

2011 AAF-HOUSTON ADDY® Awards Entry Guidelines

ELIGIBILITY

- All entries must have first appeared in the media between January 1 and December 31, 2010.
- With the exceptions of the 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).

HOW TO ENTER

1. Go to <http://www.aaf-houston.org/addy/> and click on the link to enter.
2. Login to the entrant screen.
3. Complete the entrant information.
4. Complete the information for each individual entry form.
5. Print two (2) copies of each entry form.
6. Print one (1) copy of your manifest. Sign it and indicate the form of payment.
7. **Pick up you entry packs at the HCA Holiday Mixer on Thursday, December 2nd from 5pm to 6pm OR arrange to pickup your packes from Locke Bryan Productions between Friday, December 3rd and Thursday December 16th.**
8. Package your entries as directed below.
 - Remember that if your submission wins locally, it will be shipped to district and national in this packaging, so it must be well-protected.
9. Bring your entries, organized in the order of your manifest, to the specified drop-off location below.
10. **With your entries, in a SEPARATE letter-sized envelope labeled with your company name, have:**
 - A signed manifest (print this out from the ADDY entry site).
 - Payment - ONE of the following: Check or Credit Card (MasterCard, VISA or AMEX only)

For print entries - Provide a CD with a JPEG or PDF with the following specifications: 300 dpi, RGB, maximum of 5 MB size file, of each entry (if it can be represented by a photo).

ENTRY FEES

- Members of AAF-Houston are eligible for a discounted entry fee of \$125 per entry.
- Non-members may enter for \$165 per entry.
- *Non-members who wish to join may do so for \$195 and receive the member discount.*
 - *The membership will pay for itself with the savings incurred on only 5 entries!*
- *The late fee is \$25 per entry.*
- Students may enter for \$50 per entry.
- Winners will be charged a \$50 gallery fee per item prior to the event.
- Please also note, that all Gold winning entries will be charged an \$85 district handling fee to forward on to District after the show, and will be invoiced as such.

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ENTRY PACKET PICKUP

Location: The Courtyard on St. James Place
1885 St. James Place,
Houston, TX 77056

Date: Thursday, December 2, 2010

Time: 5:00PM – 6:00PM

Contact: Nicole Fellers, Office: 713-977-5989, Email: nfellers@lockebryan.com

ENTRY DROP-OFF

Location: Locke Bryan Productions
800 Bering Drive, Suite.101,
Houston, TX 77057

Date: Friday, December 17, 2010

Time: 8:30AM – 5:30PM

Contact: Nicole Fellers, Office: 713-977-5989, Email: nfellers@lockebryan.com

*Late Entry Deadline: Wednesday, December 29, 2010 – NOON
(*Please note the late entry fee above)

MANIFEST FORM

After filling out the entry forms, you will be required to complete and sign a Manifest Form, listing all of your entries. This form states that by signing below you:

- Verify that the above information is accurate.
- Acknowledge that proper rights were obtained for use of any elements of the entry that were not original.
- Agree to submit documentation deemed necessary for review.
- Release the entry for Internet, broadcast and/or print (allow reuse of material).
- Verify that the entry was created within the local MSA of the competition.
- Acknowledge that all work submitted becomes the property of AAF and AAF- Houston and WILL NOT be returned to the entrant.

ENTRY IDENTIFICATION

1. Cut out the entry label identification tabs from the bottom of each entry form.
 - Firmly affix one (1) tab in the upper right-hand corner of the black side of the call to entry poster.
 - Firmly affix one (1) tab in the upper right-hand side of the back of EACH piece within your entry.
 - In the case of entries that require DVDs or CDs, affix the label on the container or sleeve. **DO NOT affix labels to the actual face of the CD or DVD.**
2. Place two (2) copies of each entry piece in the plastic envelope provided, placing them face up in front of the black side of the call to entry poster.
 - **NOTE: The reason for providing (2) copies of each entry is so that we can use one (1) copy to mount for the winners display in the gallery, and not damage the other piece, which may be forwarded on.**
3. Insert two (2) copies of the entry form inside the envelope, placing them face up in front of the printed side of the call to entry poster.
4. No information identifying the entrant should appear on the face of an entry so there can be no inadvertent influence over the judging process.

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ENTRY SUBMISSION

PRINT (Applies to any entry that can be represented by a still graphic.)

- Follow all directions described in the “Entry Identification” section above.

BROADCAST, AUDIO VISUAL OR COMPUTER PRESENTATION

- Follow all directions described in the “Entry Identification” section above.
- Include two (2) CDs or DVDs of your entry.
- Label each disc case/sleeve with the entry number on the front right hand corner of the case.

Broadcast Entry Note:

- DVDs playable in a consumer DVD player are the only accepted format for video and television entries.
 - **If a DVD playable in a consumer DVD player is not included – your entry will be disqualified without reimbursement of entry fees.**
 - QT, WMV, MPEG, FLV, SWF or other electronic files will NOT be used in the judging process.
- Use a separate, auto-play DVD for each single entry.
- Entries must be “viewing copies only” and contain no color bars, tones or slates.
- Each DVD should be labeled with the entry and category numbers using permanent marker on the face of each disc. Discs CANNOT include an adhesive label or any information identifying the entrant.

Radio Entry Note:

- CDs playable in a consumer CD player are the only accepted format for radio and audio entries.
 - **If a CD playable in a consumer CD player is not included – your entry will be disqualified without reimbursement of entry fees**
 - AIFF, MP3, WAV or other electronic audio files will not be used in the judging process.
- Use a separate CD for each single entry.
- Entries must be “listening copies only” and contain no slates.
- Each CD should be labeled with the entry and category numbers using permanent marker on the face of each disc. Discs CANNOT include an adhesive label or any information identifying the entrant.

Broadcast Campaign Entry Note:

- Include all components on one DVD.
- Include a navigation tool (menu), labeling each element by the title given on the entry form.
- Indicate the number of spots in the campaign on:
 - The entry form in the designated area.
 - The entry identification label on the call to entry poster.
 - The face of the disc.

Long Format Entry Note:

- Video sales presentations and infomercial entries must be submitted as edited representative content of **NO MORE THAN five minutes in length.**
- All Sales Presentation entries must be on DVD.

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INTERACTIVE

- Follow all directions described in the “Entry Identification” section in the previous column.
- Include two (2) copies of an 8.5 x 11” color screenshot printout of the homepage, pop-up banner, email, e-card, etc.
- Include two (2) CDs or DVDs (Mac OS or PC compatible) of the site/entry.
 - Designate on the face of the disc which OS is used.

Interactive Entry Note:

- For Website and all online entries, submit the URL address(es).
 - Do not submit a URL that leads directly to an “swf” file.
 - 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 form as explanation for lack of a CD being included.
- For Disc-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.**

Interactive Campaign Entry Note:

- For multiple URLs in a campaign or multiple/mixed entry category, create a webpage that contains each of the individual links and provide the single URL to your newly created page on your entry form.
 - i.e.- http://www.somedomain.com/addy_entries.html

3-DIMENSIONAL

- If your 3D entry is small enough to easily fit in the provided plastic envelope with the entry poster:
 - Follow all directions described in the “Entry Identification” section in the previous column.
- If your 3D item is too large for the plastic envelope:
 - Affix the entry number to the bottom of the entry piece(s).
 - Select an appropriately sized box to hold the entry piece(s).
 - Affix the entry identification label to the upper right corner of the top of the box.
 - Include two (2) copies of the entry form inside the box.
 - See instructions below regarding entries too large to fit in the clear envelope provided.
- If your 3D item is part of a campaign or mixed-media entry:
 - Follow the instructions above.
 - Indicate that the item is part of a multi-piece entry by notating “1 of 2” or “2 of 2”, for example, on the entry label affixed to the piece.

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CAMPAIGN AND MIXED/MULTIPLE MEDIA

- Follow all directions described in the “Entry Identification” section in the previous column as well as all appropriate “Entry Submission” categories.
- Indicate that the item is part of a multi-piece entry by notating “1 of 2” or “2 of 2”, for example, on the entry label affixed to the piece.

Campaign and Mixed/Multiple Media Entry Note:

- A SINGLE MEDIUM CAMPAIGN consists of no less than two (2) and no more than four (4) total pieces.
- A MIXED/MULTIPLE MEDIA CAMPAIGN has two (2) or more executions spread over two or more media.
 - There must be a minimum of two (2) media used, but no more than six (6).
 - There cannot be more than four (4) pieces per medium or more than nine (9) total pieces in the entry.

Entries Too Large to Fit in the Provided Plastic Envelope:

1. Follow all directions described in the “Entry Identification” section in the previous column as well as all appropriate “Entry Submission” categories.
2. Select an appropriately sized box/tube/larger envelope, etc. to hold the entry piece(s).
3. Depending on which packaging is selected, affix the entry identification label to the upper right corner of the top of the box or larger envelope or to the end of the tube.
4. Include two (2) copies of the entry form inside the package.