

# AMERICAN ADVERTISING AWARDS

# GREENVILLE AMERICAN ADVERTISING FEDERATION AWARD ENTRY GUIDELINES

Contact us to receive free entry envelopes.

## WHEN SUBMITTING:

- Use a separate envelope for each entry.
- Package according to "Rules and Categories PDF" for 2018-19.
- Include a signed Manifest/Invoice (printed from Entry Portal)
- Check entries match Manifest/Invoice.
- Pay by Visa, MasterCard, or Discover at Entry Portal or include cash/check with Manifest/Invoice.
- Entries can not be returned.

## ENTRY IDENTIFICATION:

- Cut labels (Category/Entry Number) from the entry number form generated when you submit.
- Tape a label on the **BACK, TOP RIGHT** corner of each piece of the entry.
- Include **TWO** copies of the entry number form in the envelope.
- If submitting a **CAMPAIGN number each item on the labels** (1 of 10, 2 of 10, 3 of 10, etc.) and put in the same envelope.
- If submitting a 3-D entry, place in the envelope with **TWO** copies of a photograph showcasing the 3-D entry.

## ENTRIES TOO LARGE FOR ENTRY ENVELOPE:

- Submit the envelope with the entry number form.
  - Enclose entry in an appropriate box for possible shipping to District.
  - Include the **SECOND COPY** of the entry number form in the appropriate box and write the entry number on the outside of the package.
- \*\*\*With large displays, submit **TWO** copies of a photograph rather than the actual display.

**A SINGLE MEDIUM CAMPAIGN** is **TWO** to **FOUR** pieces in one entry.

**AN INTEGRATED CAMPAIGN** is a series that utilizes **more than one medium**. You can submit up to ten executions for judging. Entries that contain one or more of these elements: Social Media, Digital Apps, or Non-Traditional may be accompanied by a written or digital (video) summary of no more than 250 words (written) or 90 seconds (digital). Digital summaries must be submitted by uploading the video through the online entry process.

## PROFESSIONAL ENTRY FEES:

MEMBERS: Single Entry \$75, Campaign Entry \$105

NON-MEMBERS: Single Entry \$135, Campaign Entry \$155

**STUDENT ENTRY FEES:** \$30 per entry

## BROADCAST, AUDIO VISUAL, OR PRESENTATION ENTRIES:

- All video and audio entries must be submitted as uploads during the online entry process.
- DVDs and CDs are **NO LONGER ACCEPTED**.
- This entry process applies for all TV commercials, radio commercials, infomercials, webisodes, Internet commercials, and digital summaries for all non-traditional, mobile app and integrated campaign entries.
- Video sales presentations and infomercial entries must submit an edited representative content of **NO MORE THAN five minutes in length**. The edited entry must be uploaded as a digital video file.

## DIGITAL ENTRIES: (Professional Division)

- Entries in all **Online/Interactive** categories (#37-47 and 75)
- Entries in all **Film, Video & Sound** categories (#48-71)
- Entries in **select** Elements of Advertising categories (#85-98) Entries for categories within the Online/Interactive division do not require physical submission. Judging of these entries will be done online, using the digital content provided via URL during the online entry process.
- If submitting a **CAMPAIGN** with multiple URLs, create a webpage that contains each of the individual links and provide the single URL.  
**Example:** [http://www.somedomain.com/addy\\_entries.html](http://www.somedomain.com/addy_entries.html).
- Do not submit a URL that leads directly to a "swf" file.
- URLs should not require passwords (create an independent URL).
- URLs, banners, and menus must not contain references to the entrant.

## TO ENTER THE AAWARDS:

1. Visit: [aafgreenville.org/aaawards](http://aafgreenville.org/aaawards) and select "2017/2018 Entry Portal"
2. Select Professional or Student to login or create an account.
3. Complete Entrant Information
4. Complete Entry Information (Review the Rules & Categories PDF on [aafgreenville.org/aaawards](http://aafgreenville.org/aaawards))
  - Print **TWO copies** of each entry form.
  - Print out **ONE** copy of your manifest and sign it.
  - Package your entries according to the rules and guidelines.

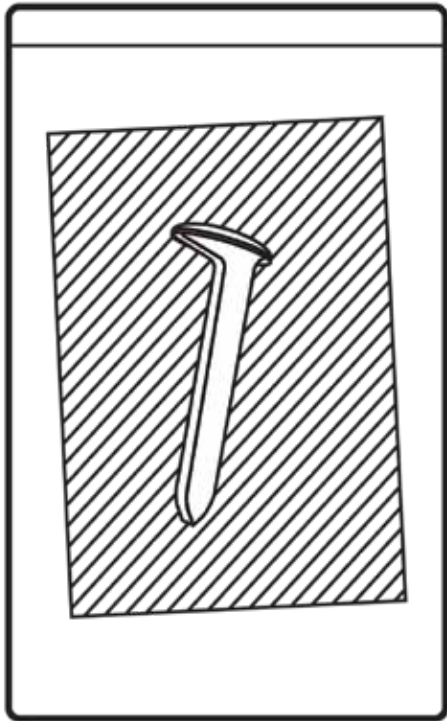
## PROFESSIONAL AND STUDENT CALL FOR ENTRIES

Visit [aafgreenville.org/aaawards/](http://aafgreenville.org/aaawards/) or follow us on social media for dates and location.

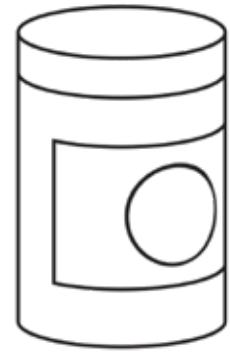
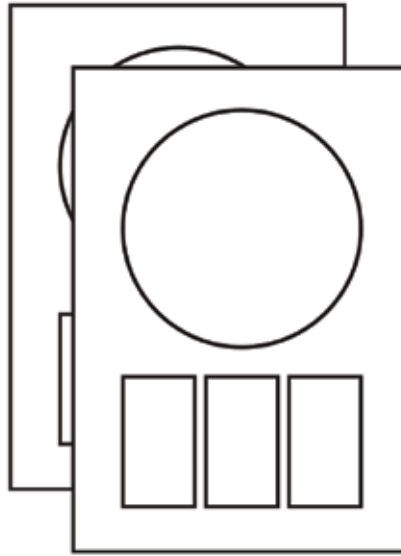
 Instagram  Facebook  Twitter

**QUESTIONS?** Go to [aafgreenville.org/contact/](http://aafgreenville.org/contact/)

FOR MORE INFORMATION GO TO [Aafgreenville.org/AAAWARDS/](http://Aafgreenville.org/AAAWARDS/)



**ENVELOPE**



**TWO COPIES OF YOUR ENTRY**

For 3-D items you may include one 3-D item and then photographs as your second entry

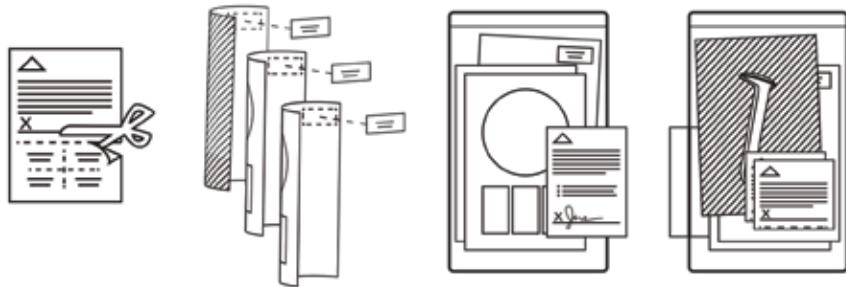


**TWO ENTRY FORMS**



**SIGNED MANIFEST**

**ENTRIES THAT FIT  
IN THIS ENVELOPE**



**ENTRIES THAT DO NOT  
FIT IN THIS ENVELOPE**

