



2010 Student ADDY® Call for Entries

2010 CATEGORIES

For more detailed category descriptions, refer to the professional definitions online.

SALES PROMOTION

- 1A. Packaging
- 1B. Point of Purchase

COLLATERAL MATERIAL

- 2A. Stationery Package
- 2B. Brochure, Annual Report
- 2C. Poster

3. DIRECT MARKETING

4. OUT-OF-HOME

5. NON-TRADITIONAL ADVERTISING

CONSUMER OR TRADE PUBLICATION

- 6A. Single Trade or Consumer Ad
- 6B. Ad Campaign (2-4 ads)

NEWSPAPER

- 7A. Single Ad
- 7B. Single Insert
- 7C. Ad or Insert Campaign (2-4 ads)

INTERACTIVE MEDIA (includes social networking sites)

- 8A. Web Site
- 8B. Interactive CD/DVD
- 8C. Online Advertising
(Pop-Up, Banner, Email, Screensavers, Other)

EDITORIAL DESIGN

Any two-page spread. One editorial spread or feature per entry. Not intended for submission of entire book or magazine.

- 9A. Cover
- 9B. Editorial Spread or Feature
- 9C. Series (Covers, Spreads or Features)

10. RADIO

11. TELEVISION

12. MIXED MEDIA CAMPAIGNS

ELEMENTS OF ADVERTISING

- 13A. Logo
- 14A. Illustration
- 14B. Digitally Enhanced Illustration
- 15A. Photography
- 15B. Digitally Enhanced Photography
16. Animation

Additional local only categories may be added by your local Federation, check with them for details.

The AAF Student ADDY Awards Competition is a unique national awards program designed specially for college students. Work entered at your local level can move up to the regional and national judging, just like the work entered by professionals across the country.

It's a great way to bolster your resumé and attract the attention of future employers. AND ... There is a \$1000 cash award for the Best of Show winner at both the 4th District and National levels!

Enter online today at www.addycompetition.com

RULES & GUIDELINES

Entry Fee:

\$20 per entry

Eligibility Requirements

- Applicants must be enrolled full or part-time in an accredited U.S. educational institution.
- Work may be developed specifically for this competition or submitted from previous projects or competitions. Work developed for paying clients will not be accepted with the exception of work created by clubs as fund raisers or work created for student publications.
- Work must be created while entrant is a student not employed in the advertising industry.
- Student interns are eligible.

Deadlines

Entry deadline and drop-off information is available from your local AAF chapter. Prepare entries according to the instructions & deliver your entries – before the deadline – to your local AAF chapter. You must enter the ADDY® Competition at the local level to be eligible for Fourth District and National levels of competition.

How to Enter

Visit www.addycompetition.com, click on “Enter the ADDYs” and then log in as a student. Find your local market and follow the simple drop down menus to enter your information. The information entered is used for the awards show, awards book, winner certificates and press releases for winning entries. It is your responsibility to make sure all information is entered correctly and all contributors are properly credited. Submission of entries acknowledges the right of the AAF to use them for marketing of the ADDY competition. All entry forms must be completed online. Physical entries, printed copies of the entry forms and manifests, along with payment must be dropped off to your local Advertising Federation's Entry Day location.

Return of Entries

Return of entries is NOT guaranteed. Comps, original photographs, illustrations, etc. all become the property of the AAF and will not be returned. Work created for NSAC competitions is eligible the year following the presentation.

Auto Forwarding

All Gold winning work will be automatically forwarded to the next level of competition at no cost. Silver winning work may advance to the District or National competition by paying the \$20 forwarding fee per entry.

Thanks to the

ADDYS

it's all sex, drugs, and rock 'n' roll.
Minus the first two.

Local Headliner. Regional Superstar. National Idol.
Rock your way to the top.
Enter now at thankstotheadys.com

NATIONAL AD2 ADDY AAF

National Best of Show Winner will receive \$1,000
sponsored by National Ad2.

AAF
AMERICAN ADVERTISING FEDERATION
The Unstoppable Voice For Advertising™

ADDY®

4th DISTRICT
AMERICAN ADVERTISING FEDERATION

www.addycompetition.com

THE CREATIVE SPIRIT OF ADVERTISING

ENTRY SUBMISSION

Entry Identification

After you have entered online, print copies of the software generated entry forms for each entry. The forms contain small entry number slips you will cut out. You will use both the body of the form and the entry number slips to identify your entries as outlined below.

Physical Entries

Physical entries must be placed inside an appropriately-sized envelope – either transparent, manila or white. Do not fold your entry.

- If your using transparent or plastic envelopes (sold in most office supply stores and catalogs) – Affix one copy of the small entry number slip to the BACK of the entry and insert 2 copies of the entry form inside the envelope behind the physical entry so that the entry is all that is seen.
- If your using manila-type or white envelopes – Affix one copy of the small entry number slip to the BACK of the entry. Spray-mount the entire entry form to the front of the envelope. Insert a second copy of the entry form inside the envelope with your entry.

Three-Dimensional Entries

If a three-dimensional entry is small enough, it should be placed inside an envelope, as described above. If it is too big, enclose the item inside an appropriately sized box. Affix one copy of the small entry number slip to the top of the box in the upper right hand corner and a second entry number label to the bottom of the entry for identification. Spray-mount the entire entry form to the bottom of the box. Insert a second copy of the entry form inside the box.

Campaign Entries

Campaign entries may be handled in the same manner as above. Be sure each component has a small entry number slip on the back of it. Indicate on each label "1 of 3" or "2 of 3," etc. All components of a Mixed Media campaign must be submitted together in an appropriately sized envelope. 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 Wave files.

Use a separate disk for each single entry. For campaign entries, include all components on one disk. Label each case with the entry number on the front right hand corner of the case & place entries inside an appropriately sized 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.

Internet/Interactive Media

For Web site and all online entries, submit the URL addresses. For campaign entries where there are multiple URLs, create a webpage that contains each of the individual links and provide the single URL to your newly created page, i.e.- HYPERLINK "http://www.somedomain.com/addy_entries.html" \t "_parent" http://www.somedomain.com/addy_entries.ht HYPERLINK "http://www.somedomain.com/addy_entries.html" \t "_parent" ml. 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 in 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 will only 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.

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.

The Student ADDYs are sponsored by the American Advertising Federation, National AD 2 and the 4th District.

Submission of entries acknowledges the right of the AAF to use them for publication, exhibition and marketing of the ADDY® Show.