

## ENTRY CATEGORIES

### Print Advertising

- A1 Spread Ad Campaign/Series, Color (3 or more ads)
- A2 Spread Ad Campaign/Series, B&W (3 or more ads)
- A3 Full-Page Campaign/Series, Color
- A4 Full-Page Campaign/Series, B&W
- A5 Fractional Page Campaign/Series, Color (3 or more ads)
- A6 Fractional Page Campaign/Series, B&W (3 or more ads)
- A7 Single Spread Ad, Color
- A8 Single Spread Ad, B&W
- A9 Single Full-Page Ad, Color
- A10 Single Full-Page Ad, B&W
- A11 Single Fractional-Page Ad, Color
- A12 Single Fractional-Page Ad, B&W
- A13 Pre-Printed Inserts

### Business Identity

- C1 Logo Design
- C2 Stationery (letterhead, envelopes, business cards, etc.)
- C3 Package Design
- C4 Identity Program - (may include any items above as well as signage, uniforms, vehicle graphics, usage manuals, specialty items, etc.)

### Collateral/Promotional Materials

- D1 Flyer, Product Sheet, "Selling Sheet"
- D2 Product Brochure
- D3 Product Catalog
- D4 Poster
- D5 Sales Package (collection of materials in folder, notebook or other collection device)
- D6 Specialty Item (premiums, gifts or incentives)

### Direct Mail

- E1 Direct Mail Piece, Flat
- E2 Direct Mail Piece, Dimensional
- E3 Direct Mail Campaign, print (2 or more mailings)
- E4 Direct Mail Campaign, dimensional (2 or more mailings)

### Broadcast Advertising

- F1 Television, single spot
- F2 Television Campaign/Series (3 or more spots)
- F3 Radio, single spot
- F4 Radio Campaign (3 or more spots)

### Integrated Campaigns

- G1 Multi-media campaign under \$75,000. (A minimum of 3 different elements)
- G2 Multi-media campaign over \$75,000. (A minimum of 3 different elements)

## ENTRY CATEGORIES

### Public Relations

- H1 Press Release - Print
- H2 Press Release - Video
- H3 Media Relations - Campaign/Series
- H4 Media Relations - Feature Story
- H5 Press Kit/Media Kit
- H6 Public Relations/Community Relations Program - Campaign/Series
- H7 Crisis Management Campaign
- H8 Product or Service Launch
- H9 Financial/Investor Relations
- H10 Miscellaneous

### Channel Support Materials

- J1 Single Item, any medium
- J2 Integrated Program (3 or more items)
- J3 Point-of-purchase (indoor or outdoor)
- J4 Training materials

### Self-Promotion

- K1 Print, single or campaign
- K2 Direct Mail, single or campaign
- K3 Broadcast, (TV or radio), single entry or campaign
- K4 Specialty Items/Gifts
- K5 Web Sites
- K6 Email Marketing, single piece or campaign
- K7 Miscellaneous

### Publications

- M1 Newsletter internal audience
- M2 Newsletter external audience
- M3 Annual Report
- M4 Magazine

### Display Advertising

- P1 Outdoor - billboard
- P2 Signage
- P3 Mobile Marketing
- P4 Other

### Event Marketing

- Q1 Traffic-Generating Promotion, single piece
- Q2 Traffic-Generating Promotion, multi-part campaign
- Q3 Exhibit Booth - submit photo(s) of show-ready display, preferably on show site
- Q4 Sales and lead-generating mechanism used at booth
- Q5 Special Event - held for customers, prospects or employees



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## ENTRY CATEGORIES

### Digital Marketing

- R1 E-newsletter
- R2 Integrated social media campaign
- R3 Web Site Targeted Landing Page
- R4 Web Site - under \$25,000
- R5 Web Site - \$25,001 - \$50,000
- R6 Web Site - over \$50,000
- R7 Blog/Forum Development
- R8 Webinar or other online event
- R9 Search Marketing
- R10 Video
- R11 Miscellaneous