

OFFICIAL 2007 ADDY® AWARDS CALL FOR ENTRIES



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. Local ADDY® winners will be auto-forwarded FREE OF CHARGE to the District level, and District winners will eventually 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, 2007 (ODDYs must have been created and presented to the client within the same time frame.) 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 purpose of winning an award, rather than satisfying a legitimate client's needs. 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 (82, ODDYs). All other entries submitted in the competition, with the exceptions of Public Service Advertising, Advertising for the Arts & Sciences, and Industry Self-Promotion, must have paid for the creative services and media placement in the normal course of business. Entries which meet the criteria of Public Service Advertising, Advertising for the Arts & Sciences, or Industry Self-Promotion can only be entered in those categories. Student work may have been created independently or in the course of completing class assignments. STUDENTS please note additional comments on page 5. 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
(off-line 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 seven 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 on the face 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 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—5:00 PM JANUARY 30, 2008

Entries will be accepted at John Myers Photography
29 Richmond St., Rochester, NY 14607.

ENTRY FEES*

2007 RAF Members: Single \$80; Campaign \$110; ODDY \$35. Non Member: Single: \$115; Campaign \$135; ODDY \$40. Students: \$20 per entry, single or campaign
*\$5 surcharge for each off-line entry.
\$25 late fee if received after January 30, 2008
RAF accepts checks and most major credit cards.

SHIPMENT OF ENTRIES

PLEASE NOTE there are two options for delivery of your submissions. 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:

Amy Pellow, RAF Administrator, 585-739-2100
c/o John Myers Photography
29 Richmond St. Rochester, NY 14607
Between 10AM – 4PM.

FOR MORE INFORMATION:

If you have questions regarding proper categorization of your entries, membership status, or how to use the online entry system, please contact Amy Pellow in the RAF office at (585) 739-2100 or amy@rafconnect.org.

ENTRY FORMAT/MOUNTING REQUIREMENTS



PRINT & COLLATERAL

Mount all single entries on black mounting board or foameore, 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 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 edibles 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

Radio and other audio entries must be submitted on standard audio CDs. DVD is preferred format for television and other video entries. Entries must be "viewing copy only" and contain no color bars, tones or slates. Use a separate CD, VHS OR DVD for each single entry. For campaign entries, enter all components on a single disc. Transfer all sales presentation entries to DVD.

INTERACTIVE MEDIA

For website entries, you must provide a color print of the site's home page, pop-up, or banner only, and a CD of the site/entry. Please provide a guest login if necessary for viewing by the judges. In the event that a site is database driven, please indicate this on the entry form as the explanation for no CD. Note the appropriate category code and entry number in the top right corner of the print. These should NOT be mounted. For disc-based packages, submit on the original medium of distribution (CD or DVD) which is PC compatible, along with appropriate installation instructions and system software/hardware requirements.

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 campaign-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 three 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. Be sure to indicate the total number of spots on each CD, VHS 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.

DEFINITION OF 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 is the mission of the advertising that shall determine whether or not it is public service.

AWARDS

ADDY® Awards and Citations of Excellence may or may not be awarded in each category of competition at the discretion of the judges. All work submitted to competition will be displayed. Winners will NOT be notified in advance, and will be publicly honored on March 14, 2008.

PLEASE REMEMBER

- Enter online at www.rafconnect.org to avoid the \$5 surcharge per entry. After finishing entries, create a summary form.
- Follow all mounting and submission instructions carefully.
- Call the RAF at 585-739-2100 if you have any questions.
- 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.rafconnect.org.
- Full payment is due at time of submission
- Deadlines are for real, no matter how much we like you
- Award Ceremony, March, 14, 2008.

OFFICIAL 2007 ADDY® AWARD ENTRY CATEGORY CODES



SALES PROMOTION

Product or Service Sales Presentation

- 1A. *Catalog*
- 1B. *Sales Kit or Product Info Sheets*
- 1C. *Printed Newsletter*
- 1D. *Menu*
- 1E. *Campaign*
- 1S. *Student work*

Packaging

- 2A. *Single Unit*
- 2B. *CD, DVD, VHS or Cassette*
- 2C. *Campaign*
- 2S. *Student work*

Point-of-Purchase (POP)

- 3A. *Counter Top, or Attached*
- 3B. *Free-Standing*
- 3C. *Trade Show Exhibit*
- 3D. *Campaign*
- (2-4 of categories 1A-3C)
- 3S. *Student work*
- 4. *Audio/Visual Sales Presentation*
- 4S. *Student work*

COLLATERAL MATERIAL

Stationery Package

- 5A. *Flat Printed or Multiple Process*
- 5S. *Student work*

Annual Report

- 6A. *Less than four-color*
- 6B. *Four-color*
- 6S. *Student work*

Brochure

- (See definition for clarification)
- 7A. *Less than four-color*
- 7B. *Four-color*
- 7C. *Campaign*
- 7S. *Student work*

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)*
- 8S. *Student work*

Poster

- 9A. *Single*
- 9B. *Campaign*
- 9S. *Student work*

Special Event Material

- 10A. *Card*
- 10B. *Invitation*
- 10C. *Announcement*
- 10D. *Campaign*
- 10S. *Student work*

DIRECT MARKETING

Single (Either B2B or Consumer)

- 11A. *Flat*
- 11B. *3-D*
- 11S. *Student work*

Campaign

- 12A. *Flat*
- 12B. *3-D/Mixed*
- 12S. *Student work*

Specialty Advertising

- 13A. *Apparel*
- 13B. *Other Merchandise*
- 13S. *Student work*

OUT-OF-HOME

Outdoor Board

- 14A. *Flat*
- 14B. *Extension/Dimensional*
- 14C. *Other (Electronic, Digital, Moving, Animated and or Super-sized, etc.)*
- 14S. *Student work*

Vehicle Graphic

- 15A. *Company Identification*
- 15B. *Wrap*
- 15S. *Student work*

Mass Transit

- 16A. *Interior*
- 16B. *Exterior*
- 16C. *Shelter*
- 16S. *Student work*

Site

- 17A. *Interior*
- 17B. *Exterior*
- 17S. *Student work*

Campaign

- 18. *Out-of-Home Campaign*
- 19. *Out-of-Home, Self-promotion*
- 19S. *Student work*

NON-TRADITIONAL ADVERTISING

(See definition for clarification and submission requirements.)

- 20A. *Single*
- 20B. *Campaign*
- 20S. *Student work*

CONSUMER OR TRADE PUBLICATION

Fractional Page

- 21A. *Less than four-color*
- 21B. *Four-color*
- 21S. *Student work*

Full Page

- 22A. *Less than four-color*
- 22B. *Four-color*
- 22S. *Student work*

Spread, Multiple Page or Insert

- 23A. *Less than four-color*
- 23B. *Four-color*
- 23S. *Student work*

Campaign

- 24A. *Less than four-color*
- 24B. *Four-color*
- 24S. *Student work*

Magazine Self-Promotion

(Consumer or Trade Publications)

- 25A. *Single*
- 25B. *Campaign*
- 25S. *Student work*

NEWSPAPER

Fractional Page

- 26A. *Black and White*
- 26B. *Color (any color besides black)*
- 26S. *Student work*

Full Page

- 27A. *Black and White*
- 27B. *Color (any color besides black)*
- 27S. *Student work*

Spread or Multiple Page

- 28A. *Black and White*
- 28B. *Color (any color besides black)*
- 28S. *Student work*

Newspaper Specialty Advertising

- 29A. *Single Insert (of any type)*
- 29B. *Poly Bag/Wrapper*
- 29S. *Student work*

Campaign
30A. *Black and White*
30B. *Color (Any color besides black)*
30S. *Student work*

Newspaper Self-Promotion
31A. *Single*
31B. *Insert*
31C. *Campaign*
31S. *Student work*

INTERACTIVE MEDIA

Web Sites, B-to-B
32A. *Flash*
32B. *HTML/Other*
32S. *Student work*

Web Sites, Consumer
33A. *Flash*
33B. *HTML/Other*
33S. *Student work*

Online
34A. *Banners/Pop-Ups*
34B. *E-Mail/E-Cards*
34C. *Micro or Mini site*
34D. *Online Games*
34E. *Online Newsletter*
34F. *Podcasts*
34G. *Mobile Marketing (Text Messaging)*
34H. *Internet Commercials (Run on the Internet only)*
34I. *Webisodes*
35. *Web/Online Campaign (2–4 of the above)*
35S. *Student work*

Interactive Multimedia (CD/DVD)
36A. *B-to-B*
36B. *Consumer*
36C. *Interactive Multimedia Campaign*
36S. *Student work*

RADIO

Local (one metro)
37A. *:30*
37B. *:60 or more*
37S. *Student work*
38. *Campaign*
38S. *Student work*

Regional/National
39A. *:30*

39B. *:60 or more*
40. *Regional/National Campaign*
40S. *Student work*

Radio Self-Promotion
41A. *Single*
41B. *Campaign*
41S. *Student work*

TELEVISION (TV)

Under \$50K.
42A. *Local*
42B. *Regional*
42C. *Statewide/multi-state*
42D. *National*
42E. *PSA*

\$50 - \$150K
43A. *Local*
43B. *Regional*
43C. *Statewide/multi-state*
43D. *National*
43E. *PSA*

\$150K & UP
44A. *Local*
44B. *Regional*
44C. *Statewide/multi-state*
44D. *National*
44E. *PSA*
45. *Student*

Elements of Broadcast
46A. *Editing*
46B. *Cinematography*
46C. *Graphics/Animation*
46D. *Direction*
46E. *Music*

MIXED MEDIA

(Cross Platform) Campaign
49. *B-to-B, Local*
50. *B-to-B, Regional / National*
51. *Consumer, Local*
52. *Consumer, Regional / National*
52S. *Student work*

ADVERTISING FOR THE ARTS & SCIENCES

Collateral
53A. *Stationery Package*
53B. *Annual Report*
53C. *Brochure/Sales Kit*

53D. *POP or POS Materials (Other than Posters)*
53E. *Poster*
53F. *Newsletter*
53G. *Cards, Invitations or Announcements (Special Event Material)*
53S. *Student work*

Print

54A. *Magazine*
54B. *Newspaper*
54S. *Student work*

Broadcast/Electronic

55A. *TV*
55B. *Radio*
55C. *Audio/Visual*
55D. *Interactive*
56. *Out-of-Home*
57. *Non-Traditional (See definition for clarification)*
58. *Direct Marketing, Specialty Items*
58S. *Student work*

Campaign

59A. *Single Medium Campaign (for categories 53–58)*
59B. *Mixed/Multiple Media Campaign (for categories 53–58)*
59S. *Student work*

PUBLIC SERVICE

Collateral

60A. *Stationery Package*
60B. *Annual Report*
60C. *Brochure/Sales Kit*
60D. *POP or POS Materials (Other than Posters)*
60E. *Poster*
60F. *Newsletter*
60G. *Cards, Invitations or Announcements (Special Event Material)*
60S. *Student work*

Print

61A. *Magazine*
61B. *Newspaper*
61S. *Student work*

Broadcast/Electronic

62A. *TV*
62B. *Radio*

62C. Audio/Visual
62D. Interactive

63. Out-of-Home

64. Non-Traditional
(See definition for clarification)
64S. Student work

65. Direct Marketing, Specialty Items
65S. Student work

Campaign

66A. Single Medium Campaign
(for categories 60–65)

66B. Mixed/Multiple Media Campaign
(for categories 60–65)

66S. Student work

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.)*

67A. Collateral (brochures, posters, etc.)

67B. Stationery Package

67C. Print

67D. Newsletter

67E. Broadcast

67F. Interactive

67G. Out-of-Home

67H. Non-Traditional
(See definition for clarification)

67I. Direct Marketing, Specialty Items

67J. Cards, Invitations
or Announcements

67S. Student work
(Special Event Material)

68. Ad or Marketing Club

68S. Student work

69A. Single Medium Campaign
(for categories 67 & 68)

69B. Mixed/Multiple Media Campaign
(for categories 67 & 68)

69S. Student work

ELEMENTS OF ADVERTISING

70. Logo

70S. Student work

Illustration

71A. Single

71B. Illustration Campaign

71S. Student work

Photography

72A. Black and White

72B. Color

72C. Digitally Enhanced

72D. Photo Campaign

72S. Student work

73A. Animation or Special Effects
(Video, Film)

73B. Animation or Special Effects
(Internet)

73S. Student work

Sound

74A. Music Only

74B. Music with Lyrics

74C. Sound Design

74S. Student work

75. Cinematography

75S. Student work

Printing & Related Services

76A. Folders & Binders I-4/c

76B. Folders & Binders 4/c or more

76S. Student Work

77A. Booklets/Catalogs I-4/c

77B. Booklets/Catalogs 4/c or more

77S. Student Work

78. Alternative Printing Methods

78S. Student Work

79. On-Demand/Digital

79S. Student Work

80. Environmentally Sound

80S. Student Work

81. Special Finishing

81S. Student Work

82. Pro Bono

82S. Student Work

83. Misc.

83S. Student Work

ODDY'S

84. 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.

85. Recognizes strong creative work that
also delivered strong results.

OFFICIAL 2007 ADDY® AWARD ONLINE ENTRY INSTRUCTIONS

USING THE RAF 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 staff 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 in 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, American Express or print to send with your check.
5. Print an additional Summary form to enclose with your physical package of entries.

Once an entry has been created online, you may log in and modify the data for that entry any time through January 30th. 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 Amy Pellow at the RAF at 585-739-2100 to notify staff of the necessary changes.

* 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.

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 Amy Pellow at the RAF at 585-739-2100. 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.

UNUSUAL OR ONE-OF-A-KIND SAMPLES

If you have unusual materials to submit to competition (extra large items, or one-of-a-kind samples) PLEASE contact RAF Staff PRIOR TO DELIVERY of your submissions. All work is transported to another city for judging, usually with limited space. We will work with you to determine the best options for presenting your creative work to the judges, and preserving the condition of the irreplaceable items. IMPORTANT: If you wish to arrange for the return of specific items, be sure to mark your Summary form with a RED ASTERISK by each critical item. RAF will contact you to make appropriate arrangements.

STUPID QUESTIONS

No such thing. Questions asked prior to submission, no matter how trivial, save time later when we are processing your payments, entries and are preparing the judging. Call Amy Pellow at 585-739-2100 or email amy@rafconnect.org.

OFFICIAL 2007 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: Awards will be filled out 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: _____

Attach this form to the entry as specified in the guidelines. Photocopy and attach to Summary Form. Photocopy as many blank forms as you need.

The specific RAF ADDY® Awards entry deadline is January 30, 2008. 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: RAF Member Single: \$80, RAF Member, Campaign \$110, RAF Member ODDY: \$35; Non-Member, Single \$115, Non-Member Campaign: \$135, Non-Member ODDY \$40, Students: Single or Campaign \$20 per entry. MANUAL ENTRIES (offline submissions) \$5 surcharge per entry. Late entries \$25 per entry.

