



2012 RAF ADDY Awards Official 2012 ADDY Awards Call-for-entries.

The ADDY Awards is the advertising industry's largest and most representative competition, attracting over 50,000 entries every year in local ADDY competitions. The mission of the ADDY competition is to recognize and reward creative excellence in the art of advertising. Conducted annually by the American Advertising Federation (AAF), the RAF ADDY Awards is the first of a three-tier national competition. Concurrently, all across the country, local entrants vie for recognition as the very best in their markets.

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ELIGIBILITY

The RAF ADDY® Awards is open to any individual, company or organization engaged in the creation of marketing communications messages. There is no limit to the number of entries a person or organization may enter. Entries in the RAF ADDY Awards may not be entered in any other local ADDY Awards competition and must have been created within the Greater Rochester Area MSA and/or the Syracuse MSA. Due to the increase in National AAF ADDY costs, RAF ADDY winners will no longer be auto-forwarded free of charge to the district level. However, the RAF will be available and is willing to assist any ADDY winners in preparation of entries to the district level. If awarded gold at the district level, winners will be auto-forwarded to compete in the AAF's National ADDY Awards. All entries must have appeared, aired or been published for the first time in the media between January 1 and December 31, 2011. (ODDYs must have been created and presented to the client within the same time frame.)

Please note: Categories marked with an asterisk (*) were created especially for the RAF ADDY Awards and are not recognized by AAF Rules & Categories. RAF ADDY winners in these categories will not be eligible for forwarding/entry to the district or national ADDY Awards.

The expressed intent of the ADDY Awards is to recognize and reward creative excellence in the legitimate everyday workplace of marketing communications — “real” work for “real” clients, with “real” marketing objectives, in “real” media. Occasionally an entry is submitted which appears to have been created outside the conventional agency to client to media marketing structure. The appearance given by such entry — to other entrants and the judge — is that the entry was created solely for the appearance of winning an award, rather than satisfying a legitimate client’s need. The AAF and district level ADDY Awards will not accept any such “unreal” entry. Recognizing that the client doesn’t always buy your best ideas, the RAF ADDY Awards has created a special local category (85, ODDYs).

Student work may have been created independently or in the course of completing class assignments. Should a question arise relative to the eligibility or legitimacy of any entry, the entrant agrees by online submission or his/her signature on the entry form, to furnish the necessary documentation for review by the RAF ADDY Award committee. Failure to provide documentation of eligibility or legitimacy can be grounds for disqualification.

ENTRIES MUST:

1. Meet all eligibility requirements.
2. Be submitted in the correct category, as run. (Absolutely no alteration or “clean-up” is allowed).
3. Be correctly labeled with entry number and category code.
4. Include a completed and signed entry form (offline entries).
5. Conform to all mounting and submission requirements.
6. Conform to all applicable copyright laws.
7. Be paid in full at time of submission. Entries not conforming to the above requirements may be subject to disqualification.

ENTRY IDENTIFICATION

Online submissions will receive a unique number for each entry. This entry number and the appropriate category code must appear in the top right corner of all entries. Include this information on each component of multi-piece entries.

Offline entrants must affix the proper category code, leaving room for staff to assign an entry number. Offline entries must also have two additional copies of the entry form, one attached to the back of the entry, one attached to the summary form.

Online entrants need only supply a summary form.

ENTRY DEADLINE: 5 PM, THURSDAY, FEB 2, 2012

Entries will be accepted at Myers Creative Imaging, 29 Richmond St., Rochester, NY, 14607.

ENTRY FEES: (Please add \$5 surcharge for each offline entry)

RAF accepts checks and most major credit cards.

2011 RAF Members:

Early Bird 2011 Pricing: December 22rd - January 19, 2012:
Single \$80; Campaign \$110; ODDY \$50

New 2012 Pricing: Thursday, January 20, 2012 - February 2, 2012:
Single \$90; Campaign \$120; ODDY \$50

Non-Members:

Early Bird 2011 Pricing: December 22rd - January 19, 2012:
Single \$125; Campaign \$145; ODDY \$60

New 2012 Pricing: Thursday, January 20, 2012 - February 2, 2012:
Single \$130; Campaign \$150; ODDY \$60

Students:

RIT Students: \$15 per entry, single or campaign

Other Students: \$25 per entry, single or campaign

\$25 late fee if received after February 2, 2012.

SHIPMENT OF ENTRIES

No freight or delivery charges will be paid by the RAF. All entries become the property of the RAF and will not be returned, unless advance arrangements have been made by the entrant and confirmed by the RAF.

Delivery to: Myers Creative Imaging, 29 Richmond St., Rochester, NY, 14607, between 10 am and 4 pm.

FOR MORE INFORMATION

Contact the Addy Awards committee at addyinfo@rafconnect.org.

ENTRY FORMAT/ MOUNTING REQUIREMENTS

PRINT & COLLATERAL

Mount all single entries on black mounting board or foam core, cut to fit with a one-inch margin. Generally, the size of the board should not exceed 20" x 30". Campaigns may be mounted on one or more boards. If more than one board is needed for a campaign, securely hinge/fasten them in such a way that they may be folded for transport, and unfolded so that the entire entry may be viewed at once. If the entry is larger than 20" x 30", mount photo or representative image on the board. A label containing the entry number and category code must be affixed to the top right corner on the face of the board. Offline entrants must also attach a copy of the entry form to the back of the entry.

Collateral materials should be enclosed in a durable, clear plastic pocket securely glued to the board using a permanent spray adhesive. Spray mount and tape DO NOT LAST.

Materials that are either too large or heavy to reasonably mount should be submitted unmounted, with the entry number and category code clearly noted in the top right corner on the face of the entry. Offline entrants should also insert or attach an entry form to the entry.

Complex/packaged collateral materials are handled by many judges, and edible entries are usually sampled. You may wish to submit a second sample, marked "Display Only" for photography in the winner's book or display at the award show. Display samples should be submitted at the same time as other entries. There is no additional charge or paperwork.

BROADCAST, AUDIO/VISUAL OR COMPUTER PRESENTATION

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. Video entry DVDs cannot contain MOV, MP4, AVI or WMV files. Audio CDs are the only accepted format for audio entries. No AIFF, MP3, WMV or WAV files.

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 and one inside page, pop-up,

banner, screensaver, mobile marketing, etc. A CD (Mac OS or PC compatible) of the entry screenshots. The screenshot is for reference and gallery presentation only. 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. 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.

SINGLE AND MIXED MEDIA CAMPAIGNS

Single-medium campaign entries must include at least two, but no more than three components. Business identity materials are considered to be a single entry, not a campaign, and multiple pieces may be affixed to the same board.

Mixed media campaigns must use at least two, but no more than nine, different media. The maximum number of components that may be entered is nine, with no more than four pieces representing a given media. Television and radio components of campaigns may be no longer than 60 seconds each. All components of the campaign must be entered and bundled together. Indicate the total number of spots on each CD or DVD.

Please label each component with the appropriate entry number and category code, PLUS "1 of 9," "2 of 9," etc., except when mounted together. Refer to the appropriate format for mounting and submission requirements of each media.

AWARDS

Gold and Silver ADDY® Awards may or may not be awarded in each category of competition at the discretion of the judges. All work submitted to the competition will be displayed. Winners will NOT be notified in advance, and will be publicly honored on Thursday, March 15, 2012.

PLEASE REMEMBER

- » **Enter online at www.raconnect.org to avoid the \$5 surcharge per entry. After finishing entries, create a summary form.**
- » **Follow all mounting and submission instructions carefully.**
- » **Affix an entry number and category code to every piece.**
- » **Attach a signed summary form to your package of entries.**
- » **Member entry savings are significant. To become a member, go to www.raconnect.org.**
- » **Full payment is due at the time of submission.**
- » **Deadlines are for real. No exception, no matter how much we like you.**
- » **ADDY Award Ceremony is Thursday, March 15, 2012.**

OFFICIAL 2012 ADDY® ENTRY CATEGORY CODES

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, 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

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

11B | 3-D

CAMPAIGN

12A | Flat

12B | 3-D/Mixed

SPECIALTY ADVERTISING

13A | Apparel

13B | Other Merchandise

OUT-OF-HOME ADVERTISING

OUTDOOR BOARD

14A | Flat

14B | Extension/Dimensional

14C | Digital or Animated

I4D | Super-Sized

I5 | Vehicle Graphic Advertising

MASS TRANSIT/PUBLIC TRANSIT/AIRLINES

I6A | Interior (Inside a mass transit vehicle)

I6B | Exterior (Outside/on a mass transit vehicle)

SITE

Includes malls, bus shelters, train/bus stations, etc.

I7A | Interior Animated (With motion)

I7B | Interior Still or Static

I7C | Exterior Animated (With motion)

I7D | Exterior Still or Static

CAMPAIGN

I8 | Out-of-Home Campaign

OUT-OF-HOME SELF-PROMOTION

I9A | Single

I9B | Campaign

NON-TRADITIONAL ADVERTISING

(See definition for clarification and submission requirements)

20A | Single

20B | Campaign

CONSUMER OR TRADE PUBLICATION ADVERTISING

FRACTIONAL PAGE

21A | Less than four-color

21B | Four-color

FULL PAGE

22A | Less than four-color

22B | Four-color

SPREAD, MULTIPLE PAGE OR INSERT

23A | Less than four-color

23B | Four-color

CAMPAIGN

24A | Less than four-color

24B | Four-color

MAGAZINE SELF-PROMOTION

25A | Single

25B | Campaign

NEWSPAPER ADVERTISING

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

INTERACTIVE MEDIA

(See expanded definitions for each category. Includes social media websites)

WEBSITES, B-TO-B FLASH

32A | Products

32B | Outlets

32C | Services

WEBSITES, B-TO-B HTML/OTHER

33A | Products

33B | Outlets

33C | Services

WEBSITES, CONSUMER FLASH

34A | Products

34B | Outlets

34C | Services

WEBSITES, CONSUMER HTML/OTHER

35A | Products

35B | Outlets

35C | Services

ONLINE ADVERTISING

Online Advertising

36A | Banners/Pop-Ups/Screensavers

36B | Email/Ecards

36C | Micro or Mini Site

36D | Online Games

36E | Online Newsletter

36F | Online Annual Report

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)*

INTERACTIVE MULTIMEDIA (CD/DVD)

38A | B-to-B

38B | Consumer

38C | Interactive Multimedia Campaign

RADIO

LOCAL *(One metro)*

39A | :30

39B | :60 or more

40 | Local Campaign

REGIONAL/NATIONAL

41A | :30

41B | :60 or more

42 | Regional/National Campaign

RADIO SELF-PROMOTION

43A | Single

43B | Campaign

TELEVISION (TV)

LOCAL *(One DMA)*

44A | :15 or less

44B | :30

44C | :60 or more

45 | Campaign

TV SELF-PROMOTION, LOCAL *(One DMA)*

46A | Single

46B | Campaign

REGIONAL/NATIONAL TV, SINGLE SPOTS

(See expanded definitions for each category)

47A | Consumer Products

47B | Consumer Outlets

47C | Consumer Services

REGIONAL/NATIONAL TV CAMPAIGN

(See expanded 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

LONG-FORMAT AUDIO/VISUAL

50C | Branded Content*

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

ADVERTISING FOR THE ARTS & SCIENCES

COLLATERAL

55A | Stationery Package

55B | Annual Report

55C | Brochure/Sales Kit

55D | POP or POS Materials (Other than posters)

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 Materials (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)

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 (Including demo reels)

69G | Interactive

69H | Out-of-Home

69I | Non-traditional (See definition for clarification)

69J | Direct Marketing, Specialty Items

69K | Cards, Invitations or Announcements

70 | Ad Club or Marketing Club

CAMPAIGN

71A | Single Medium Campaign (For categories 69 - 70)

71B | Mixed/Multiple Media Campaign (For categories 69 - 70)

ELEMENTS OF ADVERTISING

LOGO

72 | Logo

ILLUSTRATION

73A | Single

73B | Campaign

PHOTOGRAPHY

74A | Black and White

74B | Color

74C | Digitally Enhanced

74D | Photo Campaign

ANIMATION OR SPECIAL EFFECTS

75A | Video or Film

75B | Internet

SOUND

76A | Music Only

76B | Music with Lyrics

76C | Sound Design

BROADCAST, VIDEO AND FILM

77 | Cinematography

77A | Editing*

77B | Motion Graphics*

77C | Production Design*

77D | Direction*

77E | Prop, Wardrobe, Makeup Styling*

PRINTING AND RELATED SERVICES

78A | Booklets, Catalogs, Folders & Binders (1- to 4-color)*

78B | Booklets, Catalogs, Folders & Binders (4-color or more)*

79 | Alternative Printing Methods*

80 | On-Demand/Digital*

81 | Environmentally Sound*

82 | Special Finishing*

83 | Pro Bono*

84 | Miscellaneous*

ODDYS

85 | ODDY. Great work the client didn't buy or wouldn't run*

R.O.I. (RETURN ON INVESTMENT)

Any category above may be entered for ADDY R.O.I. consideration. (Excludes ODDYs and Student Work). Entries must include a written description of results achieved in 150 words or less.

86 | R.O.I. Recognizes strong creative work that also delivered strong results*

OFFICIAL 2012 STUDENT ADDY® ENTRY CATEGORY CODES

All student entries should follow basic guidelines as explained in the "Expanded Category List with Definitions" (page 14-21). Any additional definition/information is provided with the categories below.

SALES PROMOTION

S01 A | Packaging

S01 B | Point of Purchase

S01 C | Sales Presentation*

COLLATERAL MATERIAL

S02 A | Stationery Package

S02 B | Brochure, Annual Report

S02 C | Poster

S02 D | Special Event Material*

DIRECT MARKETING

S03 | Direct Marketing

OUT-OF-HOME

S04 | Out-of-Home

NON-TRADITIONAL ADVERTISING

S05 | Non-Traditional Advertising

CONSUMER OR TRADE PUBLICATION ADVERTISING

S06 A | Single

S06 B | Campaign (2 - 4 ads)

NEWSPAPER ADVERTISING

S07 A | Ad

S07 B | Insert

S07 C | Ad or Insert Campaign (2 - 4 ads)

INTERACTIVE MEDIA

S08 A | Website

S08 B | Interactive CD/DVD

S08 C | Online Advertising (Pop-Up/Banner/Email/Other)

EDITORIAL DESIGN (magazine or book)

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

S09 A | Cover

S09 B | Editorial Spread or Feature (One editorial spread or feature per entry)

S09 C | Series (Covers or spreads or features)

RADIO

S10 | Radio

TELEVISION

S11 | Television

CAMPAIGNS (Mixed media)

S12 | Campaigns (Mixed media)

ELEMENTS OF ADVERTISING

LOGO

S13 A | Logo

ILLUSTRATION

S14 A | Illustration

S14 B | Digitally Enhanced Illustration

PHOTOGRAPHY

S15 A | Photography

S15 B | Digitally Enhanced Photography

ANIMATION OR SPECIAL EFFECTS

S16 | Animation or Special Effects

SOUND

S17 | Music and Sound Design*

BROADCAST, VIDEO AND FILM

S18 A | Cinematography*

S18 B | Editing*

S18 C | Motion Graphics*

S18 D | Production Design*

S18 E | Direction*

PRINTING & RELATED SERVICES

S19 A | Booklets, Catalogs, Folders & Binders*

S19 B | Alternative Printing Methods*

S19 C | On-Demand/Digital*

S19 D | Environmentally Sound*

S19 E | Special Finishing*

S19 F | Pro Bono*

S19 G | Miscellaneous*

ADVERTISING FOR THE ARTS & SCIENCES

S20 | Advertising for the Arts & Sciences*

PUBLIC SERVICE

S21 A | Collateral*

S21 B | Print*

S21 C | Broadcast/Electronic*

S21 D | Campaign (Single/mixed media)*

STUDENT ORGANIZATION PROMOTION

Any materials created for the expressed purpose of promoting a student organization, student-run business, program, media outlet, etc.

S22 A | Single*

S22 B | Campaign (Single/mixed media)*

STUDENT SELF-PROMOTION

Any materials created for the expressed purpose of promoting yourself or your profession to others (graphic designer, writer, photographer, printer, sculptor, painter, freelancer, etc). Entries may also include creative portfolios, resumes, reels, websites, etc.

S23 A | Single*

S23 B | Campaign (Single/mixed media)*

OFFICIAL 2012 ADDY® AWARD ONLINE ENTRY INSTRUCTIONS

USING THE AAF ONLINE ENTRY SYSTEM

You may find it helpful to make copies of the entry form included in this document to assist with data collection for each entry.

Please remember to create a summary form for each batch of entries you submit.

To submit your entry, and receive an entry number, go to www.rafconnect.org and follow the links to Online ADDY® Entry. You will need to create a login identity (or log in using the one you created previously). This will allow you to add new entries and edit existing entries up until the publication deadline for the winners' book. Previously created logins are identified by email address and secret question. RAF does NOT have access to these login identities. If you request password help, your login information will be sent to the original email address used when the login was created. Once you have logged in successfully, you may update your contact information if it has changed from last year. If you no longer have access to the original email address, you may create a new login identity with a new email address.

Once you have logged in, there are five basic steps to follow:

1. Go to ADDY Submission and select Create Entry.
2. After you have created an entry for all your submissions, select Create Summary.
3. Select which entries you wish to include on the summary form.[†]
4. Pay online^{††} from the summary form with Visa, Mastercard, or American Express, or print to send with your check.
5. Print an additional summary form to enclose with your package of hard-copy entries.

Once an entry has been created online, you may log in and modify the data for that entry any time through Thursday, February, 2, 2012. Add credits, correct name spellings, etc. PLEASE DO NOT RE-CATEGORIZE an entry after your summary form has been finalized and payment has been made. If you discover a categorization error after you have submitted your entries, please contact addyinfo@rafconnect.org to notify staff of the necessary changes.

IF YOU EXPERIENCE DIFFICULTY WITH THE ONLINE SYSTEM

We have not created the online submission system to frustrate you. If you have any questions or difficulties accessing a login identity or creating online submissions, please contact addyinfo@rafconnect.org. We are also happy to accept your entries as manual submissions, using the entry form and summary form which are included as part of this document. The important thing is to get your best work entered in the competition! Please be aware that manual submissions are subject to a \$5 surcharge.

ENTER WISELY

Work should be entered in the most appropriate category. However, if a campaign has one particularly strong element you may wish to enter that piece individually as well. Conversely, if a campaign has one or more weaker elements, consider not entering the campaign and focus on the individual pieces. Campaigns are judged as a single creative effort. Therefore, pick the strongest elements of a campaign; it is not necessary to enter all of them.

†You may choose to create multiple summary forms if you wish to deliver your entries in batches. For example, submit on-time entries on one summary form, and late entries on a separate form, to avoid paying late fees on all entries.

†† Offline entries may additionally be paid by cash or Discover Card.

OFFICIAL 2012 ADDY® AWARD OFFLINE ENTRY FORM

Submit your entries online at www.rafconnect.org. Entries submitted offline are subject to a \$5 surcharge.

Please attach an entry form to the corresponding entry and make a photocopy of each entry form to attach to the summary form.

(PLEASE TYPE OR PRINT)

Entry Category (description and number code):

If this is a broadcast entry or a campaign, circle the number of components being entered in each medium.

Maximum of three per medium, total number of components must not exceed nine for multiple media campaigns.

TV 1 2 3 | Radio 1 2 3 | Magazine 1 2 3 | Newspaper 1 2 3 | Outdoor 1 2 3 | Collateral 1 2 3 |
Printing 1 2 3

Entry Information: Award wording will be based on the following information. Please be accurate and complete. Awards and notifications are sent to the entrant as listed below.

Title or Description of Entry: _____

URL of Entry (Only if applicable): _____

Entry Submitted by: _____

Company: _____

Address: _____

City, State, Zip: _____

Telephone: _____

Email Address: _____

Agency: (If different from above): _____

Advertiser/Client: _____

City/State: _____

Date this entry first appeared or was used: _____

City, State or Distribution Channel: _____

Credits (the creative and production talent you wish to recognize on the award and in publications):

Creative Director: _____ Art Director/Designer: _____

Copywriter: _____ Account Executive: _____

Print or Broadcast Productions: _____ Photography: _____

Post Production: _____ Illustration: _____

Other: _____ Other: _____

By signing below, you:

1. Verify that the above information is accurate.
2. Acknowledge that proper rights were obtained for any elements of the entry that were not original.
3. Agree to submit documentation deemed necessary for review.
4. Release the entry from broadcast and/or print (allow reuse of the material).

Signature of Entrant: _____ Title: _____

The specific RAF ADDY Awards entry deadline is February 2, 2012. See guidelines for details on when and where entries will be accepted. Payment is due at the time of submission. **Please make checks payable to: Rochester Advertising Federation.** Online entrants may also pay by Visa, MasterCard or American Express.

ENTRY FEES: 2011 RAF Members: Early Bird 2011 Pricing: December 23rd - January 19th, 2012: Single \$80; Campaign \$110; ODDY \$50
New 2012 Pricing: Thursday, January 20, 2012 - Thursday, February 2nd, 2012: Single \$90; Campaign \$120; ODDY \$50

Non-Members: Early Bird 2011 Pricing: December 23rd - January 19th, 2012: Single \$125; Campaign \$145; ODDY \$60
New 2012 Pricing: Thursday, January 20, 2012 - Thursday, February 2nd, 2012: Single \$130; Campaign \$150; ODDY \$60

Students: RIT Students: \$15 per entry, single or campaign. Other Students: \$25 per entry, single or campaign

\$5 surcharge per entry. Late entries \$25 per entry.

OFFICIAL 2012 ADDY® AWARD 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 a pocket be constructed and inserted into the envelope so that the entry is secured, but can be easily removed.

IA | 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.

IB | Sales Kit or Product Information Sheets. An informational package (folder, binder, envelope, box, etc.), usually with multiple inserts/sheets designed to advance the sale of a product/service and could include the entire sales kit, container and inserts; the container wrapping itself; or one or more of the sales sheets, minus the container.

IC | Printed Newsletter. A printed editorial communications device (single or multiple page), including house magazines, published more than twice a year, with distribution to a specific audience (usually internal), including news or updated information. Newsletters for Advertising for the Arts, Public Service and Industry Self-Promotion should not be entered here, but into their respective categories.

ID | Menu. A list of options available to a diner, shopper, user, etc.

IE | Campaign (2 - 4 of the above)

PACKAGING. The container, cover or wrapping for a product.

2A | Single Unit

2B | CD, DVD, or VHS (Includes game covers)

2C | Campaign (2 - 4 of the above)

POINT-OF-PURCHASE (POP). Promotional advertising or display unit 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 hangtags.

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 (room or booth). Judging is directed to the total package of the exhibit.

3D | Campaign (2 - 4 Sales Promotion pieces from categories IA - 3C)

AUDIO/VISUAL

4 | Audio/Visual Sales Presentation. Any advertising, promotional and/or marketing message that is conveyed via the use of

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 and transferred to CD/DVD.

COLLATERAL MATERIAL

All collateral material for Advertising for the Arts, Public Service and Industry Self-Promotion should be entered into their respective categories and are not eligible in any other category.

STATIONERY PACKAGE

5A | Flat Printed. Flat printed stationery. May contain one or more pieces of letterhead, envelope and/or business cards. Any number of inks may be used.

5B | Multiple Process. Any multiple process stationery. May contain one or more pieces of letterhead, envelope and/or business cards. Any 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 or record of a company's or organization's annual performance or status.

6A | Less than four-color

6B | Four-color

BROCHURE. Multiple page/panel piece (usually bound/folded) that advertises, presents and/or describes the advantages, capabilities, worth and/or reasons to buy a product or service.

7A | Less than four-color

7B | Four-color

7C | Campaign (2 - 4 of the above)

PUBLICATION DESIGN. Layout and design of the interior and/or exterior of a magazine or book.

8A | Cover

8B | Editorial Spread or Feature. One editorial spread or feature per entry. Not intended for submission of entire book or magazine.

8C | Series. Two to four covers and/or spreads and/or features from consecutive issues. Please mark spreads to be judged.

8D | Magazine Design. Entire magazine design from cover to cover, with advertising.

8E | Book Design. Entire book design from cover to cover, no advertising.

POSTER. A single sheet advertising or promotional piece intended for mounting and display for a product, service or event. Does not include point-of-purchase materials, nor any signage that is eligible in the Out-of-Home categories.

9A | Single

9B | Campaign (2 - 4 of the above)

SPECIAL EVENT MATERIAL. Promotional and/or informational items, usually relating to a specific event/affair at a given location, date, time, etc. This category does not include Advertising Industry Self-Promotion, Public Service or Advertising for the Arts & Sciences. They must be entered in their respective categories.

10A | Card. Special event greetings (holiday, birthday, etc.) relating to a current and/or calendar item or event.

10B | Invitation. Attracts attendance to a special, "non-sales" type event (wedding, opening, party, exhibit, baptism, bar/bas mitzvah, etc.).

10C | Announcement. Used to communicate information of a special nature (birth, death, moving, opening, etc.).

10D | Campaign (2 - 4 of the above)

DIRECT MARKETING

Anything that is mailed via USPS or delivered via special courier (private, FedEx, etc.) with the purpose of eliciting, provoking or effecting a consumer reaction (response card, phone number to call, order form, sale/event dates, etc.) should be entered in the appropriate direct marketing category. Mere mailing of a piece does not necessarily make it direct marketing. The method of shipment (self-mailer, indicia, envelope, etc.) MUST be evident and included with the entry.

BUSINESS-TO-BUSINESS OR CONSUMER, SINGLE

11A | Flat. Defined as any printed sheet or sheets, flat, folded or bound printed material.

11B | Three Dimensional (3-D)/Mixed. Includes single or multiple pieces, and the container and its contents. Dimensional also includes "pop-ups" that might mail flat, but take on dimension in their final forms. Entries typically include some element/item (other than paper) as part of the marketing message (premium item, baseball, ink pen, etc.) which is included as PART of the message. The method of shipment (box, envelope, etc.), MUST be evident and included with the entry.

BUSINESS-TO-BUSINESS OR CONSUMER, CAMPAIGN (2 - 4 of the above)

12A | Flat

12B | 3-D/Mixed

SPECIALTY ADVERTISING. Specialty and/or promotional items with advertising messages, including pens, pencils, shirts, calendars, umbrellas, paper weights, place mats, garment bags, key chains, "credit-type" cards (usually contain a scan strip, such as phone cards or gift cards), other gift-type items, etc.

13A | Apparel

13B | Other Merchandise

OUT-OF-HOME ADVERTISING

The outdoor display of advertising messages, notices or events, commonly associated with standardized wooden or metal structures, that are delivered to mass (outdoor) audiences on sidewalks, streets, roadways, etc.

OUTDOOR BOARD

14A | Flat. Includes outdoor posters, outdoor boards, outdoor painted bulletins, outdoor vinyl posters or bulletins and site walls.

14B | Extension/Dimensional. Boards that extend beyond the basic rectangular board.

14C | Digital or Animated. Includes digital or animated outdoor, or any unit that has movement or change. Includes closed circuit broadcasts, such as commercials run on a jumbotron at a sporting event.

14D | Super-Sized. Any outdoor board that goes beyond traditional standards or surfaces.

15 | Vehicle Graphic Advertising. Impressions/messages that are displayed to the public, usually via the use of panels on the side, front, back, top or bottom of vehicles (cars, trucks, wagons, etc.). Includes advertiser identification and/or promotional messages and vehicle wraps.

MASS TRANSIT/PUBLIC TRANSIT/AIRLINES.

Advertising of the poster or banner variety displayed via panels or inserts inside and/or outside public transportation vehicles (airplane, bus, train/rail, street car, subway, taxi, etc.).

16A | Interior. Placed inside a mass transit vehicle.

16B | Exterior. Placed on the outside of a mass transit vehicle, including taxi-toppers.

SITE. Interior or exterior signage that is restricted to malls, airports, train/bus stations, places of business, bus shelters, etc. Does not include posters described in category #9, or signage in the outdoor or transit categories.

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 (2 - 4 of the above)

OUT-OF-HOME SELF-PROMOTION. Any out-of-home effort to promote an out-of-home advertising service provider.

19A | Single

19B | Campaign (2 - 4 of the above)

NON-TRADITIONAL ADVERTISING

NON-TRADITIONAL ADVERTISING. Also defined as alternative, buzz, grassroots, guerilla, viral or word-of mouth advertising. It is generally defined as an unconventional way of performing advertising and/or promotional activities. Examples of non-traditional advertising would be advertising on window clings, street stickers and stencils. It can also include wild postings, telephone poles, forehead or tattoo advertising. Please note that some entries entered into this category may fit into a traditional category and will be moved to the appropriate category. Non-traditional entries MUST be accompanied by proof of usage. Include a short paragraph describing the event or how the entry appeared.

20A | Single

20B | Campaign

CONSUMER OR TRADE PUBLICATION ADVERTISING

Frequency of publication may be annually, bi-annually, quarterly, monthly, weekly, etc.

CONSUMER PUBLICATION. Advertising that appears in periodic publications whose circulation/distribution is made to the general public, and/or an unspecified industry target audience.

TRADE PUBLICATION. Advertising that is placed in periodic publications whose primary circulation/distribution is aimed at a specific trade or industry target audience (dealers, distributors, jobbers, manufacturers, etc.) within the various Standard Industrial Classification (SIC) codes.

FRACTIONAL PAGE. Any ad in a trade or consumer publication, regardless of (page) size/dimensions, that does not fill a full-page unit.

FULL PAGE. Any ad in a trade or consumer publication, regardless of (page) size/dimensions, that does fill a full-page unit.

SPREAD, MULTIPLE PAGE OR INSERT. Ad unit(s) in a trade or consumer publication that exceed a full page, regardless of the (page) size/dimensions. Includes facing pages, two or more ads in succession, page ads with foldouts, inserts, etc.

CAMPAIGN. Two to four ads for the same client, with a common theme. May be placed in the same publication issue (excluding single entry spreads/multiple-page units), in separate issues of the same publication, or in issues of other trade or consumer publications.

FRACTIONAL PAGE

21A | Less than four-color

21B | Four-color

FULL PAGE

22A | Less than four-color

22B | Four-color

SPREAD, MULTIPLE PAGE OR INSERT

23A | Less than four-color

23B | Four-color

CAMPAIGN (2 - 4 of the above)

24A | Less than four-color

24B | Four-color

MAGAZINE SELF-PROMOTION. Trade ads for trade publications and consumer magazine ads for consumer publications must be entered here.

25A | Single

25B | Campaign

NEWSPAPER

Advertising that is placed/run in publications whose primary purpose is to inform the public about current events or issues on a daily or weekly schedule basis.

FRACTIONAL PAGE. Ad that fills half or less of a full page, regardless of newspaper size/format (tabloid, broadsheet, etc.).

26A | Black and White

26B | Color (Any color besides black)

FULL PAGE. Ad that fills more than a half page, regardless of newspaper size/format.

27A | Black and White

27B | Color (Any color besides black)

SPREAD OR MULTIPLE PAGE. Newspaper Run of Press (ROP) ad units that exceed a full page in the same issue. Includes facing pages, "double trucks," ROP advertising sections, etc.

28A | Black and White

28B | Color (Any color besides black)

NEWSPAPER SPECIALTY ADVERTISING

29A | Single Insert (of any type). Defined as brand promotion/advertisements, typically supplied in unbound booklets and delivered via the newspaper. Could include die cuts, mini booklets, magnets, "post-it" promotions, calendars and flat sample packs distributed to the home by means other than direct mail.

29B | Poly Bag/Wrapper. Plastic newspaper delivery bags on which the advertisement appears. May contain sample items.

CAMPAIGN

30A | Black and White

30B | Color (Any color besides black)

NEWSPAPER SELF-PROMOTION. Any advertising which appears in a newspaper promoting that newspaper.

31A | Single

31B | Insert

31C | Campaign (2 - 4 of the above)

INTERACTIVE MEDIA

For websites and all online entries, submit the URL. In addition, it is required that you submit a printed, 8.5" x 11" color screenshot of the homepage and one inside page, pop-up, banner; screensaver; mobile marketing, etc. A CD (Mac OS or PC compatible) of the entry screenshots. The screenshot is for reference and gallery presentation only. URLs should not require any username or password for access. In cases where this already exists, the entrant should create an independent URL. For Disk-Based Sales Packages, submit on CD/DVD.

WEBSITES, B-TO-B FLASH

32A | Products

32B | Outlets

32C | Services

WEBSITES, B-TO-B HTML/OTHER

33A | Products

33B | Outlets

33C | Services

WEBSITES, CONSUMER FLASH

34A | Products

34B | Outlets

34C | Services

WEBSITES, CONSUMER HTML/OTHER

35A | Products

35B | Outlets

35C | Services

PRODUCTS OR CONSUMER PRODUCTS are defined as, but not limited to, the products only, not the sellers or dealers. May include cars, trucks, motorcycles, recreational vehicles, manufacturers, fashion, sportswear, casual wear, lingerie, footwear, jewelry, cosmetics, fragrances, health and beauty products, medications, foodstuffs, meats, produce, confections, snacks, dairy products, beer, wine, liquors, drinks, water, tea, milk, coffee, sports

beverages, home electronics, computers, household products, appliances, toys, sporting goods and other retail products.

OUTLETS OR CONSUMER OUTLETS are defined as, but not limited to, retail stores, department, specialty, furniture, discount stores, restaurants, fast-food chains, specialty, franchises, supermarkets, convenience stores, mini-marts, grocery stores and other food retailers, automotive/boat/motorcycle sales and rental, online retail sites, virtual store fronts on websites with online catalogs, sometimes gathered into a virtual mall, etc.

SERVICES OR CONSUMER SERVICES are defined as, but not limited to, media, cable companies, TV networks, newspapers, magazines, radio stations, travel and tourism, cruise or airlines, hotels, resorts, destinations, entertainment, lotteries, amusement parks, movie promos, sports teams, casinos, hair salons, cleaning, employment, auto services, exercise spas, telephone companies, telephone directories, cellular service providers, pagers, long distance services, Internet service providers, professional services, financial, legal, banking, investment services, brokerage firms, credit cards, insurance services, healthcare services, healthcare facilities, doctors, HMOs, company image, self-promotion, recruitment services, energy or utilities, natural gas companies, electric companies, political, religious, lobbying, special interest, etc. (not public service).

FLASH-BASED is defined as any website that uses the web software development tool known as "Flash" to design the ENTIRE site or the Flash elements control MORE THAN HALF the website's pages.

HTML/OTHER is defined as using these technologies — HTML, PHP, ASP, DHTML, XML, Cold Fusion, etc. — to create the website. Flash components may be included as part of the website and still be considered eligible as long as the Flash elements do not control MORE THAN HALF the website's pages. Should a website be designed with mirrored content in both Flash and HTML/Other, allowing viewers to choose their content, the entrant must decide which version he/she desires to be viewed. Both versions of the website are not eligible.

ONLINE ADVERTISING

36A | Banners/Pop-Ups/Screensavers. Includes Interstitial, Supertitial, Eye Blasters, Screensaver design, etc.

36B | Email/Ecards. Email includes email design and one landing page which continue the advertisement (click-through). This does not include links that result in reaching a full website. E-cards include all online greeting cards.

36C | Micro or Mini Site. Includes either small, freestanding sites, not created to function as an entire website or small sites which are embedded as part of a larger site. Does not include Flash movies or intros, which should be entered in Elements of Advertising. When entering a mini or micro site, indicate the direct URL of the site, not the main site URL of which the mini or micro is a part. This includes social media websites.

36D Online Games. Games created to advertise a product or service. The game may be located on a main site. Use the direct URL of the game site when entering.

36E Online Newsletter. Any newsletter created to be viewed online.

36F | Online Annual Report. Any Annual Report created to be viewed online.

MOBILE MARKETING. Any ad or message displayed on a mobile device. (This includes smartphone apps and text messages.) (eg. smartphones, tablets, iPad, iPod Touch, iPhones)

36G Mobile Websites

36H | Mobile Apps. Interactive programs created expressly as applications for use on mobile devices such as smart phones and tablets. To be eligible as an ADDY Awards entry, apps must advertise a product or service. In order to be judged, the functionality and design of the entry should be demonstrated on video DVD or online as a hyperlink.

36I | Podcasts. A digital media file, or series of such files, that is distributed over the Internet using syndication feeds for payback on portable media or computer. Entries in this category should be a podcast advertising a product or service.

36J | Internet Commercials. Any commercial run on the internet. URL required.

36K | Webisodes. An episode that airs initially as an Internet download or stream as opposed to first airing on broadcast or cable television. Entries in this category should be webisodes which advertise a product or service. When submitting podcasts, internet commercials or webisodes, please use a URL address.

INTERACTIVE MULTIMEDIA (CD/DVD) (May include interactive kiosks CD/DVD)

38A | B-to-B

38B | Consumer

38C | Interactive Multimedia Campaign (A series of 2 - 4 CDs/ DVDs)

RADIO

Radio advertising is defined as commercial audio (only) messages conveyed to the prospective/target consumer public by the seller of a product or service via wireless (radio) transmission. Within the radio category, commercials aired on stations in more than one "metro" (even if placed on only one station in each of two "metros") do not qualify as "local." Any time a commercial extends past one "metro" (two or more), it is defined as regional/national and must be entered accordingly. Two to four commercials for the same client, with a common theme that are placed in one market only (no more than one "metro") are considered a campaign. If placed in two different markets, they do not qualify as a local campaign. Audio CDs are the only accepted audio format.

No AIFF, MP3, WMV or WAV files.

LOCAL, SINGLE. A single radio commercial is one that is broadcast on the station(s) of one market (no more than one "metro"). Radio commercials broadcast on stations in more than one "metro" (even if placed on only one station in each of two "metros") do not qualify as "local."

39A | :30. Commercials that consume 30 or fewer seconds of airtime.

39B | :60 or more. Commercials that consume more than 30 seconds of airtime.

40 | Local Campaign (2 - 4 of the above)

REGIONAL/NATIONAL, SINGLE

41A | :30. Commercials that consume 30 or fewer seconds of airtime.

41B | :60 or more. Commercials that consume more than 30 seconds of airtime.

42 | Regional/National Campaign (2 - 4 of the above)

RADIO SELF-PROMOTION. Radio commercials created by (or for) radio stations, advertising a radio station, should be entered here.

43A | Single. A single commercial of any length (local or regional/national) created for, or by, a radio station.

43B | Campaign. Two to four commercials, of any length, with the same theme for the radio station.

TELEVISION

Commercial audio and video messages conveyed to the prospective/target consumer public by the seller of a product or service via a broadcast, cable or satellite transmission.

LOCAL, SINGLE (ONE DMA). A single (one) TV commercial that is broadcast on the station(s) of one market (no more than one Designated Market Area). TV commercials broadcast on stations in more than one DMA (even if placed on only one station in each of two DMAs) do not qualify as "local." If no competition exists in a DMA, the District will direct entrants of correct entry procedure.

44A | :15 or less. TV commercials that consume 15 or fewer seconds of commercial airtime.

44B | :30. TV commercials that consume between 16 and 30 seconds of airtime.

44C | :60 or more. Includes all TV "direct marketing" commercials that are longer than one minute, but not included in the "Infomercial" category #49.

45 | Local TV Campaign. Two to four commercials, of any length, with the same theme for the TV station.

TV SELF-PROMOTION, LOCAL (ONE DMA). TV commercials created for or by the TV, cable or satellite station and run local only, no more than one DMA, should be entered in this category.

46A | Single. A single commercial of any length created for, or by, the TV, cable or satellite station.

46B | TV Campaign. Two to four commercials of any length, with the same theme for the TV station.

REGIONAL/NATIONAL TV, SINGLE PRODUCT/SERVICE. A single (one) TV commercial placed/broadcast in more than one market (DMA) during the competition time frame. If a TV commercial extends past one DMA (two or more), it is defined as regional/national.

47A | Consumer Products. The products only, not the sellers or dealers. May include cars, trucks, motorcycles, recreational vehicles, manufacturers, fashion, sportswear, casual wear, lingerie, footwear, jewelry, cosmetics, fragrances, health and beauty products, medications,

foodstuffs, meats, produce, confections, snacks, dairy products, beer, wine, liquors, drinks, water, tea, milk, coffee, sports beverages, home electronics, computers, household products, appliances, toys, sporting goods and other retail products.

47B | Consumer Outlets. Includes, but is not limited to, retail stores, department, specialty, furniture, discount stores, restaurants, fastfood chains, specialty, franchises, supermarkets, convenience stores, mini-marts, grocery stores and other food retailers, automotive/boat/ motorcycle sales and rental, online retail sites, virtual store fronts on websites with online catalogs, sometimes gathered into a virtual mall, etc.

47C | Consumer Services. May include media, cable companies, TV networks, newspapers, magazines, radio stations, travel and tourism, cruise or airlines, hotels, resorts, destinations, entertainment, lotteries, amusement parks, movie promos, sports teams, casinos, hair salons, cleaning, employment, auto services, exercise spas, telephone companies, telephone directories, cellular service providers, pagers, long distance services, internet service providers, professional services, financial, legal, banking, investment services, brokerage firms, credit cards, insurance services, healthcare services, healthcare facilities, doctors, HMOs, company image, self-promotion, recruitment services, energy or utilities, natural gas companies, electric companies, political, religious, lobbying, special interest, etc. (not public service).

REGIONAL/NATIONAL TV CAMPAIGN

48A | Consumer Products

48B | Consumer Outlets

48C | Consumer Services

49 | Infomercials. Any local, regional or national television advertising message that consumes five or more minutes of airtime.

CINEMA ADVERTISING

50A | Movie Trailers. Commercials for an upcoming film shown before or after a movie.

50B | In-Theatre Commercials or Slides. Any other commercial or slide shown on screen before or after a film.

LONG-FORMAT AUDIO/VISUAL

50C | Branded Content.* Generally referred to as an advertising medium that blurs the line between entertainment and advertising. Long-format video, film, television show, etc. intended to be distributed as entertainment content with a highly branded quality.

MIXED/MULTIPLE MEDIA. Mixed media campaigns must consist of two to four executions and two to six media.

- » **Mixed Media = two to six media.**
- » **Campaign = two or more ads or commercials for the same client, with a common theme.**

Although a mixed media campaign might include many ads or commercial components spread over several media, submit no more than SIX media, and no more than FOUR executions per medium for judging. The total ads/commercials per mixed media campaign entry can total no more than NINE. No matter how big a campaign or media schedule, there is a minimum and maximum number of each to qualify. Campaigns that include self-promotion pieces from Out-of-Home, Newspaper, Trade Magazine, Consumer Magazine, Radio or TV may be entered here. (This category also includes integrated branding campaign).

51 | B-to-B, Local. Mixed media ad campaign (two to nine common

theme ads) placed in one market.

52 | B-to-B, Regional/National

53 | Consumer, Local

54 | Consumer, Regional/National

ADVERTISING FOR THE ARTS & SCIENCES

Advertising created for activities, events and programs in any of the following:

- » **Any type of music, dance or visual arts (painting, sculpture, crafts, film, video or computer art, etc.).**
- » **Drama (theater and/or alternative space performances).**
- » **Arts education, learning programs, classes, or special events for the arts.**
- » **Operas, symphonies, concerts, plays, art exhibits, craft shows, film festivals, art museum exhibits, ballets, etc.**
- » **All types of museums, zoos and galleries.**

COLLATERAL

55A | Stationery Package

55B | Annual Report

55C | Brochure/Sales Kit

55D | POP or POS Material (Other than posters)

55E | Poster

55F | Newsletter

55G | Cards, Invitations and 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

Public service advertising is that which enlists public support or action in the solution or remedy of problems and/or general interest or concern. The message of public service advertising has as its goal the improvement/betterment of the public's health, education and/or welfare. For example: An ad that says, "Go get a mammogram today" is public service. An ad that says, "Come to Memorial General Hospital for your mammogram today" is not public service. Media space and/or time may or may not have been donated. It's the mission of the advertising that shall determine whether or not it is public service. All public service advertising, regardless of whether or not the agency creative and media placement were paid, must be entered in this category, and does not qualify in any other. The individual creative elements may be entered, however, in the Elements of Advertising categories.

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 and 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)

ADVERTISING INDUSTRY SELF-PROMOTION

All advertising and special event materials for advertising agencies, advertising suppliers and advertising clubs must be entered in these categories. Entries submitted in advertising industry self-

promotion are not eligible in other categories. However, individual components are eligible for entry in the visual and audio elements of advertising categories.

Please note: The NAC recommends that Advertising Industry Self-Promotion work NOT be eligible for Best of Show consideration.

CREATIVE SERVICES AND ADVERTISING. Supplier/ Vendor Ads created by or for an agency that advances the agency's or supplier/vendor's cause (new client acquisition, client retention, education, holiday cards, moving announcements, etc.). Includes, but is not limited to, agencies, design studios, freelancers, graphic designers, interactive developers, writers, illustrators, paper companies, advertising specialty companies, printers, color separation houses, pre-press service bureaus, photographers, marketing and public relations consultants or firms, talent agencies, individual actors/actresses/models, video/film and audio production companies.

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 Events Material)

70 | Ad Club or Marketing Club. Any advertising created by, or for, an advertising or marketing club that advances the organization's cause (membership, programs, education, awards, events, parties, etc.). All advertising and promotional materials done by, or for, an ad club can be entered only in this category.

Please Note: All advertising, marketing or communications clubs and organizations are eligible to enter this category regardless of their AAF affiliation. For AAF clubs entering ADDY Awards-related materials, all campaign elements should be entered in the competition year FOLLOWING THE YEAR THEY PROMOTE, regardless of usage date.

CAMPAIGN

71A | Single Medium Campaign (For categories 69 - 70)

71B | Mixed/Multiple Media Campaign (For categories 69 - 70)

ELEMENTS OF ADVERTISING

The goal of this category is to recognize only the creative execution of individual components of an advertising entry (illustration, photography, music, logo, etc.). Each entry in this section MUST include a sample showing how the element was

actually used in the advertising message. For print entries, a sample should be included in the entry envelope. When submitting a logo, if the type of company is not evident or obvious, it is recommended to include one or two words explaining the type of business the logo represents.

72 | Logo. An icon, symbol or trademark designed to represent a product, service or organization.

ILLUSTRATION. Flat or Dimensional (any number of colors)

73A | Single

73B | Campaign (2 - 4 of the above)

PHOTOGRAPHY

74A | Black and White

74B | Color

74C | Digitally Enhanced. Photographic images whose content has been digitally altered to create a new image (often creating an image not possible using traditional photo techniques). Utilitarian photo retouching, color correcting or photo editing alone does not qualify an image for this category. A sample of the original photo(s) MUST be supplied for proper judging.

74D | Photo Campaign (2 - 4 of the above)

ANIMATION OR SPECIAL EFFECTS

75A | Video or Film

75B | Internet

SOUND. Any composition of original music or sound elements that serve as a bed or background and/or otherwise heighten, accent or strengthen the advertising message. In the case of "full sing" jingles, the "sound" entry may be the commercial itself. Entries must be music that is custom-composed for advertising, or audio/visual sales promotion. Entries may be no longer than 60 seconds, except for audio/visual entries, which may run up to five minutes.

76A | Music Only. Any musical score only (no lyrics) for broadcast commercials (pre/post scores) and music created/composed for specific audio/visual sales presentations.

76B | Music with Lyrics. Any music with sung lyrics, created/composed expressly for advertising. Syndicated materials, including "re-sing" jingles and library music, are not eligible for entry.

76C | Sound Design. Any combination of nonmusical elements, sound effects, ambience and other sonic devices incorporated into a film or video presentation, television commercial or radio commercial to enhance the mood and/or message.

BROADCAST, VIDEO AND FILM

Individual components of a broadcast advertising entry meant to be judged solely on quality and creativity of distinct aspects of execution.

77 | Cinematography. Cinematography is defined as the art and process of making television commercials. It encompasses the artistic vision

of making commercials, including considerations of lighting, photography, camera movement and angle, producing and final presentation. The collaboration of these elements defines cinematography. Additional Local Only Categories may be added at the discretion of the local or district organization.

77A | Editing*

77B | Motion Graphics*

77C | Production Design*

77D | Direction*

77E | Prop, Wardrobe, Makeup Styling*

PRINTING AND RELATED SERVICES

Printed components of an advertising entry intended to be judged solely on quality and creativity of printing methods and execution.

78A | Booklets, Catalogs, Folders & Binders (1- to 4-color)*

78B | Booklets, Catalogs, Folders & Binders (4-color or more)*

79 | Alternative Printing Methods*

80 | On-Demand/Digital*

81 | Environmentally Sound*

82 | Special Finishing*

83 | Pro Bono*

84 | Miscellaneous*

ODDYS

Recognizing that the client doesn't always buy your best ideas, the RAF ADDY® Awards has created this special local category. All entries must have been created to satisfy a legitimate client need and must not be created solely for the appearance of winning an award. Entries must include a brief written description of why the client refused/declined the work.

85 | ODDY. Great work the client didn't buy or wouldn't run*

R.O.I. (RETURN ON INVESTMENT)

Any category above may be entered for ADDY R.O.I. consideration. (Excludes ODDYS and Student Work). Entries must include a written description of results achieved in 150 words or less.

86 | R.O.I. Recognizes strong creative work that also delivered strong results.

Please note: Categories marked with an asterisk (*) were created especially for the RAF ADDY Awards and are not recognized by AAF Rules & Categories. RAF ADDY winners in these categories will not be eligible for forwarding/entry to the district or national ADDY Awards.