



ADDYS • CALL FOR ENTRIES • 2009

ADDY ENTRIES ARE DUE JANUARY 2, 2009.

ADDY AWARDS SHOW IS FEBRUARY 21, 2009.

The ADDYs® are 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 local 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. At the second tier, local winners compete against other winners in one of 14 District competitions. District winners are then forwarded to the third tier, the national ADDY Awards competition. Entry in your local ADDY competition is the first step toward winning a national ADDY.

Entering the ADDY competition supports our entire industry, because the AAF and its local and district affiliates use the proceeds to enhance advertising through programs such as public service, internships, advocacy groups, advertising education, and consumer awareness.

Selection of the most creative entry in each category is effected by a scoring process in which a panel of judges evaluates all creative dimensions of every entry. A Gold ADDY® is recognition of the highest level of creative excellence and is judged to be superior to all other entries in the competition. Entries that are also considered outstanding and worthy of recognition receive Silver ADDYs®. The number of awards given in each category is determined by the judges, based on the relative quality of work.

The Student ADDY Awards is also a three-tier national competition, which is sponsored by the AAF and National Ad 2. Occurring in conjunction with the prestigious ADDY Awards, the Student ADDY Awards recognize and reward creative excellence by students.

ELIGIBILITY

All work entered in the ADDY competition must have first appeared in the media between January 1 and December 31, 2008. With the exceptions of Public Service Advertising, Advertising for the Arts, and Advertising Industry Self Promotion categories, work entered must have been the result of paid creative services and media placement in the normal course of business (excluding student entries). Entries must be submitted in the CBSA, DMA or MSA of the entrant (as defined by Arbitron or Nielsen for your local market) of the entrant. In the event that there are entrants located in markets not served by a local ADDY® affiliated show, the acceptance, processing, judging, forwarding and fees of those entries will be decided by the governing body of the District in which the entrant is located.

HOW TO ENTER

Visit www.adfedcentral.com, click on the Submit ADDY Entry link. You will be directed to the competition site and may login as an entrant. Review the category list to find where your work should compete, and follow the simple drop down menus to enter your information. Make sure you credit the members of your creative team, so that they will be recognized properly in press releases and other AAF winner publications. Submission of entries acknowledges the right of the AAF to use them for publication, exhibition and marketing of the ADDY show.

All Entries Must

- Meet all eligibility and deadline requirements.
- Be entered in the correct category and be correctly identified.
- Include a complete, signed entry form as well as payment in full.
- Conform to defined submission requirements.
- Conform to all copyright laws.

DEADLINES

The Deadline for Entries is 5:00 PM, Friday January 2, 2009. After preparing your entries in the manner outlined in ADDY guidelines, deliver your entries, before the deadline, to Creative Memories, 3001 Clearwater Road, St. Cloud, MN 56301. Since you must enter your local ADDY® competition to be eligible for district competition, it is important that you do not miss this deadline.

ENTRY FEES

Single Entry (AdFed Member) \$40.00
Single Entry (Non-Member) \$55.00
Campaign Entry (AdFed Member) \$80.00
Campaign Entry (Non-Member) \$110.00

ENTRY SUBMISSION

Please read carefully, guidelines have changed. For each entry, you will need to supply:

- 2 Samples of Entry in Plastic Envelope (details below).
- 2 Entry Forms (details below).
- PDF of Entry on CD (details below).
- 1 Sample of Entry Mounted to 16x16 Black Board for Show (details below).

1. Two copies of the physical entry, the corresponding CD of digital files, and two copies of the entry form must be placed inside an appropriately-sized transparent, plastic envelope (found in most office supply stores and catalogs.) Insert the two copies of the entry form securely inside the envelope behind the physical entry and the CD. The 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, it should be placed inside an envelope, as described above. The entry number label should be securely attached to the bottom of the entry. Insert two copies of the entry form inside the envelope.

When a three-dimensional (3-D) item is over-sized and 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 be affixed to the bottom of the piece for identifying. Spray-mount the entry form to the bottom of the box and place a second copy of the entry form inside the box.

Campaign entries may be handled in the same manner as above, placing the campaign inside an appropriately-sized envelope. Label each piece with an entry number on the back in the upper right hand corner. Indicate on each label "1 of 2" or "2 of 2", etc. 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 an entry number and include the total components for each campaign, (1 of 9, 2 of 9, 3 of 9, etc.)

2. You must include a digital file (PDF or .tiff) of the entry on CD. It must be named with the entry number from your registration form. This includes photography of any 3-dimension entries and/or original artwork such as paintings or photography. ***If you are entering more than one piece of work, we ask that you use one CD or DVD to save all your digital files. Please be sure that each entry has it's own folder labeled with the entry number from your www.aaf.org online registration form.***

3. All entries must also be submitted on a 16" by 16" piece of black board (crescent board or similar — no foam core board please). These boards will be used to present all the entries at the AAF - Central MN ADDY Awards event. In some cases, such as 3-dimensional entries, a presentation table will be made available for viewing purposes. All boards must be labeled on the back side with the appropriate entry numbers from your online registration 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 numbers.

ENTRY IDENTIFICATION

In clear plastic or transparent envelopes, place two copies of the entire entry form into the envelope. In the case of entries that require DVDs or CDs, detach the category and entry number labels from the entry form and affix the label on the container or sleeve. DO NOT affix labels to the actual face of the CD or DVD. Label each component of a Mixed Media Campaign in a similar fashion. No information identifying the entrant should appear on the face of an entry.

Submission of entries acknowledges the right of the AAF to use them for publication, exhibition and marketing of the ADDY Show.

FORWARDING OF WINNERS

Only work that has won a Gold ADDY or a Silver ADDY in a local ADDY competition will be eligible for entry into the District competitions. Only work that has won a Gold ADDY or a Silver ADDY in a District ADDY® competition will be eligible for entry into the National ADDY competition.

AUTO-FORWARDING

If your entry wins a Gold ADDY at the local show, it will be automatically forwarded to the district competition with fees paid by the local advertising federation. Should the entry win Gold again at District level, it will be forwarded to the national competition with fees paid by the District.

If your entry is awarded a Silver ADDY at the local or District level, you have won the right to compete at the next level of competition and may choose to pay the fee of \$75 in order to be forwarded.

STUDENT ADDYS

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

Please note: Return of entries is NOT guaranteed. Comps, original photographs, illustrations, etc. all become the property of the AAF and will not be returned. Work created for NSAC competitions will be eligible for entry into the Student ADDYs in the year following their presentation.

STUDENT, ENTRY FEES

Single Entry \$20.00, Campaign \$25.00

STUDENT ELIGIBILITY REQUIREMENTS

- Applicants must be enrolled full or part-time in an accredited U.S. 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 fund raisers or work created for student publications.
- Work must be created while entrant is a student not employed in the advertising industry. Student interns are eligible.

STUDENT AUTO-FORWARDING

With student ADDYs we will adopt an amended auto-forwarding process where all Gold winning work will be forwarded to the district and national competition at no cost. Silver winning work may advance to the district or national competition by paying the applicable entry fee of \$20.

Questions about categories and submissions can be directed to ADDY Chair Rick Jensen at rick@adventurecreative.com or 218-824-7775, ext. 0744; ADDY Co-Chair Jennifer Kohnhorst at jenniferk@agency128.com or 320-249-2791; ADDY Co-chair Cory Hollenhorst at cory@meta13.com or 320-230-1223. Please consult the website at www.adfedcentral.com for a complete copy of the rules and guidelines for submission.

Sincere thanks go to those who made this call of entries possible through their gracious donations. Printing by Continental Press. Web-posting and email campaign by Meta13. Concept, design and writing by Adventure Creative Group.