



2012 AAF-HOUSTON ADDY® Awards Professional Category List

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SALES PROMOTION

Product or Service Sales Presentation

- 1A Catalog
- 1B Sales Kit or Product Info Sheets (See definition for clarification)
- 1C Printed Newsletter
- 1D Menu
- 1E Campaign

Packaging

- 2A Single Unit
- 2B CD, DVD, or VHS
- 2C Campaign

Point-of-Purchase (POP)

- 3A Counter Top, or Attached
- 3B Free-Standing
- 3C Trade Show Exhibit
- 3D Campaign (2 - 4 of categories 1A-3C)

Audio/Visual

- 4 Audio/Visual Sales Presentation

COLLATERAL MATERIAL

Stationery Package

- 5A Flat Printed
- 5B Multiple Process

Annual Report

- 6A Less than four-color
- 6B Four-color

Brochure (See definition for clarification)

- 7A Less than four-color
- 7B Four-color
- 7C Campaign

Publication Design (Magazine or Book)

- 8A Cover
- 8B Editorial Spread or Feature (One editorial spread or feature per entry)
- 8C Series (Covers or spreads or features)
- 8D Magazine Design (Entire Magazine)
- 8E Book Design (Entire Book)

Poster

- 9A Single
- 9B Campaign

Special Event Material

- 10A Card
- 10B Invitation
- 10C Announcement
- 10D Campaign



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DIRECT MARKETING

Proof of mailing must accompany the entry. Self-mailer, indicia, envelope, etc. Must be included as proof of usage.

Single (Either B-to-B or Consumer)

- 11A Flat
- 11A1 Flat (B-to-B)
- 11A2 Flat (Consumer)
- 11B 3-D
- 11B1 3-D (B-to-B)
- 11B2 3-D (Consumer)

Campaign

- 12A Flat
- 12A1 Flat (B-to-B)
- 12A2 Flat (Consumer)
- 12B 3-D/Mixed
- 12B1 3-D/Mixed (B-to-B)
- 12B2 3-D/Mixed (Consumer)

Specialty Advertising

- 13A Apparel
- 13B Other Merchandise

OUT-OF-HOME

Outdoor Board

- 14A Flat
- 14B Extension/Dimensional
- 14C Digital or Animated
- 14D Super-Sized

- 15 Vehicle Graphic Advertising

Mass Transit/Public Transit/Airlines

- 16A Interior (Inside a mass transit vehicle)
- 16B Exterior (Outside/on a mass transit vehicle)

Site

- 17A Interior Animated (with motion)
- 17B Interior Still or Static
- 17C Exterior Animated (with motion)
- 17D Exterior Still or Static

Campaign

- 18 Out-of-Home Campaign

Out-of-Home Self-Promotion

- 19A Single
- 19B Campaign

NON-TRADITIONAL ADVERTISING

(See definition for clarification and submission requirements)

- 20A Single
- 20B Campaign



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CONSUMER OR TRADE PUBLICATION

Fractional Page

- 21A Less than four-color
- 21A1 Less than four-color (B-to-B)
- 21A2 Less than four-color (Consumer)
- 21B Four-color
- 21B1 Four-color (B-to-B)
- 21B2 Four-color (Consumer)

Full Page

- 22A Less than four-color
- 22A1 Less than four-color (B-to-B)
- 22A2 Less than four-color (Consumer)
- 22B Four-color
- 22B1 Four-color (B-to-B)
- 22B2 Four-color (Consumer)

Spread, Multiple Page or Insert

- 23A Less than four-color
- 23A1 Less than four-color (B-to-B)
- 23A2 Less than four-color (Consumer)
- 23B Four-color
- 23B1 Four-color (B-to-B)
- 23B2 Four-color (Consumer)

Campaign (2-4 of the above)

- 24A Less than four-color
- 24A1 Less than four-color (B-to-B)
- 24A2 Less than four-color (Consumer)
- 24B Four-color
- 24B1 Four-color (B-to-B)
- 24B2 Four-color (Consumer)

Magazine Self-Promotion

- 25A Single
- 25B Campaign (2-4 of the above)

NEWSPAPER

Fractional Page

- 26A Black and White
- 26B Color (any color besides black)

Full Page

- 27A Black and White
- 27B Color (any color besides black)

Spread or Multiple Page

- 28A Black and White
- 28B Color (any color besides black)

Newspaper Specialty Advertising

- 29A Single Insert (of any type)
- 29B Poly Bag/Wrapper

Campaign

- 30A Black and White
- 30B Color (any color besides black)

Newspaper Self-Promotion

- 31A Single
- 31B Insert
- 31C Campaign (2-4 of the above)



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INTERACTIVE MEDIA(See extended definitions for each category. Includes Social Media Websites.)

Websites, B-to-B Flash

- 32A Products
- 32A1 Products (Under \$50K)
- 32A2 Products (Over \$50K)
- 32B Outlets
- 32B1 Outlets (Under \$50K)
- 32B2 Outlets (Over \$50K)
- 32C Services
- 32C1 Services (Under \$50K)
- 32C2 Services (Over \$50K)

Websites, B-to-B HTML/Other

- 33A Products
- 33A1 Products (Under \$50K)
- 33A2 Products (Over \$50K)
- 33B Outlets
- 33B1 Outlets (Under \$50K)
- 33B2 Outlets (Over \$50K)
- 33C Services
- 33C1 Services (Under \$50K)
- 33C2 Services (Over \$50K)

Websites, Consumer Flash

- 34A Products
- 34A1 Products (Under \$50K)
- 34A2 Products (Over \$50K)
- 34B Outlets
- 34B1 Outlets (Under \$50K)
- 34B2 Outlets (Over \$50K)
- 34C Services
- 34C1 Services (Under \$50K)
- 34C2 Services (Over \$50K)

Websites, Consumer HTML/Other

- 35A Products
- 35A1 Products (Under \$50K)
- 35A2 Products (Over \$50K)
- 35B Outlets
- 35B1 Outlets (Under \$50K)
- 35B2 Outlets (Over \$50K)
- 35C Services
- 35C1 Services (Under \$50K)
- 35C2 Services (Over \$50K)

Online Advertising

- 36A Banners/Pop-Ups/Screensavers
- 36A1 Banners/Pop-Ups/Screensavers (GIF or Flash)
- 36A2 Banners/Pop-Ups/Screensavers (Rich Media)
- 36B Email/E-Cards
- 36B1 Email/E-Cards (B-to-B)
- 36B2 Email/E-Cards (Consumer)
- 36C Micro or Mini Site
- 36C1 Micro or Mini Site (Under \$25K)
- 36C2 Micro or Mini Site (Over \$25K)
- 36D Online Games
- 36E Online Newsletter
- 36E1 Online Newsletter (B-to-B)
- 36E2 Online Newsletter (Consumer)
- 36F Online Annual Report



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INTERACTIVE MEDIA (CONTINUED)

Mobile Marketing

- 36G Mobile Websites
- 36H Mobile Apps
- 36I Podcasts
- 36J Internet Commercials (Run on the Internet)
- 36K Webisodes
- 37 Web/Online Campaign (for categories 32-36) (2 - 4 of the above)
- 37A Web/Online Campaign (for categories 32-36) (2 - 4 of the above) (B-to-B)
- 37B Web/Online Campaign (for categories 32-36) (2 - 4 of the above) (Consumer)

Interactive Multimedia (CD/DVD)

- 38A B-to-B
- 38B Consumer
- 38C Interactive Multimedia Campaign

RADIO

Local (one metro)

- 39A :30
- 39A1 :30 (Production Value Less Than \$500)
- 39A2 :30 (Production Value \$ 500-\$1,499)
- 39A3 :30 (Production Value \$1,500-\$2,499)
- 39A4 :30 (Production Value \$2,500-\$4,999)
- 39A5 :30 (Production Value \$5,000-\$9,999)
- 39A6 :30 (Production Value \$10,000 +)

- 39B :60 or more
- 39B1 :60 or more (Production Value Less Than \$500)
- 39B2 :60 or more (Production Value \$ 500-\$1,499)
- 39B3 :60 or more (Production Value \$1,500-\$2,499)
- 39B4 :60 or more (Production Value \$2,500-\$4,999)
- 39B5 :60 or more (Production Value \$5,000-\$9,999)
- 39B6 :60 or more (Production Value \$10,000 +)

- 40 Local Campaign
- 40A1 Local Campaign (Production Value Less Than \$500)
- 40A2 Local Campaign (Production Value \$ 500-\$1,499)
- 40A3 Local Campaign (Production Value \$1,500-\$2,499)
- 40A4 Local Campaign (Production Value \$2,500-\$4,999)
- 40A5 Local Campaign (Production Value \$5,000-\$9,999)
- 40A6 Local Campaign (Production Value \$10,000 +)

Regional/National

- 41A :30
- 41B :60 or more

- 42 Regional/National Campaign

Radio Self-Promotion

- 43A Single
- 43B Campaign



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TELEVISION (TV)

Local (one DMA)

- 44A :15 or less
- 44A1 :15 or less (Production Value Less Than \$500)
- 44A2 :15 or less (Production Value \$ 500-\$1,499)
- 44A3 :15 or less (Production Value \$1,500-\$2,499)
- 44A4 :15 or less (Production Value \$2,500-\$4,999)
- 44A5 :15 or less (Production Value \$5,000-\$9,999)
- 44A6 :15 or less (Production Value \$10,000 +)
- 44B :30
- 44B1 :30 (Production Value Less Than \$500)
- 44B2 :30 (Production Value \$ 500-\$1,499)
- 44B3 :30 (Production Value \$1,500-\$2,499)
- 44B4 :30 (Production Value \$2,500-\$4,999)
- 44B5 :30 (Production Value \$5,000-\$9,999)
- 44B6 :30 (Production Value \$10,000 +)
- 44C :60 or more
- 44C1 :60 or more (Production Value Less Than \$500)
- 44C2 :60 or more (Production Value \$ 500-\$1,499)
- 44C3 :60 or more (Production Value \$1,500-\$2,499)
- 44C4 :60 or more (Production Value \$2,500-\$4,999)
- 44C5 :60 or more (Production Value \$5,000-\$9,999)
- 44C6 :60 or more (Production Value \$10,000 +)

45 Campaign

- 45A1 Campaign (Production Value Less Than \$500)
- 45A2 Campaign (Production Value \$ 500-\$1,499)
- 45A3 Campaign (Production Value \$1,500-\$2,499)
- 45A4 Campaign (Production Value \$2,500-\$4,999)
- 45A5 Campaign (Production Value \$5,000-\$9,999)
- 45A6 Campaign (Production Value \$10,000 +)

TV Self-Promotion, Local (one DMA)

- 46A Single
- 46B Campaign

Regional/National TV, Single Spots (See extended definitions for each category)

- 47A Consumer Products
- 47B Consumer Outlets
- 47C Consumer Services

Regional/National TV Campaign (See extended definitions for each category)

- 48A Consumer Products
- 48B Consumer Outlets
- 48C Consumer Services
- 49 Infomercials

Cinema Advertising

- 50A Movie Trailers
- 50B In-Theatre Commercials or Slides

MIXED MEDIA

(Cross Platform) Campaign

(These categories also include integrated branding campaigns.)

- 51 B-to-B, Local
- 52 B-to-B, Regional/National
- 53 Consumer, Local
- 54 Consumer, Regional/National



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ADVERTISING FOR THE ARTS & SCIENCES

Collateral

- 55A Stationery Package
- 55B Annual Report
- 55C Brochure/Sales Kit
- 55D POP or POS Materials (Other than Poster)
- 55E Poster
- 55F Newsletter
- 55G Cards, Invitations or Announcements (Special Event Material)

Print

- 56A Magazine
- 56B Newspaper

Broadcast/Electronic

- 57A TV
- 57B Radio
- 57C Audio/Visual
- 57D Interactive
- 58 Out-of-Home
- 59 Non-Traditional (See definition for clarification)
- 60 Direct Marketing, Specialty Items

Campaign

- 61A Single Medium Campaign (for categories 55-60)
- 61B Mixed/Multiple Media Campaign (for categories 55-60)

PUBLIC SERVICE

Collateral

- 62A Stationery Package
- 62B Annual Report
- 62C Brochure/Sales Kit
- 62D POP or POS Material (Other than Posters)
- 62E Poster
- 62F Newsletter
- 62G Cards, Invitations or Announcements(Special Event Material)

Print

- 63A Magazine
- 63B Newspaper

Broadcast/Electronic

- 64A TV
- 64B Radio
- 64C Audio/Visual
- 64D Interactive
- 65 Out-of-Home
- 66 Non-Traditional (See definition for clarification)
- 67 Direct Marketing, Specialty Items

Campaign

- 68A Single Medium Campaign (for categories 62-67)
- 68B Mixed/Multiple Media Campaign (for categories 62-67)



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ADVERTISING INDUSTRY SELF-PROMOTION

Creative Services and Industry Suppliers (Agency, Design Studio, Freelancer, Graphic Designer, Interactive Developer, Paper Companies, Printers, Advertising Specialty Companies, Color Separation Houses, Photographers, Video/Film and Audio Production Houses, etc.)

- 69A Collateral (brochures, posters, etc.)
- 69B Stationery Package
- 69C Print
- 69D Newsletter, Printed
- 69E Newsletter, Online
- 69F Broadcast (Demo Reels go in this category)
- 69G Interactive
- 69H Out-of-Home
- 69I Non-Traditional (See definition for clarification)
- 69J Direct Marketing/Specialty Items
- 69K Cards, Invitations or Announcements (Special Event Material)
- 70. Ad Club or Marketing Club
- 71A Single Medium Campaign (for categories 69-70)
- 71B Mixed/Multiple Media Campaign (for categories 69-70)

ELEMENTS OF ADVERTISING

- 72 Logo

Illustration

- 73A Single
- 73B Illustration Campaign

Photography

- 74A Black and White
- 74B Color
- 74C Digitally Enhanced
- 74D Photo Campaign

Animation or Special Effects

- 75A Animation or Special Effects (Video, Film)
- 75B Animation or Special Effects (Internet)

Sound

- 76A Music Only
- 76B Music with Lyrics
- 76C Sound Design

Cinematography

- 77 Cinematography

Houston Local Only

- 99 Hall of Fame
- 100 Green Advertising
- 101 Editing