



AMERICAN ADVERTISING AWARDS CHECK LIST

ITEM 1 (Register Online)

Go to adfedcentral.com/addys2017 to enter. Click the submit an ADDY entry link.

1. Start the entry process by clicking through the professional or student portal
2. Create a Username Name and Password.
3. Add, Review and Upload Entries.
4. Review and Print Manifest and Entry Forms

For more detailed information on entering, mounting, and submitting your entries visit adfedcentral.com/addys2016

ITEM 2 (Envelope)

Two copies of the physical entry and two copies of the entry form must be placed inside the envelope.

Insert two copies of the entry form securely inside the envelope BEHIND the physical entry. The physical entry should be all that is seen. Firmly affix the entry number to the **BACK** of the entry.

If a three-dimensional (3-D) item is small enough, place inside the envelope. The entry number label should be securely attached to the bottom of the entry. If a 3-D item is too large to fit inside an envelope, enclose the item inside an appropriately sized box. Secure the entry number to the top of the box in the upper right-hand corner. An entry number label should also be affixed to the bottom of the piece for identification.

Include an extra copy of the entry form inside the envelope.

All components of a Mixed Media campaign must be entered together in an appropriately sized envelope. Label each component with the entry number and include the total components for each campaign, (1 of 9, 2 of 9, 3 of 9, etc.)

NOTE: The CD component is no longer needed for entry. A digital upload will be required when registering your entry online.

ITEM 3 (Black Board)

All entries must be submitted on a 16" by 16" piece of black board.

These boards will be used to present all the entries at the AAF - Central MN American Advertising Awards event. In some cases, such as 3-dimensional entries, a presentation table will be used instead. All boards must be labeled on the back side with a copy of your online entry form. If you are entering a campaign, you may use two 16" by 16" boards — please be sure both boards are labeled with the entry forms.

PAYMENT

After filling entering your entries online and processing your payment, you will be required to print and sign a Manifest Form, listing all of your entries. You must submit that form in an envelope delivered with your entries. Payments can be made via check in that same envelope (made payable to: AAFCM) or with a credit card through the competition site.

DELIVERY/SHIPMENT OF ENTRIES

The Deadline for Entries is NO LATER THAN NOON, FRIDAY, JANUARY 20, 2017. After preparing your entries in the manner outlined in the American Advertising Awards guidelines, ship or deliver your entries before the deadline to one of the following:

Leighton Interactive
ATTN: Alison Schroeder
619 W St. Germain St
St. Cloud, MN 56301

Great Theatre
ATTN: Lacey Schirmers
710 Sundial Dr
Waite Park, MN 56387