

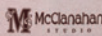
A man with curly hair and a laurel wreath, wearing a white tank top and a red sash, holds a flaming torch. He has three gold computer mice hanging from his sash as medals. A race bib is pinned to his chest.

PROFESSIONAL RULES & GUIDELINES

ADDY GAMES



2011





2011/2012 PROFESSIONAL RULES & GUIDELINES



THE AMERICAN ADVERTISING FEDERATION ADDY AWARDS

The ADDY Awards is 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 15 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 evaluate 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 a SILVER ADDY.

The number of awards given in each category is determined by the judges, based on the relative quality of work in that category.

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. Information on entering the Student ADDY Awards may be found on StudentADDYs.com.

Copyright infringement and/or plagiarism (be it intentional or unintentional) will result in the disqualification and, if applicable, removal of awards from any entry deemed in violation. All entry fees will be forfeited.

HOW TO ENTER

Go to www.aafdubuque.org and click on ADDY Award. From this page, click on "Enter Your Work." You will be directed to the competition site where you will 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.

DEADLINES

Submit your entries online on or before Thursday, January 12. Entries must be dropped off on Thursday, January 12 between 4-7 p.m. at Area Residential Care (off of JFK Road).

Late entries may be submitted online until Tuesday, January 17, but will incur a \$10 late fee per entry. Those entries must be dropped off by Tuesday, January 17 to Area Residential Care during normal business hours.

All entries will become the property of AAF Dubuque and will not be returned. Do not send original or irreplaceable artwork. Unless forwarded to the District competition, all entries will be disposed of immediately after the ADDY® Awards ceremony.

ENTRY FEES (per entry)

Please make checks payable to AAF Dubuque.

- PROFESSIONAL SINGLE MEMBER - \$45**
- PROFESSIONAL CAMPAIGN MEMBER - \$50**
- PROFESSIONAL NON MEMBER - \$55**
- PROFESSIONAL CAMPAIGN NON MEMBER - \$60**
- STUDENT MEMBER OR NON MEMBER - \$30**

ELIGIBILITY

All work entered in the ADDY competition must have first appeared in the media between January 1 and December 31, 2011. 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). 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. For Student eligibility requirements refer to the Student ADDY Rules & Categories.

ENTRY REQUIREMENTS

All Entries Must:

- Meet all eligibility and deadline requirements.
- Be entered in the correct category and be correctly identified.
- Conform to defined submission requirements.
- Conform to all copyright laws.
- Include a completed and signed manifest form.

ENTRY DOCUMENTATION (Manifest Form)

After filling out the entry forms, you will be required to sign a Manifest Form, listing all of your entries. This form states that by signing below you:

1. Verify that the above information is accurate.
2. Acknowledge that proper rights were obtained for use of any elements of the entry that were not original.
3. Agree to submit documentation deemed necessary for review.
4. Release the entry for internet, broadcast and/or print (allow reuse of material).
5. Verify that the entry was created within the local MSA of the competition.

ENTRY SUBMISSION

Black board or foam board mounting of physical entries is no longer accepted. Instead, physical entries must be placed inside an appropriately-sized envelope.

The National ADDY Committee (NAC) recommends **transparent, plastic envelopes** found in most office supply stores and catalogs. Manila-type envelopes may also be used.

If a transparent, plastic envelope is used, insert the two copies of the entry form securely inside the envelope behind the physical entry. The entry should be facing or readable from one side and the entry form facing or readable from the other. Firmly affix the entry number to the **BACK** of the entry.

If a manila-type envelope is used, the entry number label should be attached to the **BACK** of the entry. Spray-mount the entire entry form and attach to the front of the envelope. Insert a copy of the entry form inside the envelope.

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. (If the entry is likely to tear the envelope when removing and replacing it, choose the method listed below.)

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.). Firmly affix an entry form to the front of the envelope and place an additional entry form inside the envelope.

ENTRY IDENTIFICATION

Detach the category and entry number labels from the entry form generated when you submitted your entry information online. The entry number must be firmly affixed in the upper right corner on the back of all entries which are in envelopes. 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, 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.

CAMPAIGN ENTRIES

A **SINGLE MEDIUM** campaign is no less than two and no more than four total pieces in the entry. A **MIXED/ MULTIPLE MEDIA** campaign has two or more executions spread over two or more media. There must be a minimum of two media used, but no more than six. There can be no more than four pieces per medium, with a maximum number of nine total pieces in the entry.

BROADCAST, AUDIO VISUAL OR COMPUTER PRESENTATION ENTRIES

The only accepted format for video and television entries is DVD. Be sure that submitted DVDs will play on a consumer DVD player. If the entry cannot be played on a consumer DVD player, it is subject to disqualification. When a DVD contains multiple spots, as in a campaign, include a navigation tool. If the entry is a single spot or video, the DVD should be created to auto-play. Entries must be "viewing copy only" and contain no color bars, tones or slates. **Video entry DVDs cannot contain MOV, MP4, AVI or WMV files. Audio CDs are the only accepted format for audio entries. No AIFF, MP3, WMV or WAV files.**

Use a separate CD/DVD for each single entry. For campaign entries, include all components on one CD/DVD. Label each case with the entry number on the front right hand corner of the case. Place entries inside an appropriately sized transparent plastic envelope. Insert two copies of the entry form inside the envelope. Also, write the entry number and title on the CD/DVD face with permanent, CD safe pen. For campaign entries, indicate the number of spots in the campaign. **DO NOT affix labels to the actual face of the CD or DVD.**

Video sales presentations and infomercial entries must submit an edited representative content of **NO MORE THAN five minutes in length.** Transfer all Sales Presentation entries to DVD.

INTERNET/INTERACTIVE MEDIA

For website and all online entries, submit the URL addresses. For multiple URLs in a campaign category entry, create a webpage that contains each of the individual links and provide the single URL to your newly created page, i.e.- http://www.somedomain.com/addy_entries.html. Do not submit a URL that leads directly to a "swf" file. **In addition, it is required that you submit a printed, 8.5" x 11" color screenshot of the homepage and one inside page, pop-up, banner, screensaver, mobile marketing, etc. A CD (Mac OS or PC compatible) of the entry screenshots. The screenshot is for reference and gallery presentation only.** Place all of the entry into an appropriately sized envelope (or CD sleeve) and affix the entry number on the front of the CD case. Insert two copies of the entry form inside the envelope. The CD is to be used only in emergency situations when internet access or unexpected hosting situations make viewing the actual site online impossible. Judging will be done online, using the URL whenever possible. URLs should not require any username or password for access. In cases where this already exists, the entrant should create an independent URL. For Disk-Based Sales Packages, submit on CD/DVD. Do not submit executable files that will attempt to install a program on the judging computer(s). Executable files cannot be judged and will be disqualified without reimbursement of entry fees.

SHIPMENT OF ENTRIES

Entries and entry fees should be sent to Area Residential Care, 3355 Kennedy Circle, Dubuque, IA 52002. All entries become the property of our local club, district, or the AAF and will not be returned. **DO NOT send original or irreplaceable artwork. It will NOT be returned.**

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.



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AUTO-FORWARDING

If your entry wins a Gold ADDY at the local competition, it will be automatically forwarded to the district competition with fees paid by the local AAF Chapter. Should the entry win Gold again at the 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 applicable entry fee in order to be forwarded. You will be contacted with information regarding your entries that qualify to be forwarded to the next level of competition, entry fees, due dates and how to submit payment.

The rules, divisions and categories defined here serve as the official policy for the AAF ADDY competition and replace all others from previous competitions. The name ADDY Awards, ADDY and the trophy to which this name refers are protected by a registered trademark owned by the American Advertising Federation. The AAF competition rules, category format and the ADDY Awards competition name should be used at all levels of the competition.

"REAL" ADVERTISING

The expressed intent of the ADDY Awards competition is to recognize and reward creative excellence in the legitimate everyday workplace of advertising. Occasionally, an entry is submitted that appears to have been created outside the conventional agency-to-client-to-media marketing structure; as if the entry was created solely for the purpose of winning an award. This type of work is not accepted. All entries, with the exceptions of Public Service Advertising, Advertising for the Arts and Industry Self-Promotion, must have paid for the creative services and media placement in the normal course of business.

"NEW" CREATIVE

To qualify as new creative, the copy must be completely different from that used in any previous ads. The same headline with different body copy does not qualify. Changing dates, locations, times, savings, etc., does not qualify. The illustration or photography can be the same, but the copy (thrust and content) must be new. Some ads present little or no copy. In the instance of no copy (other than time, location, and other basic information data), an ad with a previously used illustration does not qualify. If questionable, the final decision rests with the local, district and ultimately the National ADDY Committee (NAC).

Should a question arise relative to the eligibility or legitimacy of any entry, the entrant agrees by his/her signature on the entry form to furnish the necessary documentation for review by the National ADDY Committee. Failure to do so can be grounds for disqualification without refund of entry fees.

JUDGING PROCEDURES

Judging will be conducted in accordance with the guidelines found on the aaf.org website. Decisions of judges and the NAC, including eligibility, qualifications and appropriate category placements, are final.

GEOGRAPHIC CONSIDERATIONS

Entries may be entered into only one local ADDY Awards competition, which is determined by the location of the agency at which the work was created. In addition, the piece MUST be entered under the Geographic Considerations of the entrant. In Elements of Advertising, entries may only be entered in the CBSA, DMA or MSA in which it was created by the original creator of the work, not the agency who commissioned the work. If an affiliated competition does not exist in the CBSA, DMA or MSA, the district will direct the entrant to the nearest affiliated competition. {Although not recommended, the entrant, if other than the agency/creator, may choose to enter the work on behalf of the creator (examples include, but are not limited to: photographers, illustrators, printers, production companies or clients). In this case, the entrant's address will determine into which local show the work is entered. It is important, however, that the parties communicate to ensure the work is entered and eligible in only one market. Should a conflict arise and work is entered without knowledge in two markets, the NAC defers to the rights of the creator in all cases.}