



# 2011/12 Eastern Idaho Gem Advertising Awards Call for Entries

## Who Can Enter?

Any local business or marketing student in East Idaho is eligible. Advertisements must be produced and run in facilities located in East Idaho.

## Eligibility Time Frame

Advertisements must have run between January 1, 2011 and December 31, 2011.

## Categories and Submission Requirements

**Entry Size Limitation:** Individual entries must be able to fit into a 14X20 flat bag. Bags are available from IFAF President Lisa Fischbach.

**Entry Information:** All entries must be accompanied by an entry form. You may accompany your entry with a brief explanation of how it was used or how elements were employed to achieve impact. Information should be typewritten on plain white paper. Do not use letterhead or copy forms that identify the entrant other than the information supplied on the entry form.

**Newspaper/Magazine/Outdoor/Collateral:** For our local judging, mount a printout on a board, any board. Also submit a clearly labeled disc with high-resolution digital files for possible entry into the Rockies. Discs should be enclosed in a labeled jewel case, which lists publication, date, category etc. Digital files should meet the following requirements:

1. 300 dpi

2. 8.33" X 11.11" horizontal format
3. CMYK color profile
4. Acceptable file formats: pdf or Photoshop eps
5. File name should contain entry number. (entries with multiple files should be labeled according to the following convention: 1234\_1of2.pdf, 1234\_2of2.pdf.)
6. For marks of identity, place color version of mark in center of white background sized at 50% of file dimensions.
7. For multiple-paged pieces, include up to four separate files with different page views.
8. For campaigns, include each element as a separate file or photo.

**Television:** The accepted format for television and other video entries is DVD in jewel case. If the disc will not play on a consumer DVD player, it is subject to disqualification.

1. If entry is a single spot or video, the DVD should be created to auto-play. Submit a separate DVD for each single entry.
2. For campaign entries, include all components on one DVD, indicate the number of spots in the campaign, and include a navigation tool.
3. All entries must be "viewing copy only" without color bars, tones or slates.
4. Discs should be enclosed in a labeled jewel case, which lists publication, date, category etc.
5. All television entries must be accompanied by eight screen grabs labeled in sequential order.

**Radio:** The accepted format for radio and other audio entries is CD in a jewel case. No AIFF, MP3, WMV or Wave files are accepted. If a disc will not play in a consumer CD player, it is subject to disqualification. No scripts. No audio billboards on spots.

1. All entries in a single radio category may be submitted on one CD. Provide separate CDs for separate categories.
2. One campaign per CD for campaign entries. Entrant name required on all CDs.
3. A maximum leeway of 2 seconds will be permitted on commercial length for any category.
4. Discs should be enclosed in a labeled jewel case, which lists publication, date, category etc.
5. Radio entries must be accompanied by a script in a text document and a high-resolution client logo.

**Campaign:** Includes all categories. Submit entry according to above directions.

**Best of Show:** The judges who feel that one entry stands out above all categories presented will select this award.

**PSA:** Depending on what type of PSA it is, submit entry according to above directions.

**Explanation of digital file requirements:** Digital file requirements are intended to make display of winning entries possible at various award shows and presentations, as those entries advance to higher levels of competition. Sorry they're so stringent, but that's the deal.

## Entry Fees and Deadlines

Single ad entry fee: \$25 members / \$30 non-members / \$15 students

Campaign entry fee: \$35 members / \$40 non-members / \$20 students

**Early-bird entry fee:** Subtract \$10 per entry submitted before Dec. 29.

Entries can be dropped off at MCS Advertising in Idaho Falls, Mondays through Fridays, from 8 a.m. to 5 p.m. The final deadline for submissions is January 10, 2012, no later than 5p.m. Early-bird deadline is Dec. 29.

Or mail entries and payment to:  
Lisa Fischbach

c/o MCS Advertising  
413 B Street  
Idaho Falls, ID 83402

The reason for the East Idaho Gems advertising awards is to encourage high standards in the advertising industry as well as rewarding local businesses and their advertising. It also provides our local club with funding to conduct programs beneficial to the community and advertising industry.

For more information contact Lisa Fischbach at 524-1777 (desk), 705-7845 (mobile), or [lisa@mightymcs.com](mailto:lisa@mightymcs.com).

## **Judging**

Entries will be judged by a panel of local professionals and educators in January 2012.

## **Scope of Competition**

The competition is segmented into 16 separate classifications. Within each classification, the awards committee has identified specific categories. Budgets, ad size, use of color, single entry vs. campaigns and other distinctions make up the individual designations of the individual categories.

1. Sales Promotion
2. Collateral Material
3. Direct Marketing
4. Out-of-Home
5. Non-traditional Advertising
6. Consumer or Trade Publication
7. Newspaper
8. Interactive Media
9. Radio
10. Television
11. Mixed Media
12. Advertising for the Arts and Sciences
13. Public Service
14. Advertising Industry Self-Promotion
15. Elements of Advertising
16. Student Categories

## **Eligibility**

1. An advertising entry produced by or on behalf of any individual, advertiser, advertising or design agency, advertising medium, club or production company within Idaho is eligible for the competition.
2. Entrant need not be a member of IFAF.
3. Advertising must have appeared, aired or been published for the first time between January 1, 2011 and December 31, 2011 inclusive.
4. The competition is intended to recognize originality and execution of creative concept. Material not created or produced by the entrant may appear in the entry, but will be considered as such when judged. Entries of syndicated concepts that are not originated by the entrant are expressly prohibited.
5. Entrant must be either the client, or party responsible for creative direction and production of entry as specified in each category. In the event of duplicate submission of entries, entrant will be designated in the following order: 1) client, 2) agency, 3) producer and 4) individuals.
6. DB Cooper and student clubs are advertising concepts that have never been run.

## Screening

Prior to judging, entries pass through a screening process to determine their qualification in terms of acceptance into and categorization within the competition.

The Awards Committee makes disqualification and reclassification decisions relative to eligibility and submission requirements of the Competition.

During judging, further decisions as to qualification and/or reclassification may be required. These decisions should be a cooperative effort between the judges and the Awards Committee. The qualification and reclassification decisions of the Awards Committee and the judges will be final.

## Student Competition

All work submitted in the Student GEM Competition is subject to the same rules and guidelines and submission requirements as the professional competition. Please read the Entry Submission and Entry Identification requirements carefully.

**Please note: Comps, original photographs, illustrations, etc. all become the property of the IFAF and will not be returned.**

### Eligibility requirements

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

### Shipment of Entries

Entries and entry fees should be sent to the address indicated by your local competition. All entries become the property of your local club, district, or the AAF and will not be returned. Do NOT send original artwork.

### Student Auto-forwarding

With student work, we will adopt an amended auto-forwarding process where all GEM winning work will be forwarded to the district and national competition at no cost.

## Entry Categories

Please see the 2011 Eastern Idaho Gem Awards Categories list. Categories correspond directly with the American Advertising Federation's ADDY Awards. Local judges reserve the right to combine categories if the number of entries in individual categories is too low to be competitive.



## 2011/12 Eastern Idaho Gem Awards Category List

### 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.

**1A 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.

**1B 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. If you enter a piece in this category, you may not enter it in the Brochure category (7 A, B or C). You must choose one or the other, but not both. If there are additional pieces included to make a brochure a sales kit, then it can be entered into both.

**1C 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.

**1D Menu.** A list of options available to a diner, shopper, user, etc.

**1E 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 1A.-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. 2**

## **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 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 or 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. If you enter a piece in this category, you may not enter it in the Sales Kit category (1B) without the appropriate sales information. You must choose one or the other, but not both.

**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 (weddings, openings, parties, exhibits, baptisms, bar/bas mitzvahs, etc.).

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

**10D Campaign.** (2 - 4 of the above). 3

## **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 categories. 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, gift cards, etc.), other gift-type items, etc.

**13A Apparel**

**13B Other Merchandise**

## **OUT-OF-HOME**

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 jumbo-tron at a sporting event.

**14D Super-Sized.** Any outdoor board which 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/Airline.** 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**

**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**

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

Please note that at the local level, each of these categories is broken down into sub-categories of either B-to-B or Consumer, so please be sure to enter your work in the appropriate sub-category.

### **CONSUMER PUBLICATION**

Advertising that appears in periodic publications whose circulation/distribution is made to the general public, and/or an unspecified industry target audience. The following apply to all magazine/publication categories:

### **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. 5

**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 and 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) 6**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. Please note that at the local level, each of these categories is broken down into sub-categories based on production values of either Under \$50K or Over \$50K, so please be sure to enter your work in the appropriate sub-category.

**Outlets or Consumer Outlets are defined as, but not limited to:** Includes 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. Please note that at the local level, each of these categories is broken down into sub-categories based on production values of either Under \$50K or Over \$50K, so please be sure to enter your work in the appropriate sub-category.

**Services or Consumer Services are defined as, but not limited to:** 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). Please note that at the local level, each of these categories is broken down into

sub-categories based on production values of either Under \$50K or Over \$50K, so please be sure to enter your work in the appropriate sub-category.

**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**

**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.

### **Campaign**

**37 Web/Online Campaign.** (2 - 4 of the above). Please note that at the local level, this category is broken down into sub-categories for B-to-B or Consumer, so please be sure to enter your work in the appropriate sub-category.

**Interactive Multimedia (CD/DVD)** May include interactive kiosks CD/DVDs.

### **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. Please note that at the local level, this category is broken down into sub-categories based on production values of either, so please be sure to enter your work in the appropriate sub-category.

**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**

A single (one) TV commercial that is broadcast on the station(s) of one market (no more than one DMA). 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. Please note that at the local level, this category is broken down into sub-categories based on production values of either, so please be sure to enter your work in the appropriate sub-category.

**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 #47.

**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.

#### **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, 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.

**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.

#### **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 which 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 campaigns.)**

**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, 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.

All Advertising for The Arts, 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**

**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 of common 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. Media space and/or time may or may not have been donated.

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/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 67-68)

**71B Mixed/Multiple Media Campaign** (For categories 67-68)

### **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).

**75A Animation of Special Effects (Video or Film)**

**75B Animation of Special Effects (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 non-musical 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.

### **Cinematography**

**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.

# **Student Competition**

## **Categories**

For definitions refer to mirrored categories in the professional extended definitions.

### **SALES PROMOTION**

**X1A Packaging**

**X1B Point of Purchase**

### **COLLATERAL MATERIAL**

**X2A Stationery Package**

**X2B Brochure, Annual Report**

**X2C Poster**

**X2D Poster Campaign**

**X2E Editorial Design Cover**

**X2F Editorial Design Spread or feature**

**X2G Editorial Design Series**

### **X3 DIRECT MARKETING**

**X4 OUT-OF-HOME**

**X5 NON-TRADITIONAL ADVERTISING**

### **CONSUMER OR TRADE PUBLICATION**

**X6A Single, fractional page or full page**

**X6B Campaign**

### **NEWSPAPER**

**X7A Ad, fractional or full page**

**X7B Insert**

**X7C Ad or Insert Campaign (2 - 4 ads)**

### **INTERACTIVE MEDIA**

**X8A Website**

**X8B Interactive CD/DVD**

**X8C Online Advertising**

**X8D Social Media**

**X8E Mobile Apps**

### **RADIO**

**X9X single**

**X9B Campaign**

### **TELEVISION**

**X10 A Single**

**X10B Campaign**

**X11 Mixed Media Campaign**

### **ELEMENTS OF ADVERTISING**

**X12A Logo**

**X12B Illustration**

**X12C Digitally Enhanced Illustration**

**X12D Photography**

**X12E Digitally Enhanced Photography**

**X12F Animation**

# 2011/12 Gem Award Entry Form

Category Number

Category Name

Type of entry: **Single** or **campaign** (please circle one)

Title or description of entry

Date this entry appeared

.....

Company

Address

City/State/Zip

Submitted by

E-mail address

Title / Position

Phone

Please affix one entry form to each entry submitted.  
For entry costs and deadlines, please see payment to



# 2011/12 Gem Award Entry Form

Category Number

Category Name

Type of entry: **Single** or **campaign** (please circle one)

Title or description of entry

Date this entry appeared

.....

Company

Address

City/State/Zip

Submitted by

E-mail address

Title / Position

Phone

Please affix one entry form to each entry submitted.  
For entry costs and deadlines, please see payment form.



# 2011/12 Gem Award Payment Form

Make copies of this form and save it as your receipt.



\_\_\_\_\_  
Company name

\_\_\_\_\_  
Submitted by

\_\_\_\_\_  
Title/position

\_\_\_\_\_  
E-mail address

\_\_\_\_\_  
Phone

**Total number of single entries submitted:**

- Members entering **before** Dec. 29, multiply by \$15
- Non-members entering **before** Dec. 29, multiply by \$20
- Members entering **after** Dec. 29, multiply by \$25
- Non-members entering **after** Dec. 29, multiply by \$30
- Students entering **before** Dec. 29, multiply by \$5
- Students entering **after** Dec. 29, multiply by \$15

**Put total amount due for single entries here:**

\_\_\_\_\_

\_\_\_\_\_

**Total number of campaign entries submitted:**

- Members entering **before** Dec. 29, multiply by \$20
- Non-members entering **before** Dec. 29, multiply by \$30
- Members entering **after** Dec. 29, multiply by \$35
- Non-members entering **after** Dec. 29, multiply by \$40
- Students entering **before** Dec. 29, multiply by \$10
- Students entering **after** Dec. 29, multiply by \$20

**Put total amount due for campaign entries here:**

\_\_\_\_\_

\_\_\_\_\_

**Total payment due:**

\_\_\_\_\_

**This form, with payment, must be included with your entries.  
Make checks payable to IFAF.  
Final deadline for entries is 5 p.m. Jan. 10, 2012.**