

CALL FOR ENTRIES

HONORING EXCELLENCE IN COLLEGIATE ADVERTISING DEADLINE: NOVEMBER 18, 2016

INSTRUCTIONS

- 1. ELIGIBILITY:** All marketing/advertising materials used in the promotion of an educational facility for the calendar year 2016 are eligible.
- 2. ENTRY FORMS:** Enclose **ONE** copy of the entry form with each entry; also include a copy of the entry form in an envelope marked "payment" (see #4). *There is no limit on the number of entries that may be submitted. Payment can be sent with entries.*
- 3. DEADLINE: NOVEMBER 18, 2016**
LATE DEADLINE: DECEMBER 9, 2016
Entries must be postmarked on or before deadline. Late entries (postmarked after November 18, 2016) must include a one time \$25 late fee. No entries postmarked after December 9, 2016, will be accepted.
- 4. PAYMENT:** Enclose payment in a separate envelope marked "payment" for the total amount of all entries. Make sure at least one entry form shows total for all entries. (One check for multiple entries is accepted.)

SINGLE ENTRIES.....\$50.00/each
TOTAL AD CAMPAIGNS\$75.00/each
SERIES ENTRIES.....\$75.00/each

If paying by check, make check payable to:
CREATIVE IMAGES, INC.

- 5. Ship all entries to:**
CREATIVE IMAGES, INC.
"COLLEGIATE ADVERTISING AWARDS"
141 WILLETS ROAD
SYLVA, NC 28779
- 6. ENTRIES:** Entries will not be returned. **Collegiate Advertising Award** entrants agree that all entries may be reprinted nonexclusively in promotional materials for the Collegiate Advertising Awards and/or Creative Images, Inc. All entrants agree to hold necessary licenses for use of all creative content embodied in any of the entries.

SUBMISSION REQUIREMENTS

- **MOBILE & APPS:** Mobile web site/app entries must be accessible via iTunes or placed on media with appropriate download instructions. They will be judged on a mobile device.
- **MOUNTED ITEMS:** Mount all one-sided materials... newspaper ads, magazine ads, posters, billboards, outdoor transit, logos, letterhead, etc., on a display board with the Entry Form attached to the back of the board. Photos of billboards or outdoor transit are acceptable. No specific size requirements in mounting. **PDF Files are accepted.**

- **PRINTED MATERIALS:** For multiple-sided entries, (brochures, annual reports, direct mail, magazines, handbooks, etc.) place the entry in an envelope or box along with the Entry Form. **PDF Files are accepted.**

- **RADIO SPOTS:** Submit MP3 files on CD in an envelope with an entry form attached.

- **SOCIAL MEDIA:** Entries may be submitted as a link, pdf or print out.

- **VIDEO/TV:** Submit television and special video productions on CD/DVD. Video entries should be submitted in an envelope with an entry form attached. Digital files such as MP4, AVI, MOV, WMV are preferred.

- **SERIES/CAMPAIGNS:** Submit total advertising campaigns and series entries in a large envelope or box. Make sure an Entry Form is attached securely to outside of envelope or box. All media including TV & Radio should be included for campaigns. **PDF Files are accepted.**

- **WEBSITES:** List your URL on the Name of Entry line (#1) on the entry form.

*****ONLINE SUBMISSIONS*****

Submissions are now accepted online via Dropbox, Hightail, WeTransfer, Sharefile, ftp, etc. The email that you need to share them with is **mlucas@collegiateadawards.com**. You can send multiple entries that way as long as you separate them into folders and include a scanned copy of the entry form in each folder. **Include a master copy of the entry form with the total number of submissions and payment information.** Once your entries are downloaded, we will send you a confirmation email. **If you do not receive a confirmation then we did not receive your entries!!**

- 7. AWARDS:** Entries will be judged on: Creativity, Layout/Design, Typography, Production, Knowledge Transfer and Overall Quality.

Beautiful Gold, Silver, and Bronze awards will be issued by both Group and Category. Judge's Choice trophies will be presented to division winners receiving a perfect score.

Winners will be posted on the website, www.CollegiateAdAwards.com. All awards will be sent to the organization designated on the entry form (#6). **Duplicate awards may be purchased.**

If you have any questions regarding the Collegiate Advertising Awards, call us Toll Free at 800-254-6789 ext 102 or visit us online at www.CollegiateAdAwards.com



CATEGORIES

1 SELECT ONE

1. Advertising Specialty Items
(Hats, Shirts, Pens, Cups, Giveaways, etc.)
2. Annual Report
3. Billboard Design
 - 3a. Single Entry
 - 3b. Series (3+ pieces)
4. Blogs
5. Brochure Advertising
 - 5a. Folded/Panels
 - 5b. Multiple Pages
 - 5c. Series (3+ pieces)
6. Calendar
7. Catalog
8. Direct Mail
 - 8a. Single Entry
 - 8b. Series (3+ pieces)
9. E-mail Marketing
10. Educational Fairs (Series)
11. Fund-raising Campaign (Series)
12. Handbook
13. Internet Advertising (Banners, Etc)
 - 13a. Single Entry
 - 13b. Series (3+ spots)
14. Invitations
15. Logos/Trademarks/Mascots
16. Letterhead & Envelopes
17. Magazine Advertising
 - 17a. Single Entry
 - 17b. Series (3+ pieces)
18. Mobile Apps
19. Newsletter
 - 19a. Single Entry
 - 19b. Series (3+ pieces)
20. Newspaper Advertising
 - 20a. Single Entry
 - 20b. Insert
 - 20c. Series (3+ pieces)
21. Outdoor Transit/Airport/Subway
 - 21a. Single Entry
 - 21b. Series (3+ pieces)
22. Photo/Illustration
 - 22a. Single Entry
 - 22b. Series (3+ pieces)
23. Pocket Folder
24. Poster/Displays
 - 24a. Single Entry
 - 24b. Series (3+ pieces)
25. Publication - External
 - 25a. Single Entry
 - 25b. Series (3+ pieces)
26. Publication - Internal
 - 26a. Single Entry
 - 26b. Series (3+ pieces)
27. Radio Advertising
 - 27a. Single Entry
 - 27b. Series (3+ pieces)
28. Recruitment
 - 28a. Single Entry
 - 28b. Series (3+ pieces)
29. Retail Items
30. Self-Promotion
 - 30a. Single Entry
 - 30b. Series (3+ pieces)
31. Social Media Marketing
 - 31a. Single Entry
 - 31b. Series (3+ pieces)
32. Special Events (Series)
33. Special Video Production
 - 33a. Single Entry
 - 33b. Series (3+ pieces)
34. Sports Specific
35. Student Viewbook
 - 35a. Electronic
 - 35b. Printed
36. Total Advertising Campaigns
(Includes 3+ pieces)
37. TV/Video Advertising/Youtube
 - 37a. Single Entry
 - 37b. Series (3+ spots)
38. Virtual Tours
39. Webcast/Podcast
40. Website Design
(URL address)
41. Other/Miscellaneous Material:
(Special Promotional Materials)



2016

COLLEGIATE ADVERTISING AWARDS

ENTRY NUMBER

For Internal Use Only

ENTRY FORM

PLEASE COMPLETE ALL EIGHT STEPS!

- Type or print all information clearly.
- Photocopies are allowed. There is no limit of entries

- Enclose two copies of the Entry Form per entry-- One with actual entry and one with payment. One check is acceptable for all entries.

2 Name Of Entry: _____

3 Organization: _____

Contact: _____

Title: _____

Address: _____

City: _____

State: _____ Zip: _____

Telephone (Include Area Code): _____

E-mail: (winners will be notified first by e-mail) _____

4 Advertising Agency: _____

Contact: _____

Title: _____

Address: _____

City: _____

State: _____ Zip: _____

Telephone (Include Area Code): _____

E-mail: (winners will be notified first by e-mail) _____

5 Group - Entry Designed For (Check One):

- | | |
|--|--|
| <input type="checkbox"/> School under 1,000 Students | <input type="checkbox"/> Business/Community College |
| <input type="checkbox"/> School 1,001 - 2,000 students | <input type="checkbox"/> Vocational/Trade School |
| <input type="checkbox"/> School 2,001 - 5,000 students | <input type="checkbox"/> Graduate School (MBA, Law, Med, etc.) |
| <input type="checkbox"/> School 5,001 - 10,000 students | <input type="checkbox"/> Faith-Based College/University |
| <input type="checkbox"/> School 10,001 - 20,000 students | <input type="checkbox"/> Secondary and Private Schools (K-12) |
| <input type="checkbox"/> School 20,000+ students | <input type="checkbox"/> Online Education |

6 Awards (If You Win) Should Be Sent To (Check One Only - Duplicates May Be Ordered):

- Organization Advertising Agency

7 How Did You Hear About The Collegiate Advertising Awards? Check all that apply.

- | | | |
|---|--|---------------------------------------|
| <input type="checkbox"/> Direct Mail | <input type="checkbox"/> E-mail | <input type="checkbox"/> Social Media |
| <input type="checkbox"/> Website (www.CollegiateAdAwards.com) | <input type="checkbox"/> Search Engine | <input type="checkbox"/> Other |

8 Payment (Select Type of Payment & Calculate Total Entries and Fees)

Form of Payment:

- CHECK ENCLOSED WITH ENTRY
- SENT SEPARATELY
- CREDIT CARD
(PROVIDE CREDIT CARD INFORMATION IN SECTION TO THE RIGHT.)

Single Entries x \$50 each	\$ _____
Multi-Media, Branding & Total Ad Campaigns x \$75 each	\$ _____
Series Entries x \$75 each	\$ _____
One Time Late Fee	\$ 25.00
(If Entries Are Postmarked After Nov. 18, 2016)	
TOTAL (U.S. Funds Only)	\$ _____

SEND ENTRIES TO:
Creative Images, Inc.
Collegiate Advertising Awards
141 Willets Rd
Sylva, NC 28779

(Select Type Of Credit Card)



CC#: _____

Name on Card: _____

Expiration Date: _____ Security-Code (3 or 4 digit): _____

Zip Code: _____

FEEL FREE TO CONTACT US TOLL FREE AT 800-254-6789 EXT 102 • EMAIL: MLCAS@COLLEGIATEADAWARDS.COM