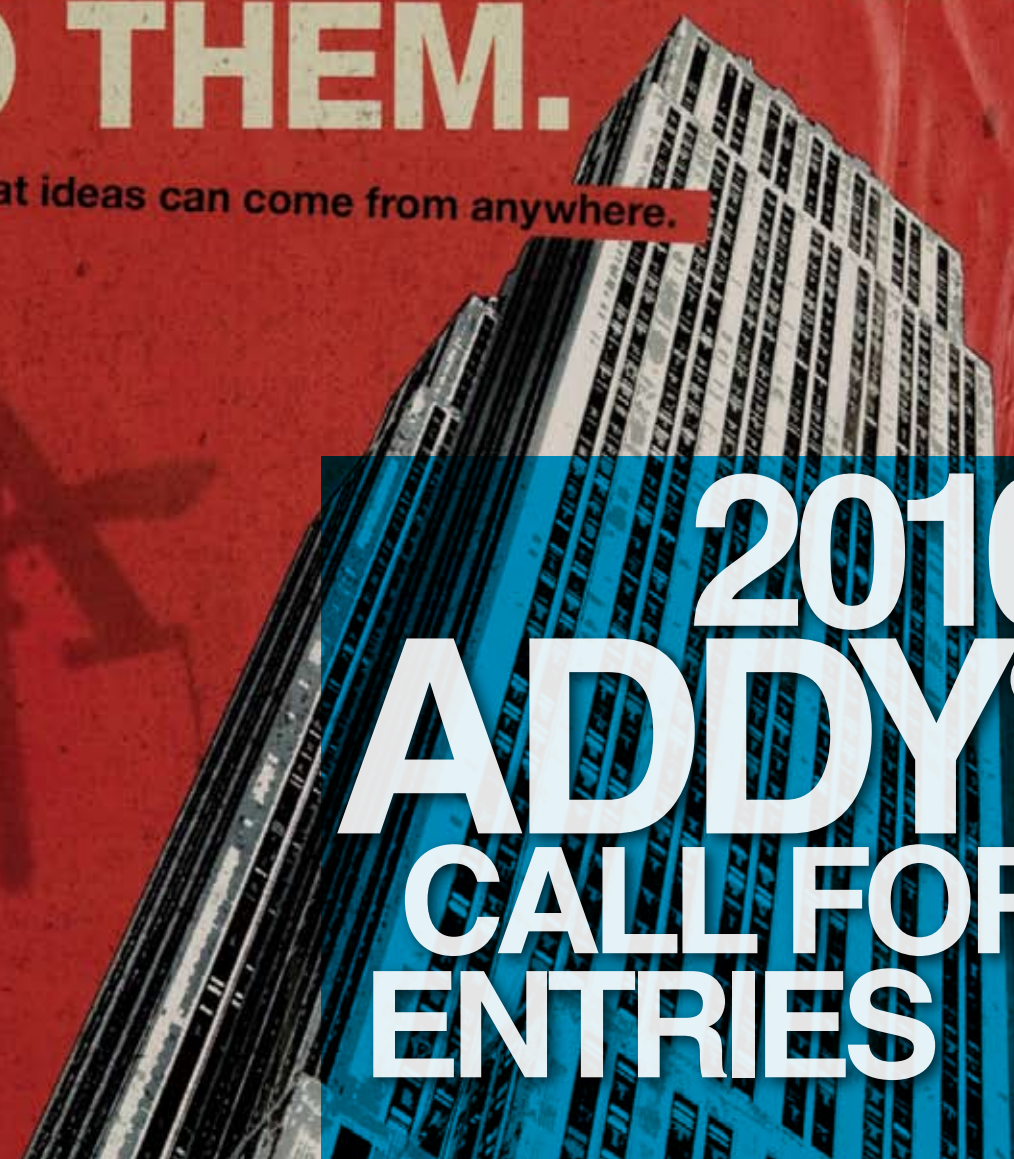




**THE SIZE OF
YOUR AGENCY
MEANS NOTHING
TO THEM.**

Great ideas can come from anywhere.



**2010
ADDY®
CALL FOR
ENTRIES**

How to Enter

Visit www.addycompetition.com and click on "Enter" to enter the ADDYs. You will be directed to the entry site where you will login as a student or professional entrant. Review the category list to find where your work should compete, and follow the simple drop down menus to enter your information. Make sure you properly credit the members of your creative team, so that they can be recognized in press releases and other AAF winner publications. Submission of entries acknowledges the right of the AAF to use them for publication, exhibition and marketing of the ADDY® show.

Deadlines

Local deadline information is available from your local AAF Chapter. After preparing your entries in the manner outlined in this guide, deliver your entries, before the deadline, to the location indicated. Since you must enter your local ADDY® competition to be eligible for the District and National competitions, it is important that you do not miss this deadline.

Eligibility

All work entered in the ADDY® competition must have first appeared in the media between January 1 and December 31, 2009. With the exceptions of Public Service Advertising, Advertising for the Arts, and Advertising Industry Self Promotion categories, work entered must have been the result of paid creative services and media placement in the normal course of business (excluding student entries). Entries must be submitted in the CBSA, DMA or MSA of the entrant (as defined by Arbitron or Nielsen for your local market). Copyright infringement and/or plagiarism (be it intentional or unintentional) will result in the disqualification and, if applicable, removal of awards from any entry deemed in violation. All entry fees will be forfeited.

Entry Fees

Member Fees: Single \$ 57, Campaign \$ 72
Non Member Fees: Single \$ 112, Campaign \$144
Your local AAF Chapter may have additional fees for late entries or local-only categories. Since there is a substantial savings in entry fees for AAF members, you should consider joining your local organization. Some of the benefits of membership include: personal and professional development through regular meetings and workshops; networking opportunities; a voice in legislative issues; and member discounts on business related services.

All Entries Must:

- Meet all eligibility and deadline requirements.
- Be entered in the correct category and be correctly identified.
- Include a completed and signed manifest form.
- Conform to defined submission requirements.
- Conform to all copyright laws.

Manifest Form:

After completing the entry forms, you will be required to sign a Manifest Form, listing all of your entries. Your signature is your agreement that you:

1. Verify that the information provided 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.

Entry Submission

Black board or foam board mounting of physical entries is not accepted. Instead, physical entries must be placed inside an appropriately-sized envelope. We recommend transparent, plastic envelopes found in most office supply stores and catalogs. Manila-type envelopes may also be used. Entry forms and entry numbers will be generated by the online entry software. No information identifying the entrant should appear on the face of an entry.

If using a plastic envelope, insert the two copies of the entry form securely inside the envelope behind the physical entry. The entry should be facing or readable from one side and the entry form facing or readable from the other. Firmly affix the entry number to the BACK of the entry.

If using a manila envelope, the entry number label should be attached to the BACK of the entry. Spray-mount the entire entry form and adhere to the front of the envelope. Insert a second copy of the entry form inside the envelope.

If a three-dimensional (3-D) item is small enough, it should be placed inside an envelope, as described above. The entry number label should be securely attached to the bottom of the entry. Insert two copies of the entry form inside the envelope. (If the entry is likely to tear the envelope when removing and replacing it, choose the method listed below.)

When a 3-D item is over-sized and too large to fit inside an envelope, enclose the item inside an appropriately-sized box. Secure the entry number to the top of the box in the upper right hand corner, and to the bottom of the piece for identification. Spray-mount the entry form to the bottom of the box and place a second copy of the entry form inside the box.

Campaign entries may be handled in the same manner, placing the campaign inside an appropriately sized envelope. Label each piece with an entry number on the back in the upper right hand corner. Indicate on each label "1 of 2" or "2 of 2", etc. Include an extra copy of the entry form inside the envelope.

All components of a Mixed Media campaign must be entered together in an appropriately sized envelope. Label each component with an entry number and include the total components for each campaign. (1 of 9, 2 of 9, 3 of 9, etc.) Firmly affix an entry form to the front of the envelope and place an additional entry form inside the envelope.

Broadcast, Audio Visual or Computer Presentation Entries

The only accepted format for video and television entries is DVD. Be sure that submitted DVDs will play on a consumer DVD player. If the entry cannot be played on a consumer DVD player, it is subject to disqualification. When a DVD contains multiple spots, as in a campaign, include a navigation tool. If the entry is a single spot or video, the DVD should be created to auto-play. Entries must be "viewing copy only" and contain no color bars, tones or slates. Audio CDs are the only accepted audio format. No AIFF, MP3, WMV or WAV files.

Use a separate CD/DVD for each single entry. For campaign entries, include all components on one CD/DVD. Label each case with the entry number on the front right hand corner of the case. Place entries inside an appropriately sized transparent plastic envelope. Insert two copies of the entry form inside the envelope. Also, write the entry number and title on the CD/DVD face with permanent, CD safe pen. For campaign entries, indicate the number of spots in the campaign. **DO NOT affix labels to the actual face of the CD or DVD.**

Video sales presentations and infomercial entries must submit an edited representative content of NO MORE THAN five min-

utes in length. Transfer all Sales Presentation entries to DVD.

Internet / Interactive Media

For Website and all online entries, submit the URL addresses. For multiple URLs in a campaign category entry, create a webpage that contains each of the individual links and provide the single URL to your newly created page, i.e.- http://www.somedomain.com/addy_entries.html. Do not submit a URL that leads directly to a "swf" file. In addition, it is required that you submit a printed, 8.5 x 11" color screenshot of the homepage, pop-up banner, email, e-card, etc. and a CD (Mac OS or PC compatible) of the site/entry. Designate on the entry which OS is used. Place all of the entry into an appropriately sized envelope (or CD sleeve) and affix the entry number on the front of the CD case. Insert two copies of the entry form inside the envelope. The CD is to be used only in emergency situations when Internet access or unexpected hosting situations make viewing the actual site 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 site is database driven, please indicate this on the entry as explanation for lack of a CD being included. For Disk-Based Sales Packages, submit on CD/DVD. Do not submit executable files that will attempt to install a program on the judging computer(s). Executable files cannot be judged and will be disqualified without reimbursement of entry fees.

Shipment of Entries

Entries and entry fees should be sent to the address indicated by your local competition. All entries become the property of your local club, district, or the AAF and will not be returned. Do NOT send original or irreplaceable artwork. It will not be returned.

Forwarding of Winners

Only work that has won a Gold ADDY® or a Silver ADDY® in a local ADDY® competition will be eligible for entry into the District competitions. Only work that has won a Gold ADDY® or a Silver ADDY® in a District ADDY® competition will be eligible for entry into the National ADDY® competition.

Auto-Forwarding

If your entry wins a Gold ADDY® at the local competition, it will be automatically forwarded to the district competition with fees paid by the local AAF Chapter. Should the entry win Gold again at district level, it will be forwarded to the national competition with fees paid by the district.

If your entry is awarded a Silver ADDY® at the local or district level, you have won the right to compete at the next level of competition and may choose to pay the applicable entry fee in order to be forwarded. You will be contacted with information regarding your entries that qualify to be forwarded to the next level of competition, entry fees, due dates and how to submit payment.

"Real" Advertising

The expressed intent of the ADDY® Awards competition is to recognize and reward creative excellence in the legitimate everyday workplace of advertising. Occasionally, an entry is submitted that appears to have been created outside the conventional agency-to-client-to-media marketing structure; as if the entry was created solely for the purpose of winning an award. This type of work is not accepted. All entries, with the exceptions of Public Service Advertising, Advertising for the Arts and Industry Self-Promotion, must have paid for the creative services and media placement in the normal course of business.

"New" Creative

To qualify as new creative, the copy must be completely different from that used in any previous ads. The same headline with

different body copy does not qualify. Changing dates, locations, times, savings, etc., does not qualify. The illustration or photography can be the same, but the copy (thrust and content) must be new. Some ads present little or no copy. In the instance of no copy (other than time, location, and other basic information data), an ad with a previously used illustration does not qualify. If questionable, the final decision rests with the local, district and ultimately the National ADDY® Committee.

Documentation

Should a question arise relative to the eligibility or legitimacy of any entry, the entrant agrees by his/her signature on the entry form to furnish the necessary documentation for review by the National ADDY® Committee. Failure to do so can be grounds for disqualification without refund of entry fees.

Judging Procedures

Judging will be conducted in accordance with the guidelines found on the aaf.org website. Decisions of judges and the NAC, including eligibility, qualifications and appropriate category placements, are final.

Geographic Considerations

Entries may be entered into only one local ADDY® Awards competition, which is determined by the location of the agency at which the work was created. In addition, the piece MUST be entered under the Geographic Considerations of the entrant. In Elements of Advertising, entries may only be entered in the CBSA, DMA or MSA in which it was created by the original creator of the work, not the agency who commissioned the work. If an affiliated competition does not exist in the CBSA, DMA or MSA, the district will direct the entrant to the nearest affiliated competition. (Although not recommended, the entrant, if other than the agency/creator, may choose to enter the work on behalf of the creator – examples include, but are not limited to: printers, production companies or client. In this case, the entrant's address will determine into which local show the work is entered. It is important, however, that the parties communicate to ensure the work is entered and eligible in only one market. Should a conflict arise and work is entered without knowledge in two markets, the NAC defers to the rights of the creator in all cases.)

PDF Requirement

All printed and/or tangible entries must be accompanied by a CD-ROM containing a PDF of the submission. This applies to entries such as print ads, billboards, photographs, brochures, direct mail, stationery, etc. PDFs should be formatted for 72dpi screen-optimization with all fonts embedded. Use a separate CD-ROM for each single entry. For campaign entries, include all components on one CD-ROM. Write the entry number and title on the CD-ROM face with permanent, CD safe pen. DO NOT affix labels to the actual face of the disk. These images will be used in winner publications and videos.

Mosaic ADDY Award

The AAF is committed to recognizing advertising which promotes diversity and issues related to multiculturalism. At the District and National ADDY® level, and at some local ADDY competitions, all Gold and Silver winning pieces will be screened for relevance to these issues. The most exceptional piece(s) will be eligible for selection by judges to receive a special Mosaic ADDY®.

The rules, divisions and categories defined here serve as the official policy for the AAF ADDY® competition and replace all others from previous competitions. The name ADDY® Awards, ADDY® and the trophy to which this name refers are protected by a registered trademark owned by the American Advertising Federation.