



2009 ADDY CHECKLIST

Use this simple checklist along with the ADDY entry rules to help. Items that must be included in a complete ADDY entry:

- PLEASE READ** the rules provided in the 2009 call for entries (below). All entry requirements are detailed in this document.
- A disc containing a PDF, JPEG or TIFF file with EACH ENTRY for use in the post judging production. LABELED with one of the provided labels. If you are entering multiple items, you may include all images on one disc, please make the disc easy to navigate.
- Manifest form (both pages, signed including payment information – payments for multiple entries can be made with one check or credit card).
- Physical entry (DVD, CD, Print piece, etc.) – LABELED on back with provided label.
- Large Envelope (clear plastic or manila with string or clasp closure) – LABELED on front upper right hand corner with provided label.
- Two copies of the entry form – ONE inside the envelope with the entry & ONE mounted to the back of the envelope.
- Entries are due by 5:00 pm, January 12, 2009. Ship, courier or drop off your entries – The Philly Ad Club – 4520 City Line Avenue – Suite 301 – Philadelphia, PA 19131 (215-477-1993)***

*** Office is located across from the Bala Cynwyd shopping plaza. Three story building with the Subway between Royal Buffet and the Taco Bell – Saladworks - Boston Market building. Take the stairway down in the corner by Royal Buffet and then take the elevator to the 3rd Floor.**

ADDY Entry Categories

Remember to submit all physical entries in appropriately sized, transparent-plastic or manila-type envelopes, as required in the Entry Submissions & Identification below and in the 2009 Rules & Guidelines found under ADDY Awards at www.aaf.org/default.asp?id=68. (Black board or foam board mounting will not be accepted.)

SALES PROMOTION

1. Product or Service Sales Presentation
 - A. Catalog
 - B. Sales Kit or Product Information Sheets
 - C. Printed Newsletter
 - D. Menu
 - E. Campaign
2. Packaging
 - A. Single Unit
 - B. CD, DVD, VHS or Cassette
 - C. Campaign
3. Point of Purchase (POP)
 - A. Counter Top or Attached
 - B. Free Standing
 - C. Trade Show Exhibit
 - D. Campaign (2-4 of categories 1A-3C)
4. Audio/Visual Sales Presentation

COLLATERAL MATERIAL

5. Stationery Package
 - A. Flat Printed or Multiple Process
6. Annual Report
 - A. Less than four-color
 - B. Four-color
7. Brochure
 - A. Less than four-color
 - B. Four-color
 - C. Campaign
8. Publication Design (Magazine or Book)
 - A. Cover
 - B. Editorial Spread or Feature (One editorial spread per entry)
 - C. Series (Covers, spreads or features)
9. Poster
 - A. Single
 - B. Campaign
10. Special Event Material
 - A. Card
 - B. Invitation
 - C. Announcement
 - D. Campaign

DIRECT MARKETING (Proof of mailing must accompany the entry - self-mailer, indicia, envelope, etc. - must be included)

11. Single (Either Business to Business or Consumer)

- A. Flat
- B. Three Dimensional
- 12. Campaign (Either Business to Business or Consumer)
 - A. Flat
 - B. Three Dimensional/Mixed
- 13. Specialty Advertising
 - A. Apparel
 - B. Other Merchandise

OUT-OF-HOME

- 14. Outdoor Board
 - A. Flat
 - B. Extension/Dimensional
 - C. Digital or Animated
 - D. Super-Sized
- 15. Vehicle Graphic Advertising
- 16. Mass Transit/Public Transit/Airlines
 - A. Interior (Inside a mass transit vehicle)
 - B. Exterior (Outside/on a mass transit vehicle)
- 17. Site
 - A. Interior Animated (with motion)
 - B. Interior Still or Static
 - C. Exterior Animated (with motion)
 - D. Exterior Still or Static
- 18. Out-of-Home Campaign
- 19. Out-of-Home Self-promotion Campaign

NON-TRADITIONAL ADVERTISING (See definition for clarification)

Defined as alternative, buzz, grassroots, guerilla, viral or word-of mouth. Non-traditional entries **MUST** be accompanied by proof of usage. (See extended definition below.)

- 20. A. Single
- B. Campaign

CONSUMER OR TRADE PUBLICATION

- 21. Fractional Page
 - A. Less than four-color
 - B. Four-color
- 22. Full Page
 - A. Less than four-color
 - B. Four-color
- 23. Spread, Multiple Page or Insert
 - A. Less than four-color
 - B. Four-color
- 24. Campaign (2-4 ads)
 - A. Less than four-color
 - B. Four-color
- 25. Magazine Self-Promotion (Consumer or Trade Publications)
(Magazine ads for magazines must be entered here)
 - A. Single
 - B. Campaign

NEWSPAPER

26. Fractional Page
 - A. Black and white
 - B. Color (any color besides black)
27. Full Page
 - A. Black and white
 - B. Color (any color besides black)
28. Spread or Multiple Page
 - A. Black and white
 - B. Color (any color besides black)
29. Newspaper Specialty Advertising
 - A. Single Insert (of any type)
 - B. Poly Bag/Wrapper
30. Campaign (2-4 ads)
 - A. Black and white
 - B. Color (any color besides black)
31. Newspaper Self-Promotion
(Newspaper ads for newspapers must be entered here)
 - A. Single
 - B. Insert
 - C. Campaign (2-4 ads)

INTERACTIVE MEDIA (Includes Social Media Websites)

32. Web Sites, Business to Business
 - A. Flash
 - B. HTML/Other
33. Web Sites, Consumer
 - A. Flash
 - B. HTML/Other
34. Online
 - A. Banners/Pop-ups/Screensavers
 - B. Email/E-Cards
 - C. Micro or Mini Site
 - D. Online Games
 - E. Online Newsletter
 - F. Podcasts
 - G. Mobile Marketing (Text Messaging)
 - H. Internet Commercials (Run on the Internet only)
 - I. Webisodes
35. Web/Online Campaign (2-4 of the above)
36. Interactive Multimedia (CD/DVD)
 - A. Business to Business
 - B. Consumer
 - C. Interactive Multimedia Campaign

RADIO

Also see category 76 – Spec and Pitch Radio Spots. This is a local category only. (Winners will not go on to District ADDY Awards.)

37. Local (Single Market)
 - A. :30
 - B. :60 or more

- 38. Local Campaign (2-4 spots)
- 39. Regional/National
 - A. :30
 - B. :60 or more
- 40. Regional/National Campaign (2-4 spots)
- 41. Radio Self-Promotion
(Radio commercials for radio stations must be entered here)
 - A. Single
 - B. Campaign (2-4 spots)

TELEVISION

Also see category 77 – TV Spots by Budget. This is a local category to level the field on budget. (Winners will roll-up to District ADDY Awards.)

- 42. Local (Single Market)
 - A. :15 or fewer
 - B. :30
 - C. :60 or more
- 43. Local Campaign (2-4 spots)
- 44. Local Television Self-Promotion
(Television commercials for television stations must be entered here)
 - A. Single
 - B. Campaign (2-4 spots)
- 45. Regional/National Television, Single Spots
(For details by category for regional/national, refer to the glossary in the 2009 Rules & Guidelines found under ADDY Awards at www.aaf.org/default.asp?id=68.)
 - A. Consumer Products
 - B. Consumer Outlets
 - C. Consumer Services
- 46. Regional/National Television Campaign (2-4 spots)
(For details by category for regional/national, refer to the glossary in the 2009 Rules & Guidelines found under ADDY Awards at www.aaf.org/default.asp?id=68.)
 - A. Consumer Products
 - B. Consumer Outlets
 - C. Consumer Services
- 47. Infomercials (Local, Regional, National)
- 48. Cinema Advertising
 - A. Movie Trailers
 - B. In-theatre Commercials or Slides

MIXED MEDIA (Cross-Platform) CAMPAIGN

- 49. Business-to-Business, Local (Single Market)
- 50. Business-to-Business, Regional/National
- 51. Consumer, Local (Single Market)
- 52. Consumer, Regional/National

ADVERTISING FOR THE ARTS & SCIENCES

- 53. Collateral
 - A. Stationery Package
 - B. Annual Report
 - C. Brochure/Sales Kits
 - D. POP or POS Materials (Other than Posters)

- E. Poster
- F. Newsletter
- G. Cards, Invitations or Announcements (Special Event Material)
- 54. Print
 - A. Magazine
 - B. Newspaper
- 55. Broadcast/Electronic
 - A. Television
 - B. Radio
 - C. Audio/Visual
 - D. Interactive
- 56. Out-of-Home
- 57. Non-Traditional (See definition for clarification)
- 58. Direct Marketing, Specialty Items
- 59. Campaign
 - A. Single Medium Campaign (for categories 53-58)
 - B. Mixed/Multiple Media Campaign (for categories 53-58)

PUBLIC SERVICE

- 60. Collateral
 - A. Stationery Package
 - B. Annual Report
 - C. Brochure/Sales Kit
 - D. POP or POS Materials (Other than Posters)
 - E. Poster
 - F. Newsletter
 - G. Cards, Invitations or Announcements (Special Event Material)
- 61. Print
 - A. Magazine
 - B. Newspaper
- 62. Broadcast/Electronic
 - A. Television
 - B. Radio
 - C. Audio/Visual
 - D. Interactive
- 63. Out-of-Home
- 64. Non-Traditional (See definition for clarification)
- 65. Direct Marketing, Specialty Items
- 66. Campaign
 - A. Single Medium Campaign (for categories 60-65)
 - B. Mixed/Multiple Media Campaign (for categories 60-65)

ADVERTISING INDUSTRY SELF-PROMOTION

- 67. Creative Services and Industry Suppliers (Agencies, Designers, Freelancers, Interactive Developers, Printers, Paper and other Suppliers, Specialty Services, Film/Video Production, Services, etc.)
 - A. Collateral (brochures, posters, etc.)
 - B. Stationery Package
 - C. Print
 - D. Newsletter
 - E. Broadcast

- F. Interactive
 - G. Out-of-Home
 - H. Non-Traditional (See definition for clarification)
 - I. Direct Marketing/Specialty
 - J. Cards, Invitations or Announcements (Special Event Material)
- 68. Ad Club or Marketing Club
 - 69. Campaign (for categories 67 and 68)
 - A. Single Medium
 - B. Mixed/Multiple Media

ELEMENTS OF ADVERTISING

Note: All entries must be accompanied by a sample of usage.

- 70. Logo
- 71. Illustration
 - A. Single
 - B. Illustration Campaign
- 72. Photography
 - A. Black and white
 - B. Color
 - C. Digitally Enhanced
 - D. Photo Campaign
- 73. Animation or Special Effects
 - A. Video or film
 - B. Internet
- 74. Sound/Musical Score
 - A. Music only
 - B. Music with lyrics
 - C. Sound design
- 75. Cinematography

SPECIAL RADIO AND TELEVISION CATEGORIES

- 76. Radio Spots Produced, Not Aired – Spec and Pitch Work (local only)
- 77. TV Spots by Budget (based on total production cost)

(PLEASE NOTE on each entry the TV Category, from 42-48, the spot fits into, length and subject wise, in addition to category 77 A-C. This is for roll-up purposes if the entry wins.)

 - A. Less than \$25,000
 - B. \$25,000-75,000
 - C. Greater than \$75,000

MULTI-CULTURAL CATEGORIES (Culturally Targeted Advertising)

Multi-Cultural Categories are local categories and all winners will roll-up to District ADDY Awards for the respective category. (PLEASE NOTE on each Multi-Cultural entry the Standard Category, from this Call for Entries Brochure, that the entry would fit into if using the standard - non Multi-Cultural - categories. This is for roll-up purposes if the entry wins.)

- 78.
 - A. Sales Promotion
 - B. Collateral Material
 - C. Direct Marketing
 - D. Out-of-Home
 - E. Non-Traditional Advertising
 - F. Consumer or Trade Publications

- G. Newspaper
- H. Interactive Media
- I. Radio
- J. Television
- K. Advertising for the Arts and Sciences
- L. Public Service
- M. Advertising Industry Self-Promotion
- N. Elements of Advertising

When entering, see the Entry Submissions & Identification below or download the complete 2009 Rules & Guidelines PDF file from the AAF Website for additional information regarding categories and definitions at www.aaf.org/default.asp?id=68.

The Philadelphia ADDY® Awards Competition is the first of a three-tiered national competition conducted annually by the American Advertising Federation (AAF). The ADDY® Awards Competition is the industry's largest and most representative competition for creative excellence. Entry into the ADDY® Awards supports our entire industry, because AAF and its local and district affiliates use the proceeds to enhance advertising through programs such as internships, advocacy groups, and advertising education.

Competition Rules:

Eligibility

The Philadelphia ADDY® Awards Competition is open to any individual, company or organization engaged in the creation of advertising. There is no limit to the number of entries a person or organization can enter. Entries in the Philadelphia ADDY® Awards Competition may not be entered in any other local ADDY® Awards Competition and must have been created or run within the Philadelphia DMA. All entries must be submitted in the DMA, CBSA or MSA of the entrant (as defined by Arbitron or Nielsen for your local market) and have appeared, aired or been published for the first time in the media between January 1 and December 31, 2008.

The expressed intent of the ADDY® Awards Competition is to recognize and reward creative excellence in the legitimate everyday workplace of advertising “real” advertising, for “real” clients, with “real” marketing objectives, in or on “real” media. Occasionally, an entry is submitted which appears to have been created outside the conventional agency-to-client-to-media marketing structure. The appearance given by such an entry — to other entrants and to the judges— is that the entry was created solely for the purpose of winning an award, rather than satisfying a legitimate paying client's needs. The AAF and the ADDY® Awards Competition shall not accept any such “unreal” entries.

All entries submitted in the competition, with the exceptions of Public Service Advertising, Advertising for the Arts and Industry (Advertising) Self Promotion, must have paid for the creative services and media placement in the normal course of business. Entries that meet the criteria of Public Service Advertising, Advertising for the Arts or Industry Self Promotion can only be entered in those categories.

Should a question arise relative to the eligibility or legitimacy of any entry, the entrant agrees by his/her signature on the manifest form to furnish the necessary documentation for review by the ADDY® Awards committee. Failure to provide documentation of eligibility or legitimacy can be grounds for disqualification without reimbursement of entry or other required fees.

Definition of Public Service

Public service advertising is that which enlists public support or action in the solution or remedy of problems of common and/or general interest or concern. The message of public service advertising has as its goal the improvement/betterment of the public's health, education and/or welfare. Media space and/or time may or may not have been donated.

All Public Service advertising, regardless of whether or not the agency creative and media placement were paid, must be entered in this category, and does not qualify in any other. The individual creative elements may be entered, however, in the Elements of Advertising categories.

Non-English Entries

Entries in languages other than English will be accepted; however, the entry must indicate the language used.

All Entries Must Accomplish the Following:

1. Be accompanied by an English translation for the judges to read,
2. Meet all eligibility requirements,
3. Be correctly identified and submitted in the correct category,
4. Include a completed and signed entry form,
5. Conform to defined submission requirements, and
6. Conform to all applicable copyright laws.

Entries not conforming to the above requirements may be subject to disqualification.

Awards

Gold ADDY® and Silver ADDY® Awards may be awarded in each category of competition at the discretion of the judges.

All Gold ADDY® Award winners, at the local level, will be automatically forwarded to the District 2 ADDY® Awards Competition. All Silver ADDY® Awards winners can be forwarded at the discretion of the entrant.

Entry Submissions & Identification

(It is extremely important that all aspects are followed.)

All entries must be submitted on line through the Philly Ad Club Web site -- www.Phillyadclub.com.

On the home page – click on the designated “ADDY” button – to enter the ADDY Entry Area. Once there, create a password for your company and follow the directions. Once you have entered your company information and password you are ready to input your entries. Simply click the "Add Entry" button and complete the entry form. Once you have fully completed the form - including the credits box - hit the submit button. Then, in your list of entries, be sure to print two copies of the completed entry form (for each entry), which includes the entry number labels.

When you have finished adding all of your entries and have printed out all entry forms, click on the “View Manifest” button. Review all entries, entrant information, and costs. Complete payment portion and print out the form. Be sure to sign and date the manifest form. If you are paying by check paperclip the check to the manifest form. It is important that your manifest form be delivered with your entries.

Remember, you must submit a CD or DVD containing a PDF, JPEG or TIFF file with each entry for potential use in the post judging production. No application files, please. The file should be 300 dpi resolution or higher and feature the entry or portion of the entry that you would want depicted as a winner. The file name should be, or include, the entry number for ease of identification. If there is more

that one entry on the CD or DVD, please affix a printout of the file directory showing all of the file names with complete entry numbers. The disk should be labeled with entrant's name and category(ies) being entered. Also, please affix one of the entry number stubs (with the complete entry number) to the outside of this disk. The files for all gold winners will be used in the winners' book and on screen during the Awards Celebration.

Entry Format For Print, Collateral, 3-D Entries (PLEASE NOTE CAREFULLY)

Black board or foam board mounting of physical entries is no longer accepted. Instead, physical entries must be placed inside appropriately sized, transparent-plastic or manila-type envelopes.

To submit a physical entry you will need: spray mount, two entry forms per entry, scissors, item being entered, and an appropriately sized, transparent-plastic or manila-type envelope – one for each entry. (Please use an envelope with a clasp or string closure system, not adhesive. Use an envelope larger than the entry to facilitate easy removal and replacement of item). Cut the entry number labels from the entry form. Spray mount one label securely on the front of the envelope (upper right hand corner) and one label on the back of the physical entry (upper right hand corner). Spray mount one of the entry forms to the back for the envelope. Place the entry and the extra entry form into 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. (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 back of the envelope and place an additional entry form inside the envelope.

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

Audio CDs are the only accepted audio format. No AIFF, MP3, WMV or Wave files. Be sure that submitted Audio CDs will play on a consumer CD Player.

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 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.

Direct Marketing

Anything that is mailed via USPS or delivered via special courier (private, FedEx, etc.) with the purpose of eliciting, provoking or effecting a consumer reaction (response card, phone number to call, order form, sale/event dates, etc.) should be entered in the appropriate direct marketing categories. The method of shipment (self-mailer indicia, envelope, etc.) MUST be evident and included with the entry.

Non-Traditional Advertising

Non-Traditional Advertising – also defined as alternative, buzz, grassroots, guerilla, viral or word-of-mouth advertising. It is generally defined as an unconventional way of performing advertising and/or promotional activities. Examples of non-traditional advertising would be advertising on window clings, street stickers and stencils. It can also include wild postings, telephone poles, cell phone advertising, forehead or tattoo advertising. Please note that some entries entered into this category fit into a traditional category and will be moved to the appropriate category. Non-traditional entries **MUST** be accompanied by proof of usage. Include a short paragraph describing the event or how the entry appeared.

Internet / Interactive Media

For Website and all online entries, submit the URL addresses. In addition, it is required that you submit a printed, 8.5 x 11" color screenshot of the homepage, pop-up banner, email, e-card, etc. and a CD (Mac OS or PC compatible) of the site/entry. Designate on the entry, which OS is used. 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 along with the CD. 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. In the event that a site is database driven, please indicate this on the entry as explanation for lack of a CD being included. 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.

Mixed Media Campaigns

Mixed Media Campaigns must use at least two, but no more than nine media. The maximum number of components per medium is three, and the total number of components for the Mixed Media entry must not exceed nine.

All components of the campaign must be entered together in a large 20" x 30" envelope. Label each component with the number of the total for each campaign, (1 of 6, 2 of 6, 3 of 6, etc.). On the outside of the envelope, follow identification rules above and indicate the total number of pieces in the entry.

Note: Refer to the appropriate medium/category entry format for instructions on submission requirements.

Complete submission instructions are included in the Entry Submissions & Identification above or in the 2006 Rules & Guidelines found under ADDY Awards at www.aaf.org/default.asp?id=68.

Please remember:

1. Do not submit more than four ads or commercials in any single medium campaign category.
2. Do not submit more than nine total ads or commercials in any Mixed Media Campaign.

Entry Fees (SAME RATES AS LAST YEAR)

Philly Ad Club members - \$95 for single entries and \$135 for campaigns. Non-members, entry fees are \$135 for single entries and \$195 for campaigns. Make check payable to the "Philly Ad Club." You may also charge your entry to MasterCard, Visa or American Express. Entry fees must accompany entries. Entries received without payment will not be accepted.

ALL ENTRIES RECEIVED AFTER THE DEADLINE OF JANUARY 12, 2009 AT 5PM WILL BE SUBJECT TO A \$20 PER ENTRY SURCHARGE. ACCEPTANCE OF LATE ENTRIES WILL BE AT THE DISCRETION OF THE PHILLY AD CLUB OFFICE.

Shipment of Entries (NEW ADDRESS)

Entries and entry fees should be sent to:

Philly Ad Club, 4520 City Line Avenue, Suite 301, Philadelphia PA 19131.

T: 215-477-1993, F: 215-477-1109, pac@association-cba.org. The Philly Ad Club will pay no freight charges. All entries become the property of the Philly Ad Club and will not be returned, unless the club has made other arrangements.

Entry Deadline

Monday, January 12, 2009 at 5PM

For more information contact:

Philly Ad Club, 4520 City Line Avenue, Suite 301, Philadelphia PA 19131.

T: 215-477-1993, F: 215-477-1109, pac@association-cba.org, www.phillyadclub.com

ALL ENTRY SUBMISSIONS, IDENTIFICATIONS, AND ENTRY FORMAT REQUIREMENTS MUST BE FOLLOWED OR ENTRY WILL BE DISQUALIFIED.