

ADCMW 61st Annual Show

Entry Deadline: March 24, 2010

DETAILED INSTRUCTIONS & AWARD CATEGORIES

ELIGIBILITY

Any material created between January 1, 2009 and March 24, 2010 is eligible for entry if it fits in a listed category and was art directed, designed, or had art or photography created for it. Work displayed in the 60th Annual Show is not eligible. An entry may be submitted by any person who, or any organization which, participated in commissioning, designing, or producing the entry.

Entry Deadline: March 24, 2010

Entries must be received by 4 pm on March 24, 2010. No late entries will be accepted. To download entry forms and applications, please visit adcmw.org/annualshowforms. If you have any questions, please e-mail Susan Fuller, ADCMW Director, at adcmw@adcmw.org or call her at 703-778-4649.

NOTIFICATION OF ACCEPTANCE

Entrants will be notified of work selected into the 61st Annual Show no later than April 30, 2010, at which time we will ask you for your hanging fees. We will also provide instructions on submitting entries for the exhibit and catalog. We will not notify entrants if their work has not been accepted. An invoice for hanging fees will accompany the entrant's Notification of Acceptance. Checks or credit card information for hanging fees must be received by May 17, 2010. Hanging fees must be paid by this deadline, or we will not be able to exhibit the associated entries nor include them in the Annual Show Catalog.

AWARDS

Each entry that is accepted into the 61st Annual Show will receive a Distinction of Merit award (three copies of which will be provided to each firm). Judges will also select a small number of exceptional entries to receive the prestigious Gold and Silver awards. For these winners, Gold and Silver awards will be awarded to the associated Art Director, while other credited team members will receive award certificates. All entries accepted into the 61st Annual Show will be published with credits in the Annual Show Catalog and displayed at the Annual Show Gala and Exhibition. Gold and Silver awards will be presented during the Annual Show Gala. All ADCMW members and award winners will receive a Catalog by mail after the Gala ceremony.

HOW TO ENTER

Carefully follow all instructions listed below. Failure to do so will delay processing and could result in an entry's rejection prior to judging.

1 Read "How to Submit Entries" below to find your category

2 Fill out an Entry Form (available at adcmw.org/annualshowforms) for each entry

3 Attach a completed Entry ID Tag to back of each entry as shown on following page

4 Calculate and include payment

5 Send to:

ADCMW Annual Show c/o Photogroup
8040 Georgia Avenue, Suite 180
Silver Spring, MD 20910

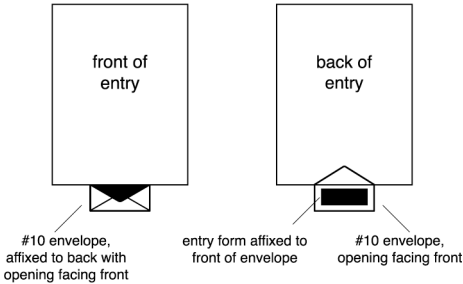
Fees: Checks for entry fees should be made payable to ADCMW/61st Annual Show and must be sealed in the entry envelope. We cannot accept purchase orders! Entries submitted without fees (that is, containing neither a check nor

credit card information) will not be accepted for judging. Work submitted with improper entry fees will not be judged unless discrepancies are rectified. In order to qualify for reduced member rates, at least one employee of your organization must be a member in good standing (see visit adcmw.org/annualshowforms for membership information and applications). This Member's name should be listed in the proper space on the Entry Fee Form (NOTE: those who are including membership fees with their entries should indicate their names in the space on the Entry Fee Form for "member name" and check the appropriate box).

HOW TO SUBMIT ENTRIES

Securely tape an open plain white #10 envelope (no company identification allowed) to the back of each entry with the open pocket facing forward. Make sure the open pocket hangs at least one inch below the bottom of the entry so judges can place their votes in it (see illustration below) Fill out an Entry Identification Tag (or a photocopy) for each entry submitted. Please type or clearly print all information, or you may be surprised at the spelling of your credits in the catalog.

Tape the tag securely to the back of the #10 envelope attached to the entry. Carefully fill out the Entry Fee Form. Attach the form to the front of another #10 envelope and enclose your check or money order in it. Seal the envelope and attach it to the outside of the entry package. If there is more than one package connected to the entry envelope, packages must be clearly marked "1 of 5," "2 of 5," etc. Before sealing your entry package, recount your submissions (separating campaigns* from single entries) to make sure your Entry Fee Form has been filled out correctly. Errors or inaccuracies in your entry fee payment will delay processing of your package. Please make sure to keep copies of all of your forms. If your work is selected for the show, you will be asked to provide full credits.



All Print Categories: Submit all entries unmounted unless otherwise instructed. Remove all studio or agency credit lines from the face of the entry except in the case of selfpromotion pieces. If an entry is being submitted in two or more categories, send separate samples and other materials for each category. Do not submit any original art or comps. If a piece is too valuable or large to handle, send a photo print or a 35mm slide. If irreplaceable work is submitted, the ADCMW accepts no responsibility for its safekeeping or return. Entries will be available for retrieval at Photogroup after the judging Saturday, March 27th between 5 and 6 pm or by prior arrangement. Slides: If a piece is too valuable or too unwieldy, send photo prints or 35mm slides. Slides must be sent in protective sleeves, with envelope and entry tag affixed to the back of the sleeve as indicated in instructions for printed pieces.

Print Campaign, Series or Kit (Categories 2, 6, 8, 12, 14, 19, 21, 25, 27, 29, 33, 35, 37, 41)

A Campaign, Series or Kit is defined as a minimum of three, maximum of five components from the same strategy/series. Print campaign entries must be taped together accordion-style with a single identification tag and one #10 envelope taped in position on the back of the last item. Label each slide or print entry in the series as "1 of 5," "2 of 5," etc.

Environmental and Exhibit Graphics (Categories 17, 18)

Submit a series of slides or photos for each entry. Include a short description of the nature of the installation/display. If work is accepted, flush-mounted color photos will be required.

Logos and Trademarks (Categories 27, 28)

Submit one black and white and one color print per single entry, two up on a 8.5"x 11" sheet. Submit series entries by taping individual sheets together accordion-style. On the front of each submission, indicate the name of the organization for which the logo or trademark was designed and a short description of the design criteria.

Corporate Identity Campaign (Categories 10, 12, 44)

Submit each campaign entry mounted on a single black board with no more than 1.5" border around the piece.

Illustration & Typography (Categories 21, 22, 45)

Submit tear sheets or slides only. Do not send original artwork. If the artwork only exists in digital form (e.g. an illustration for a Web site), submit a color print. Campaign entries must be taped together accordion-style with a single identification tag and one #10 envelope taped in position on the back of the last item. Label each slide or print entry as "1 of 5," "2 of 5," etc.

Photography (Categories 33, 34)

Submit tear sheets and slides only. If photographs by persons other than the submitting photographer are included on tear sheets, those photos must be covered with a black square the same size as the photo. Do not send original artwork.

Media Production (Categories 29, 30)

Audio submissions must be provided on CD-ROM in "WAV" format. For campaign entries, enter all components on one CD with a maximum of 10 seconds between spots. All video entries must be submitted on authored DVDs that will run on a DVD player (not a computer). For campaign entries, enter all components on one DVD. Include 3 seconds of color bars at the start of each tape and no more than a 10 second countdown for each spot with 3 seconds maximum between spots in a campaign (slate with countdowns are okay). Affix entry form to the jewel or cassette cases as indicated (see illustration above).

Web/Interactive (Categories 23, 24, W1-W12)

Web and Interactive entries must be submitted via the web/interactive form on the ADCMW website (www.adcmw.org). Submissions submitted on CD-ROM or on flushmounted boards, will not be accepted. ADCMW is not responsible if the server hosting the site is not available at the time of judging. (See new category descriptions below.)

* Any Campaign, Series or Kit is defined as a minimum of three, maximum of five components from the same strategy/series.

PRINT CATEGORIES

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| 1 3D Object (Single Unit, Campaign or Series) | 18 Exhibit Graphics | 31 Miscellaneous (Calendar/Menu/Label/Tag) |
| 2 Advertising—Print (Campaign or Series) | 19 Folders/Portfolio (Campaign or Series) | 32 Packaging |
| 3 Advertising—Print (Single Unit) | 20 Folders/Portfolio (Single Unit) | 33 Photography (Campaign or Series) |
| 4 Annual Report | 21 Illustration (Campaign or Series) | 34 Photography (Single Unit) |
| 5 Apparel | 22 Illustration (Single Unit) | 35 Poster (Campaign or Series) |
| 6 Book (Campaign or Series) | 23 Interactive CD-ROM/DVD | 36 Poster (Single Unit) |
| 7 Book (Single Unit) | 24 Interactive Kiosk | 37 Public Service Announcement (Campaign or Series) |
| 8 Brochure (Campaign or Series) | 25 Invitation/Announcement (Campaign or Series) | 38 Public Service Announcement (Single Unit) |
| 9 Brochure (Single Unit) 10 Business Card | 26 Invitation/Announcement (Single Unit) | 39 Publications (Consumer; Complete Unit) |
| 11 Catalog | 27 Logo/Trademark (Campaign or Series) | 40 Publications (Trade; Complete Unit) |
| 12 Corporate ID (Campaign) | 28 Logo/Trademark (Single Unit) | 41 Self-Promotion (Campaign or Series) |
| 13 Covers/Jacket (Magazine/Book/Catalog) | 29 Media Production (Campaign or Series) | 42 Self-Promotion (Single Unit) |
| 14 Direct Mail (Campaign or Series) | 30 Media Production (Single Unit) | 43 Stamp Design |
| 15 Direct Mail (Single Unit) | | 44 Stationery/Letterhead |
| 16 Editorial/Feature Spread | | 45 Typography |
| 17 Environmental Graphics | | |

WEBSITE/INTERACTIVE CATEGORIES

W1 Online Ad (Single Unit)

Includes online advertising that meets IAB standards.

W2 Online Ad Campaign or Series

Includes a campaign or series of online advertising that meets IAB standards (minimum of 3 banners required).

W3 Online Brand Campaigns

Includes at least 3 of the following: mobile advertising, online advertising that meets IAB standards, HTML newsletter, blog, marketing website, and/or promotional CD-ROM/DVD.

W4 Web Application/Social Networks

Websites designed for online communities and/or wikis that support user-generated content.

W5 Blogs

Websites featuring self-published content and user-generated commentary via common blogging applications.

W6 Online Portfolios

Websites presenting collections of works created and maintained by individuals or companies.

W7 Educational/Institutional/Non-Profit Sites

Websites designed for charitable organizations, associations, institutions or for educational purposes.

W8 Entertainment/Amusement/ Music Sites

Websites designed to entertain with animations, games, video, online radio or promote the work of musicians.

W9 Commercial Sites

Websites designed for for-profit organizations, events, etc.

W10 CSS Design

Websites designed using CSS layouts that validate with current W3C standards.

W11 HTML Email

Emails designed for newsletters or promotional messaging.

W12 Mobile Interface Design

Websites designed specifically for cell phone and PDA devices.