

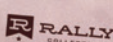
A man with curly hair and a laurel wreath around his head, dressed as an Olympic athlete in a white tank top. He is holding a lit torch in his right hand. Three gold medals, which are computer mice, are hanging from a red ribbon around his neck. He is wearing a race bib that reads "ADDY GAMES 2011" and features the Olympic rings logo. The bib also has several sponsor logos at the bottom.

# PROFESSIONAL CATEGORY LIST

ADDY GAMES



2011



## SALES PROMOTION

### PRODUCT OR SERVICE SALES PRESENTATION

- 1A Catalog
- 1B Sales Kit or Product Info Sheets  
(See definition for clarification)
- 1C Printed Newsletter
- 1D Menu
- 1E Campaign

## PACKAGING

- 2A Single Unit
- 2B CD, DVD, or VHS
- 2C Campaign

### POINT-OF-PURCHASE (POP)

- 3A Counter Top, or Attached
- 3B Free-Standing
- 3C Trade Show Exhibit
- 3D Campaign (2 - 4 of categories 1A-3C)

## AUDIO/VISUAL

- 4 Audio/Visual Sales Presentation

## COLLATERAL MATERIAL

### STATIONERY PACKAGE

- 5A Flat Printed
- 5B Multiple Process

### ANNUAL REPORT

- 6A Less than four-color
- 6B Four-color

### BROCHURE (See definition for clarification)

- 7A Less than four-color
- 7B Four-color
- 7C Campaign

### PUBLICATION DESIGN (Magazine or Book)

- 8A Cover
- 8B Editorial Spread or Feature (One editorial spread or feature per entry)
- 8C Series (Covers or spreads or features)
- 8D Magazine Design (Entire Magazine)
- 8E Book Design (Entire Book)

## POSTER

- 9A Single
- 9B Campaign

## SPECIAL EVENT MATERIAL

- 10A Card
- 10B Invitation
- 10C Announcement
- 10D Campaign

## DIRECT MARKETING

Proof of mailing must accompany the entry. Self-mailer, indicia, envelope, etc. Must be included as proof of usage.

### SINGLE (Either B2B or Consumer)

- 11A Flat
- 11B 3-D

## CAMPAIGN

- 12A Flat
- 12B 3-D/Mixed

## SPECIALTY ADVERTISING

- 13A Apparel
- 13B Other Merchandise

## OUT-OF-HOME

### OUTDOOR BOARD

- 14A Flat
- 14B Extension/Dimensional
- 14C Digital or Animated
- 14D Super-Sized
- 15 Vehicle Graphic Advertising

### MASS TRANSIT/PUBLIC TRANSIT/AIRLINES

- 16A Interior (Inside a mass transit vehicle)
- 16B Exterior (Outside/on a mass transit vehicle)

### SITE

- 17A Interior Animated (with motion)
- 17B Interior Still or Static
- 17C Exterior Animated (with motion)
- 17D Exterior Still or Static

### CAMPAIGN

- 18 Out-of-Home Campaign

### OUT-OF-HOME SELF-PROMOTION

- 19A Single
- 19B Campaign

## NON-TRADITIONAL ADVERTISING

(See definition for clarification and submission requirements)

- 20A Single
- 20B Campaign

## CONSUMER OR TRADE PUBLICATION

### 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

- 24A Less than four-color
- 24B Four-color

### MAGAZINE SELF-PROMOTION

- 25A Single
- 25B Campaign

## NEWSPAPER

### FRACTIONAL PAGE

- 26A Black and White
- 26B Color (any color besides black)

### FULL PAGE

- 27A Black and White
- 27B Color (any color besides black)

### SPREAD OR MULTIPLE PAGE

- 28A Black and White
- 28B Color (any color besides black)

### NEWSPAPER SPECIALTY ADVERTISING

- 29A Single Insert (of any type)
- 29B Poly Bag/Wrapper

### CAMPAIGN

- 30A Black and White
- 30B Color (any color besides black)

### NEWSPAPER SELF-PROMOTION

- 31A Single
- 31B Insert
- 31C Campaign

## INTERACTIVE MEDIA

(See extended definitions for each category.)

### 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

### ONLINE ADVERTISING

- 36A Banners/Pop-Ups/Screensavers
- 36B Email/Ecards
- 36C Micro or Mini Site
- 36D Online Games
- 36E Online Newsletter
- 36F Online Annual Report

### MOBILE MARKETING

- 36G Mobile Websites
- 36H Mobile Apps
- 36I Podcasts
- 36J Internet Commercials (Run on the Internet)
- 36K Webisodes
- 37 Web/Online Campaign (for categories 32-36)

### INTERACTIVE MULTIMEDIA (CD/DVD)

- 38A B-to-B
- 38B Consumer
- 38C Interactive Multimedia Campaign

## RADIO

### LOCAL (one metro)

- 39A :30
- 39B :60 or more
- 40 Local Campaign

### REGIONAL/NATIONAL

- 41A :30
- 41B :60 or more
- 42 Regional/National Campaign

### RADIO SELF-PROMOTION

- 43A Single
- 43B Campaign

## TELEVISION (TV)

### LOCAL (one DMA)

- 44A :15 or less
- 44B :30
- 44C :60 or more
- 45 Campaign

### TV SELF-PROMOTION, LOCAL (one DMA)

- 46A Single
- 46B Campaign

### REGIONAL/NATIONAL TV, SINGLE SPOTS

(See extended definitions for each category)

- 47A Consumer Products
- 47B Consumer Outlets
- 47C Consumer Services

### REGIONAL/NATIONAL TV CAMPAIGN

(See extended definitions for each category)

- 48A Consumer Products
- 48B Consumer Outlets
- 48C Consumer Services
- 49 Infomercials

### CINEMA ADVERTISING

- 50A Movie Trailers
- 50B In-theatre Commercials or Slides

## MIXED MEDIA

### CAMPAIGN (Cross Platform)

(These categories also include integrated branding campaigns.)

- 51 B-to-B, Local
- 52 B-to-B, Regional/National
- 53 Consumer, Local
- 54 Consumer, Regional/National

## ADVERTISING FOR THE ARTS & SCIENCES

### COLLATERAL

- 55A Stationery Package
- 55B Annual Report
- 55C Brochure/Sales Kit
- 55D POP or POS Materials (Other than Poster)
- 55E Poster
- 55F Newsletter
- 55G Cards, Invitations or 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

### COLLATERAL

- 62A Stationery Package
- 62B Annual Report
- 62C Brochure/Sales Kit
- 62D POP or POPS Material (Other than Posters)
- 62E Poster
- 62F Newsletter
- 62G Cards, Invitations or Announcements

## 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

Creative Services and Industry Suppliers (agency, design studio, freelancer, graphic designer, interactive developer, paper companies, printers, advertising specialty companies, color separation houses, photographers, video/film and audio production houses, etc.)

- 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 or Announcements  
(Special Event Material)
- 70 Ad Club or Marketing Club

### CAMPAIGN

- 71A Single Medium Campaign (for categories 69-70)
- 71B Mixed/Multiple Media Campaign  
(for categories 69-70)

## ELEMENTS OF ADVERTISING

72 Logo

### ILLUSTRATION

- 73A Single
- 73B Illustration Campaign

### PHOTOGRAPHY

- 74A Black and White
- 74B Color
- 74C Digitally Enhanced
- 74D Photo Campaign
- 75A Animation or Special Effects (Video, Film)
- 75B Animation or Special Effects (Internet)

### SOUND

- 76A Music Only
- 76B Music with Lyrics
- 76C Sound Design

### CINEMATOGRAPHY

- 77 Cinematography

## LOCAL ONLY

- 78 Copywriting
- 79A Illustration – Black and White
- 79B Illustration – Color
- 80 The One That Got Away