

### HOW TO ENTER

Review the instructions below. Rules and categories are online. Guidelines have been updated. Please, **READ CAREFULLY**. District and National judging will be held virtually again. Akron is planning in-person judging.

#### 1. REGISTER

Visit <https://enter.americanadvertisingawards.com/a/> to complete entrant information OR log-in using your credentials from a previous year.

#### 2. ENTRY INFORMATION

Complete ALL information for each entry online. Every entry **MUST** include a digital upload to the online entry system.

- a. Images uploaded will be used in the winners book and presentation for all winning work.
  - For video/interactive work: include a still or screenshot to represent the work, as well as a 15-second cut of any video pieces.

#### 3. ENTRY FORMS

- a. Print 1 copy of each form.

#### 4. MANIFEST FORM

Print 1 copy of your Manifest Form. Be sure all entries are included on manifest and sign it.

#### 5. 1 COPY OF EACH ENTRY

Supply one copy of the work for each entry. Work will be electronically displayed. No duplicate copies needed.

#### 6. PACKAGE YOUR ENTRIES

- a. **Entry number labels** are located along the bottom of the entry form. Cut apart and affix to the back of the corresponding entry or entries.
- b. Attach **ONLY** the entry number label(s) to back of each piece. Do not affix the entire entry form to your work.
  - If the entry is a campaign or multiple part entry, please amend the entry number label by adding \_ of \_ (ex: 1 of 4, etc.).
- c. Place your entry in **THIS plastic envelope**.
  - All pieces of a campaign go in one envelope.
  - If your entry won't fit in this envelope, see **PACKAGING DETAILS**.
- d. Insert 1 copy of the entry form inside the envelope in front of the work so it is visible through the envelope, helping our volunteers organize for judging day.

#### 7. INTERACTIVE ENTRIES

Those submitting interactive/online and film/video/sound entries, do not need to stop at drop offs. Please mail your signed manifest and payment by check to AAF-Akron c/o Schulte & Company 600 S. Cleveland Massillon Rd Fairlawn, OH 44333

*These guidelines are meant for entries that do not fit into this envelope.*

### PACKAGING DETAILS

#### BROADCAST, AUDIO/VISUAL OR COMPUTER PRESENTATION ENTRIES

- Upload files directly into the online entry software.
- All submissions in this category **MUST ALSO** include a still or screenshot to represent the work, as well as a 15-second cut of any video pieces.

#### INTERACTIVE ENTRIES

- Judges will use URLs provided on your entry form.
- Upload screenshots in the online entry process for use in winners book.

#### CAMPAIGN ENTRIES

- A Single Medium Campaign consists of no less than two and no more than four total pieces.
- An Integrated Campaign is defined as a campaign or series of ads, commercials or executions that utilize more than one medium. Up to 10 pieces may be submitted as a campaign.
- Use one plastic envelope for campaign entries.
- All pieces should be packaged in the same envelope, unless they will not fit. In that case, follow the directions under **LARGE ENTRIES**.
- Affix an entry number label to each piece, noting \_ of \_ (ex.: 1 of 5, 2 of 5, etc.).

#### 3D ENTRIES

- If your 3D entry is small enough to fit in the plastic envelope, attach the entry number to the bottom of the piece and follow all directions in first column.

#### IF NOT:

- Select an appropriate size box or other container to hold the entry.
- Secure the entry number to the upper right hand corner of the box or container.
- Include a copy of the entry form inside the box. A second copy will be attached to the Manifest Form.

#### LARGE ENTRIES

- Please affix an entry number label to the outside of the package.
- Turn in an envelope with a copy of the entry form along with a description of the package and a picture or small printout of the piece for reference.
- In the case of large displays, submit a photo of the display for judging.
- No assembly will be done at judging.

### DROP OFF DETAILS

Follow all directions in first column at left. For entries that do not fit into this envelope, see **PACKAGING DETAILS** section. Double check for signed Manifest Form, then bring all entries and payment **BY CHECK ONLY** (payable to AAF-Akron, memo line "Entries") to the following locations:

### STUDENTS: EARLY DROP OFFS

#### OPEN DROP OFFS:

Dec. 6-10 from 9-5 pm daily

#### THE UNIVERSITY OF AKRON:

Myers School of Art, room 103C, 150 E. Exchange St., Akron

#### KENT STATE UNIVERSITY:

School of Visual Communication Design, Creative Lab at Taylor Hall, 3rd floor, Room 321 - 300 Midway Drive, Kent

*(If you miss student drop offs, you are welcome to enter on any professional date listed below. **There will be no late fees for student work.**)*

### CANTON PROFESSIONALS

#### ON TIME:

Monday, Jan. 10 from 4-6 pm

#### CREATIVE SOURCE

4623 Everhard Rd. NW, Canton

*(If you miss this drop off, you are welcome to drop off on any Akron date)*

### YOUNGSTOWN PROFESSIONALS

#### ON TIME:

Monday, Jan. 10 from 4-6 pm

#### 898 MARKETING

5721 Shields Road, Suite A, Canfield

*(If you miss this drop off, you are welcome to drop off on any Akron date)*

### AKRON PROFESSIONALS

#### ON TIME:

Tuesday, Jan. 11 from 4-6 pm

#### PROCRASTINATOR:

Wednesday, Jan. 12 from 4-6 pm

#### LOCATION ALL DATES:

#### DESIGNX9

Myers School of Art, The University of Akron

150 E. Exchange St., Akron - Room 102

*(A late fee of \$35 will be added per entry after 6 pm on Jan. 11)*

### ENTRY COSTS

**STUDENT: \$25** member, **\$35** non-member, **NO** late fee

**SINGLE: \$75** member, **\$125** non-member

**CAMPAIGN: \$90** member, **\$140** non-member

**PROCRASTINATOR FEE: \$35** added per entry after **Jan. 11@6**

**FOR UPDATES ABOUT THE AMERICAN ADVERTISING AWARDS, FOLLOW US ON SOCIAL @AAFAKRON**

### NEW GUIDELINES:

- **Submit ONE copy of each physical print piece. Please, NO submission of work mounted on boards.**

- **WORK WILL BE DISPLAYED ELECTRONICALLY SO DUPLICATE COPIES ARE NOT NEEDED.**

Work that advances will be judged virtually.

## REMEMBER, THESE ARE THE REQUIREMENTS FOR EACH ENTRY:

*If you're not a member and submit 3 entries or more, the extra fees cover the cost of an individual membership. You may consider joining to save on entry fees, get the member rate for the Awards Ceremony and receive member benefits. For more info, visit: aafakron.com or email membership@aafakron.com.*

- Upload a high-quality image file of the submission (JPG, PNG or PDF)
- Submit a screenshot for electronic entries such as video, apps or websites
- Use a separate envelope for each entry
- Submit 1 copy of each physical print entry at drop off. No copies required for broadcast, interactive or audio/visual entries.
- Video entries should be in a .MOV or .MPG4 file format and uploaded on the online system along with a 15 second cut of the entry
- Submit 1 signed copy of your Manifest Form
- Include payment by **CHECK ONLY** (payable to **AAF-Akron**, and include **"Award Entries"** in the memo line)

### QUESTIONS?

Contact Jeff (JD) Dumire: [awards@aafakron.com](mailto:awards@aafakron.com) / 330.329.6411

NOTE: We don't return entries, but they are available to be picked up after the ceremony.

**COMPETITION CLOSING JAN. 12, 2022 AT 6 PM.**

CALL FOR ENTRIES POSTER SPONSORED BY:



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