

promaxbda

2010 PROMAXBDA PROMOTION AND MARKETING AWARDS WORLD GOLD CATEGORIES

The following guidelines are designed to explain the CONTENT & MATERIALS that can be entered into each category. The PromaxBDA Promotion & Marketing Awards celebrate the best practices in PROMOTION AND MARKETING by way of the enclosed categories.

Who Can Enter

Entrant can represent the client, vendor or their agent; there is no stipulation in any category regarding the entrant so long that the work was for air, broadcast, publishing or release in any market.

What Can Be Entered

Please refer to the technical specifications within this document and at <http://prod.promaxbda.org/competitions/faqs.aspx> regarding physical and digital materials for submission and refer to the eligibility dates and categories for all qualification details.

Digital Media:

The term *Digital Media* encompasses all material submitted on DVD, CD, flash/hard drive. Please refer to the category descriptions for more information regarding the types of media required for each category and note that this media will not be returned (i.e. flash/hard drives). Please go to <http://prod.promaxbda.org/competitions/faqs.aspx> for ALL technical specifications

Video Upload:

The term *Video Upload* encompasses all material submitted by way of the PromaxBDA Awards digital upload system. Please refer to the category descriptions for more information regarding the types of media required for each category. Please go to <http://prod.promaxbda.org/competitions/faqs.aspx> for ALL technical specifications

Printed Material:

The term *Printed Material* encompasses all material submitted mounted on card board/foam board or uploaded as .pdf in the awards system. Please refer to the category descriptions for more information regarding the types of media required for each category and note that this media will not be returned. Please go to <http://prod.promaxbda.org/competitions/faqs.aspx> for ALL technical specifications

Premium Items:

The term *Premium Items* encompasses all promotional items such as t-shirts, mugs, calendars, pens, notepads, games, etc. Please refer to the category descriptions for more information regarding the types of items required for each category and how to submit them and note that this media will not be returned. Please go to <http://prod.promaxbda.org/competitions/faqs.aspx> for ALL submission specifications

Collateral Items:

The term *Collateral Items* encompasses all collateral items that are essential elements created to support a promotional campaign such as pamphlets, flyers, brochures, displays, press kits, etc. Please refer to the category descriptions for more information regarding the types of items required for each category and how to submit them and note that this media will not be returned. Please go to <http://prod.promaxbda.org/competitions/faqs.aspx> for ALL submission specifications

Interactive Media:

The term *Interactive Media* refers to any marketing, promotional or content produced in part or in full for any interactive platform, medium or technology including (but not limited to) web-sites, micro-sites, walled gardens, mobile, kiosk, CD, DVD, Enhanced or Interactive Programming Guide (EPG/IPG), digital advertising unit or email communication. Please refer to the category descriptions for more information regarding the types of items required for each category and how to submit them. Please go to <http://prod.promaxbda.org/competitions/faqs.aspx> for ALL submission specifications

THESE CATEGORIES CAN BE ENTERED BY ALL OF THE FOLLOWING COMPANY TYPES OR RELATED COMPANY TYPES AS APPROPRIATE TO THE CATEGORY DESCRIPTION INCLUDING:

- **Broadcast Networks**
- **Cable/Satellite Networks**
- **On-Line Content Channels/Platforms**
- **Cable/Satellite Platforms/ Service Providers**
- **Radio Stations**
- **Agencies/Vendors**
- **Program Developers/Distributors/Syndicators**

IMPORTANT FOR YOU TO KNOW:

- In the event that any individual category attracts fewer than 5 entries or less than submitting companies, the organizer reserves the right to withdraw that category from the competition. In this event, the participating companies will receive a credit towards future entry fees. No cash refund will be given.
 - The awards to be given for the 2010 award season will be gold and silver statues only. Bronze winners will be given certificates. If in any category entries do not meet the standard deemed award worthy by the judges, it is possible that there will be no awards given in that category. Equally, if in any category an entry meets the silver standard but not the gold standard, it is possible that there will only be a silver award given in a category.
 - PromaxBDA will not be responsible for the holding of any materials submitted after the awards period has ended. Such materials will not be returned. All submissions become the property of PromaxBDA to be used at their discretion.
 - All relevant permissions and copyrights are assumed to be cleared by the entrant.
 - The organizers reserve the right to add, subtract, amend or otherwise revise any category during the course of the competition. Notice and updates of revisions will be posted on our website.
 - The judging guidelines can be provided upon request.
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2010 PROMAXBDA PROMOTION AND MARKETING WORLD GOLD SUBMISSION GROUPS

The PromaxBDA Promotion and Marketing World Gold Awards honor the best in promotion and marketing from any company or individual, broadcast, published or released in any market during the eligibility period.

The following categories are eligible for entries that have been broadcast, published or released in any market during the eligibility period and will be judged on originality of design, excellence in execution and results in achieving creative strategy.

All categories will be judged by a group of judges that are hand selected. Entries can be received by upload or tape, audio files, video files, print files. Single and Multiple entries.

2010 NEW CATEGORY:

PAGE 7

CINEMATIC SPECIFIC

PO 1 PROMOS AT THE MOVIES (SINGLE)

2010 SPECIALIZED CATEGORIES:

PAGE 8

2010 OLYMPICS SPECIFIC

SC 1 SPECIAL EVENTS PROMOTION (SINGLE) (OLYMPICS)

SC 2 SPECIAL EVENTS CAMPAIGN (MULTIPLE) (OLYMPICS)

SC 3 SPORTS PROGRAM PROMOTION (SINGLE) (OLYMPICS)

SC 4 SPORTS PROGRAM CAMPAIGN (MULTIPLE) (OLYMPICS)

SC 5 LIVE EVENT PROMOTION (SINGLE) (OLYMPICS)

SC 6 LIVE EVENT CAMPAIGN (MULTIPLE) (OLYMPICS)

SC 7 SPECIAL NEWS REPORT OR EVENT PROGRAM WEBSITE (SINGLE) (OLYMPICS)

OUTDOOR, OUT-OF-HOME, PRINT AND POSTER:

PAGE 9

GENERAL AND CONTENT PROMOTION

PR 1 CONSUMER PRINT AD (SINGLE)

PR 2 CONSUMER PRINT CAMPAIGN (MULTIPLE)

PR 3 TRADE PRINT AD (SINGLE)

PR 4 TRADE PRINT CAMPAIGN (MULTIPLE)

PR 5 OUTDOOR/ENVIRONMENTAL/TRANSIT AD (SINGLE)

PR 6 OUTDOOR/ENVIRONMENTAL/TRANSIT AD CAMPAIGN (MULTIPLE)

PR 7 MARKETING PRESENTATION – PRINT OR SPECIALTY (SINGLE OR MULTIPLE)

PR 8 SALES PROMOTION – COLLATERAL/SPECIALTY (SINGLE)

PR 9 SALES PROMOTION CAMPAIGN – COLLATERAL/SPECIALTY (MULTIPLE)

PR 10 PROMOTIONAL ITEMS (SINGLE)

PR 11 PROMOTIONAL ITEMS CAMPAIGN (MULTIPLE)

PR 12 HOLIDAY/SPECIAL EVENT (SINGLE)

PR 13 STUNT PROMOTION (SINGLE OR MULTIPLE)

RADIO STATION CATEGORIES

PR 14 PRINT AD (SINGLE)

CRAFT CATEGORIES

PR 15 COPYWRITING (SINGLE)

PR 16 ART DIRECTION/DESIGN (SINGLE)

RADIO:

PAGE 11

NETWORK, CHANNEL, STATION, PLATFORM BRANDING/IMAGE PROMOTION USING RADIO

RD 1 GENERAL BRANDING/IMAGE (SINGLE)

CONTENT MARKETING USING RADIO

RD 2 PROMOTION FOR PROGRAM/SERIES (SINGLE)

RD 3 SPORTS PROGRAM SPOT (INCLUDING LIVE EVENT) (SINGLE)

RD 4 COMEDY PROGRAM SPOT (SINGLE)

RD 5 ENTERTAINMENT PROGRAM SPOT (SINGLE)

RD 6 DRAMATIC PROGRAM SPOT (SINGLE)

RD 7 NON-FICTION/REALITY PROGRAMMING SPOT (SINGLE)

CRAFT CATEGORIES

RD 8 MUSIC PACKAGE/POST SCORE OR INSTRUMENTAL THEME WITH OR WITHOUT VOCALS (SINGLE)

RD 9 SOUND DESIGN (SINGLE)

TELEVISION – VIDEO PRESENTATION:

PAGE 13

NETWORK, CHANNEL, STATION, PLATFORM BRANDING/IMAGE PROMOTION

TV 1 GENERAL BRANDING/IMAGE (SINGLE)

TV 2 GENERAL BRANDING/IMAGE CAMPAIGN (MULTIPLE)

TV 3 LOWER THIRD PROMOTION (SINGLE OR MULTIPLE)

TV 4 HOLIDAY/SPECIAL EVENT SPOT (SINGLE)

TV 5 HOLIDAY/SPECIAL EVENT CAMPAIGN (MULTIPLE)

TV 6 ON-AIR PROMOTION FOR WEBSITE (SINGLE OR MULTIPLE)

TV 7 PROGRAM PROMOTION SPOT – IN HOUSE (SINGLE)

TV 8 PROGRAM PROMOTION CAMPAIGN – IN HOUSE (MULTIPLE)

TV 9 PROGRAM PROMOTION SPOT – OUT OF HOUSE (SINGLE)

TV 10 PROGRAM PROMOTION CAMPAIGN – OUT OF HOUSE (MULTIPLE)

TV 11 NEWS/INFORMATION PROGRAM SPOT (SINGLE)

TV 12 NEWS/INFORMATION PROGRAM CAMPAIGN (MULTIPLE)

TV 13 SPECIAL NEWS REPORT OR EVENT PROGRAMMING PROMOTION (SINGLE OR MULTIPLE)

TV 14 SPORTS PROGRAM SPOT (NOT A LIVE EVENT) (SINGLE)

TV 15 SPORTS PROGRAM CAMPAIGN (NOT A LIVE EVENT) (MULTIPLE)

TV 16 LIVE EVENT SPOT (SINGLE)

TV 17 LIVE EVENT CAMPAIGN (MULTIPLE)

TV 18 COMEDY PROGRAM SPOT (SINGLE)

TV 19 COMEDY PROGRAM CAMPAIGN (MULTIPLE)

- TV 20 ENTERTAINMENT PROGRAM SPOT (SINGLE)
- TV 21 ENTERTAINMENT PROGRAM CAMPAIGN (MULTIPLE)
- TV 22 HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM SPOT (SINGLE)
- TV 23 HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM CAMPAIGN (MULTIPLE)
- TV 24 DRAMATIC PROGRAM SPOT (SINGLE)
- TV 25 DRAMATIC PROGRAM CAMPAIGN (MULTIPLE)
- TV 26 CHILDREN'S PROGRAM SPOT – LIVE ACTION (SINGLE)
- TV 27 CHILDREN'S PROGRAM CAMPAIGN – LIVE ACTION (MULTIPLE)
- TV 28 CHILDREN'S PROGRAM SPOT – ANIMATED/MIXED (SINGLE)
- TV 29 CHILDREN'S PROGRAM CAMPAIGN – ANIMATED/MIXED (MULTIPLE)
- TV 30 NON-FICTION/REALITY PROGRAMMING SPOT (SINGLE)
- TV 31 NON-FICTION/REALITY PROGRAMMING CAMPAIGN (MULTIPLE)
- TV 32 ADULT PROGRAMMING SPOT (SINGLE)
- TV 33 ADULT PROGRAMMING CAMPAIGN (MULTIPLE)
- TV 34 DAYTIME PROGRAM SPOT (SINGLE)
- TV 35 DAYTIME PROGRAM CAMPAIGN (MULTIPLE)
- TV 36 MADE FOR TELEVISION MOVIE SPOT (SINGLE)
- TV 37 MADE FOR TELEVISION MOVIE CAMPAIGN (MULTIPLE)
- TV 38 THEATRICAL FILMS SHOWN ON TELEVISION PROMOTION (SINGLE OR MULTIPLE)
- TV 39 DAYPART/BLOCK OF PROGRAMS SPOT (SINGLE)
- TV 40 DAYPART/BLOCK OF PROGRAMS CAMPAIGN (MULTIPLE)
- TV 41 "BEHIND THE SCENES" PROMOTION – LONG/SHORT FORM (SINGLE OR MULTIPLE)
- TV 42 STUNT PROMOTION – ON-AIR ONLY (SINGLE OR MULTIPLE)
- TV 43 INTERSTITIAL/"PROMO-TAINMENT"/PROGRAM WRAPS CAMPAIGN (MULTIPLE)
- TV 44 INTERSTITIAL/"PROMO-TAINMENT"/MOVIE WRAPS CAMPAIGN (MULTIPLE)
- TV 45 INTERSTITIAL/ADVERTISER INTEGRATION/PROGRAM WRAPS CAMPAIGN (MULTIPLE)
- TV 46 ON-AIR CONSUMER TIE-IN PROMOTION (SINGLE)
- TV 47 ON-AIR CONSUMER TIE-IN PROMOTION CAMPAIGN (MULTIPLE)
- TV 48 PUBLIC SERVICE ANNOUNCEMENT (SINGLE)
- TV 49 PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN (MULTIPLE)

SYNDICATOR/PROGRAM DISTRIBUTOR CATEGORIES

- TV 50 PROGRAM PROMOTION – ENTERTAINMENT (SINGLE OR MULTIPLE)
- TV 51 PROGRAM/MOVIE PROMOTION – ENTERTAINMENT USING INTEGRATED MEDIA (MULTIPLE)

HOME ENTERTAINMENT CATEGORIES

- TV 52 MOVIE PROMOTION (SINGLE)
- TV 53 MOVIE PROMOTION USING INTEGRATED MEDIA (MULTIPLE)
- TV 54 TELEVISION SERIES PROMOTION (SINGLE)
- TV 55 TELEVISION SERIES PROMOTION USING INTEGRATED MEDIA (MULTIPLE)

RADIO STATIONS CATEGORIES

- TV 56 TV PROMOTION OR PROMOTION CAMPAIGN (SINGLE OR MULTIPLE)

CABLE, SATELLITE AND ONLINE CONTENT PLATFORMS

TV 57 BRANDING/IMAGE SPOT (SINGLE)

TV 58 BRANDING IMAGE CAMPAIGN (MULTIPLE)

TV 59 ON-SCREEN SERVICES PROMOTION (VOD, PPV, ETC) (SINGLE OR MULTIPLE)

TV 60 CONSUMER PROMOTION USING INTEGRATED MEDIA (SINGLE OR MULTIPLE)

TRADE OR INTERNAL MARKETING (INDUSTRY FOCUSED;SALES, MARKETING OR UPFRONT PRESENTATIONS, ETC.)

TV 61 MARKETING VIDEO/PRESENTATION – INTERNAL (SINGLE)

TV 62 MARKETING VIDEO/PRESENTATION – EXTERNAL (SINGLE)

TV 63 SALES/DEMO REEL (SINGLE)

SPECIAL CATEGORIES

TV 64 SOMETHING FOR NOTHING (SINGLE)

TV 65 BEST WORK NEVER SEEN (SINGLE)

TV 66 FUNNIEST PROMOTION (SINGLE)

CRAFT CATEGORIES

TV 67 EDITING (SINGLE)

TV 68 COPYWRITING (SINGLE)

TV 69 DIRECTING (SINGLE)

TV 70 DESIGN (SINGLE)

TV 71 USE OF ORIGINAL COMPOSITION IN A PROMOTION (SINGLE)

TV 72 MUSIC PACKAGE/POST SCORE OR INSTRUMENTAL THEME WITH OR WITHOUT VOCALS (SINGLE)

TV73 SOUND DESIGN (SINGLE)

INTERACTIVE MEDIA:

PAGE 23

NETWORK, CHANNEL, STATION, PLATFORM BRANDING/IMAGE PROMOTION

IT 1 NETWORK/CHANNEL STATION/PLATFORM WEBSITE (SINGLE)

CONTENT PROMOTION – WEBSITE

IT 2 GENERAL ENTERTAINMENT PROGRAM PROMOTION (SINGLE)

IT 3 NEWS PROGRAM PROMOTION (SINGLE)

IT 4 SPORTS PROGRAM PROMOTION (SINGLE)

IT 5 COMEDY PROGRAM PROMOTION(SINGLE)

IT 6 DRAMATIC PROGRAM PROMOTION (SINGLE)

IT 7 CHILDREN'S PROGRAM PROMOTION(SINGLE)

IT 8 NON-FICTION/REALITY PROGRAM PROMOTION (SINGLE)

IT 9 HOLIDAY/SEASONAL/ENTERTAINMENT/SPECIAL EVENT PROGRAM PROMOTION (SINGLE)

ONLINE/INTERACTIVE GAMES/IMMERGING PLATFORMS

IT 10 GENERAL ENTERTAINMENT CHANNEL (SINGLE)

DVD, INTERACTIVE TV, MOBILE, IMMERGING PLATFORMS

IT11 INTERACTIVE TELEVISION APPLICATION PROMOTION (SINGLE)

IT 12 MARKETING/ADVERTISING (SINGLE)

IT13 TAKE-OVER PROMOTION/ROAD BLOCKS (SINGLE)

IT14 VIRAL/WEB/USER GENERATED CONTENT (SINGLE)
IT 15 INTERACTIVE APPLICATIONS PROMOTION (SINGLE)

CRAFT CATEGORIES

IT 16 ART DIRECTION/DESIGN/ANIMATION (SINGLE)
IT 17 COPYWRITING (SINGLE)
IT 18 TECHNICAL INNOVATIONS (SINGLE)

INTEGRATED MEDIA PROMOTION

PAGE 25

NETWORK, CHANNEL, STATION, PLATFORM BRANDING/IMAGE PROMOTION

MM 1 GENERAL BRANDING/IMAGE CAMPAIGN USING INTEGRATED MEDIA (MULTIPLE)
MM 2 HOLIDAY/SPECIAL EVENT CAMPAIGN USING INTEGRATED MEDIA (MULTIPLE)

CONTENT PROMOTION

MM 3 PROGRAM/MOVIE PACKAGE MARKETING CAMPAIGN USING INTEGRATED MEDIA (MULTIPLE)
MM 4 NEWS/INFORMATION PROGRAM PROMOTION CAMPAIGN USING INTEGRATED MEDIA (MULTIPLE)
MM 5 SPORTS PROGRAM PROMOTION CAMPAIGN USING INTEGRATED MEDIA (MULTIPLE)
MM 6 COMEDY PROGRAM PROMOTION CAMPAGIN USING INTEGRATED MEDIA (MULTIPLE)
MM 7 HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM CAMPAIGN USING INTEGRATED MEDIA (MULTIPLE)
MM 8 DRAMATIC PROGRAM CAMPAGIN USING INTEGRATED MEDIA (MULTIPLE)
MM 9 CHILDREN'S PROGRAM CAMPAIGN USING INTEGRATED MEDIA (MULTIPLE)
MM 10 NON-FICTION/REALITY PROGRAMMING CAMPAIGN USING INTEGRATED MEDIA (MULTIPLE)
MM 11 DAYPART/BLOCK OF PROGRAMS CAMPAIGN USING INTEGRATED MEDIA (MULTIPLE)
MM 12 CONSUMER TIE-IN PROMOTION CAMPAIGN USING INTEGRATED MEDIA (MULTIPLE)
MM 13 STUNT PROMOTION OVERALL USING INTEGRATED MEDIA (MULTIPLE)

CONTENT PROMOTION

MM 14 CONSUMER PROMOTION USING INTEGRATED MEDIA (MULTIPLE)

SPECIAL CATEGORIES:

PAGE 28

SA 1 SPECIAL PROJECT AWARD (SINGLE)
SA 2 ROCKET AWARD (SINGLE OR MULTIPLE)

TECHNICAL SPECIFICATIONS

PAGE 30

2010 PROMAXBDA PROMOTION AND MARKETING WORLD GOLD CATEGORIES

2010 NEW CATEGORY

This new category can be entered by any individual or company creating promotion to be viewed exclusively in theaters.

PO 1 Promos at the Movies

(single) A single video-based promotion created to promote a program, series, channel or network for television utilizing the cinematic experience. *One item per entry. Each individual entry needs to be three minutes (3:00) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

2010 SPECIALIZED CATEGORIES

These specialized categories can be entered by any individual or company creating promotional materials in conjunction with the 2010 Winter Olympics.

2010 SPECIAL CATEGORIES – 2010 WINTER OLYMPICS (SC1 – SC7)

This special list of categories was created to recognize outstanding marketing, promotion and design for the 2010 Winter Olympics and is open to everyone worldwide within both the North America and World Gold Competitions. All entrants will be combined and judged as a whole. The following categories will be judged by a global group of judges that are hand selected. Entries can be received by upload or tape. Audio files, video files, web and print files are eligible.

PLEASE NOTE: *These specialized categories pertaining to the 2010 Winter Olympics have an extended eligibility period. All entries promoting the 2010 Winter Olympics must have aired on electronic media by the extended eligibility deadline of February 26, 2010.*

Single: Single entries will compete against other single entries

Multiple: Multiple entries (i.e. campaign) will compete against other campaigns

The following group of categories are available for digital entry unless otherwise noted.

SC 1 Special Event Promotion (OLYMPICS)

(single) Any single video-based promotion created to promote the brand image of the network, channel, station or content platform with an Olympics event theme. *One item per entry. Each individual entry needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

SC 2 Special Event Campaign (OLYMPICS)

(multiple) Any group of thematically-related video-based promotional material created to promote the brand image of the network, channel, station or content platform with an Olympics event theme. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

SC 3 Sports Program Promotion (OLYMPICS)

(single) Any single video-based promotion created to promote a local or regional sports program associated with the 2010 Winter Olympics by way of theme or content. *One item per entry Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

SC 4 Sports Program Campaign (OLYMPICS)

(multiple) Any group of related video-based promotional material created to promote a local or regional sport program associated with the 2010 Winter Olympics by way of theme or content. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

SC 5 Live Event Promotion (OLYMPICS)

(single) Any single spot created to promote a live event program associated with the 2010 Winter Olympics by way of theme or content. Submission must be for a program that aired live. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

SC 6 Live Event Campaign (OLYMPICS)

(multiple) Any series of spots created to promote a live event program associated with the 2010 Winter Olympics by way of theme or content. Submission must be for a program aired live. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

WEBSITE:

SC 7 Special News Report or Event Program Website (OLYMPICS)

(Single) Any website created to promote a special news report/event program associated with the 2010 Winter Olympics by way of theme or content. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

OUTDOOR, OUT-OF-HOME, PRINT AND POSTER

Print Categories (PR 1-16)

This group of categories is broadly open to any print-based marketing or promotional material created or commissioned by a broadcast or cable network, channel, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. Please check categories for specific entry guidelines and the promaxbda.org website for all technical and print specification details.

Work produced by an in-house (channel or network creative or off-air promotion department) or out-of-house (agency/creative service company, vendor) is eligible. The entry must be utilized by a broadcast/electronic media-related entity such as a broadcast or cable station, a video post-production facility, a design firm specializing in broadcast media or an Internet broadcaster (Web) as appropriate to the category. Please list Submitting Company name (Client) and Submitting Agency in the online entry form as appropriate.

Single: Single entries will compete against other single entries

Multiple: Multiple entries (i.e. campaign) will compete against other campaigns

The following group of categories are available for digital entry unless otherwise noted and will be judged equally with submitted mounted print pieces.

General and Content Promotion

These categories can be entered by any individual or company creating promotional material for broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator or studio to be used in any market.

PR 1 Consumer Print Ad

(single) Any single print piece of advertising created to advertise a program, series or a network, published in a consumer publication. *One item per entry. Each piece may be uploaded as a .pdf or must be mounted and labeled. See entry guidelines in this document or on promaxbda.org for print entry specifications.*

PR 2 Consumer Print Campaign

(multiple) Any group of printed pieces of advertising created to promote a program, series or a network, for the consumer. *Multiple entries. Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. For all print material, each piece may be uploaded as a .pdf or must be mounted and labeled. See entry guidelines in this document or on promaxbda.org for print entry specifications.*

PR 3 Trade Print Ad

(single) Any single print piece of advertising created to promote a program, series or a network and published in a consumer trade publication. *One item per entry. Each piece may be uploaded as a .pdf or must be mounted and labeled. See entry guidelines in this document or on promaxbda.org for print entry specifications.*

PR 4 Trade Print Campaign

(multiple) Any group of printed pieces of advertising created to promote a program, series or a network, for trade publications. *Multiple entries. Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. For all print material, each piece may be uploaded as a .pdf or must be mounted and labeled. See entry guidelines in this document or on promaxbda.org for print entry specifications.*

PR 5 Outdoor/Environmental/Transit Ad

(single) Any single promotional piece of advertising (i.e. billboard, bus side, electronic, building sides or 3D outdoor) created to promote a program, series or network. Submit photo showing relationship to environment; for electronic/animated must submit video of ad and its relationship to environment. *One item per entry. Each piece may be uploaded as a .pdf or must be mounted and labeled. See entry guidelines in this document or on promaxbda.org for print entry specifications.*

PR 6 Outdoor/Environmental/Transit Ad Campaign

(multiple) Any combination of promotional piece of advertising (i.e. billboard, bus side, electronic, building sides or 3D outdoor) created to promote a program, series or network. Submit photo showing relationship to environment; for electronic/animated must submit video of ad and its relationship to environment. *Multiple entries. Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. For all print material, each piece may be uploaded as a .pdf or must be mounted and labeled. See entry guidelines in this document or on promaxbda.org for print entry specifications.*

PR 7 Marketing Presentation - Print or Specialty

(single or multiple) Any single or combination of printed material or specialty items created to promote programming or facilities to affiliates, vendor capabilities, systems, advertisers, agencies or funders, etc. Open to broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Submit original material. Printed materials must be mounted. Digital upload option not available for this category*

PR 8 Sales Promotion - Collateral/Specialty

(single) Any single sales promotional item such as: T-shirts, premiums, novelty items, etc., created to promote a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. *One item per entry. Submit original items. Printed material must be mounted. See entry guidelines in this document or on promaxbda.org for print entry specifications. Digital upload option not available for this category*

PR 9 Sales Promotion Campaign - Collateral/Specialty

(multiple) A combination of sales promotional items such as: T-shirts, premiums, novelty items, etc., created to promote a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Submit original items. Printed material must be mounted. See entry guidelines in this document or on promaxbda.org for print entry specifications. Digital upload option not available for this category*

PR 10 Promotional Items

(single) Any single promotional item such as: a T-shirt, premium, novelty item, etc., created to promote a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, specifically. *Submit original items. One item per entry. Each piece must be labeled. See entry guidelines in this document or on promaxbda.org for print entry specifications. Digital upload option not available for this category.*

PR 11 Promotional Items Campaign

(multiple) Any combination of promotional item such as: T-shirts, premiums, novelty item, etc., created to promote a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, specifically. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Submit original items. Printed material must be mounted. See entry guidelines in this document or on promaxbda.org for print entry specifications. Digital upload option not available for this category*

PR 12 Holiday/Special Event

(single) Any single printed material or specialty item created to promote a holiday or special event for a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, specifically. *One item per entry. Submit original items. Printed material must be mounted. See entry guidelines in this document or on promaxbda.org for print entry specifications. Digital upload option not available for this category*

PR 13 Stunt Promotion

(single or multiple) Any single advertisement or series of advertisements that use a surprising, out-of-the-ordinary creative approach to the promotion of a one-time programming or network/channel or station event. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Submit original items. Printed material must be mounted. See entry guidelines in this document or on promaxbda.org for print entry specifications. Digital upload option not available for this category*

Radio Station Categories

These categories can be entered by any individual or company creating advertising in print for any local, regional, national or online radio station/system to be used in any market.

PR 14 Print Ad

(single) Any single printed material or outdoor advertisement for radio stations or radio programs, including direct mail, transit, billboard, poster or consumer or trade. *One item per entry. Each piece may be uploaded as a .pdf or must be mounted and labeled. See entry guidelines in this document or on promaxbda.org for print entry specifications.*

Craft Categories

The following highlighted categories are craft categories recognizing the individual components of any given promotion all of which will be judged by a group of like titled/skilled judges.

PR 15 Copywriting

(single) Any single piece of printed material including but not limited to consumer advertisements, billboards, posters or direct mail that demonstrates creative and effective copywriting; *One item per entry. Each piece may be uploaded as a .pdf or must be mounted and labeled. See entry guidelines in this document or on promaxbda.org for print entry specifications.*

PR 16 Art Direction/Design

(single) Any single piece of printed material including but not limited to consumer ads, billboards, posters or direct mail that demonstrates creative and effective art direction or design as it relates to the promotion. *One item per entry. Each piece may be uploaded as a .pdf or must be mounted and labeled. See entry guidelines in this document or on promaxbda.org for print entry specifications.*

RADIO

Radio Categories (RD 1-9)

This group of categories is broadly open to any radio-based marketing or promotional content created or commissioned by a broadcast or cable network, channel, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. Please check categories for specific entry guidelines and the promaxbda.org website for all technical specification details.

Single: Single entries will compete against other single entries

Multiple: Multiple entries (i.e. campaign) will compete against other campaigns

The following group of categories are available for digital entry unless otherwise noted.

Network, Channel, Station, Platform Branding/Image Promotion

Using Radio

This category can be entered by any individual or company creating promotional audio-based materials for a radio/audio broadcast station, broadcast or cable network, channel, station to be used in any market.

RD 1 General Branding/Image

(single) Any single radio spot created to promote a network, channel, station, platform. *One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Submit on CD or upload. See entry guidelines in this document or on promaxbda.org for print entry specifications.*

Content Marketing using Radio

These categories can be entered by any individual or company creating promotional audio-based materials for a radio/audio broadcast program, station or content brand, broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio to be used in any market.

RD 2 Promotion for Program/Series

(single) Any single radio spot created to promote a program, series, movie, news or current affairs program, etc. *One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Submit on CD or upload. See entry guidelines in this document or on promaxbda.org for radio entry specifications.*

RD 3 Sports Program Spot (including live event)

(single) Any single radio-based promotional material created to promote a sports program including a live sports event. *One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Submit on CD or upload. See entry guidelines in this document or on promaxbda.org for radio entry specifications.*

RD 4 Comedy Program Spot

(single) Any single radio-based promotional material created to promote a comedy program or series. *One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Submit on CD or upload. See entry guidelines in this document or on promaxbda.org for radio entry specifications.*

RD 5 Entertainment Program Spot

(single) Any single radio-based promotional material created to promote a general entertainment program or series. *One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Submit on CD or upload. See entry guidelines in this document or on promaxbda.org for radio entry specifications.*

RD 6 Dramatic Program Spot

(single) Any single radio-based promotional material created to promote a dramatic program or series. *One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Submit on CD or upload. See entry guidelines in this document or on promaxbda.org for radio entry specifications.*

RD 7 Non-Fiction/Reality Programming Spot

(single) Any single radio-based promotional material created to promote a non-fiction/reality program. *One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Submit on CD or upload. See entry guidelines in this document or on promaxbda.org for radio entry specifications.*

Craft Categories

The following highlighted categories are craft categories recognizing the individual components of any given piece of promotion or marketing all of which will be judged by a group of like titled/skilled judges.

RD 8 Music Package/Post Score or Instrumental Theme With or Without Vocals

(single) Any single radio-based promotional material that demonstrates creative and effective use of music. Original score or library music permitted. *One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Submit on CD or upload. See entry guidelines in this document or on promaxbda.org for radio entry specifications.*

RD 9 Sound Design

(single) Any single radio-based promotional material that demonstrates creative and effective use of sound design. Component may include, but are not limited to: music, sound effects, voice talent, etc. *One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Submit on CD or upload. See entry guidelines in this document or on promaxbda.org for radio entry specifications.*

TELEVISION - VIDEO PRESENTATION

Television/Video Presentation Categories (TV 1-73)

This group of categories is broadly open to any video-based marketing or promotional material created or commissioned by a broadcast or cable network, channel, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. Please check categories for specific entry guidelines and the promaxbda.org website for all technical specification details.

Work produced by an in-house (channel or network creative or on-air promotion department) or out-of-house (agency/creative service company, vendor) is eligible. Please list Submitting Company name (Client) and Submitting Agency in the online entry form as appropriate.

Single: Single entries will compete against other single entries

Multiple: Multiple entries (i.e. campaign) will compete against other campaigns

The following group of categories are available for digital entry unless otherwise noted.

Network, Channel, Station, Platform Branding/Image Promotion

These categories can be entered by any individual or company creating promotional video-based materials for a broadcast or cable network, channel, station, cable or satellite provider, content provider to be used in any market.

TV 1 General Branding/Image

(single) Any single video-based promotional material created to promote the brand image of a network, channel station or content platform. Does not include identification pieces (IDs: see *design awards categories*) *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications*

TV 2 General Branding/Image Campaign

(multiple) Any group of thematically-related video-based promotional material created to promote the brand image of a network, channel station or content platform. Does not include identification (IDs: see *design awards categories*). *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 3 Lower Third Promotion

(single or multiple) Any single lower third promotion or series of lower third promotions created to promote a program, series, channel or network during a program. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 4 Holiday/Special Event Spot

(single) Any single video-based promotional material created to promote the brand image of the network, channel, station or content platform associated with or using a holiday or special event theme. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 5 Holiday/Special Event Campaign

(multiple) Any group of related video-based promotional material created to promoted the brand image of the network, channel, station or content platform associated with or using a holiday or special event theme. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 6 On-Air Promotion for Website

(single or multiple) A single or group of related video-based promotional material created to promote any aspect of a network's or program's website. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

Content Promotion

These categories can be entered by any individual or company creating promotional video-based materials for a specifically for a program to be used in any market.

TV 7 Program Promotion Spot – In-House

(single) Any single video-based promotional material created to promote any program, series of programs, holiday, public service announcement initiative, program or channel-related special events or daypart/related programming produced by an in-house team at a broadcast or cable network, channel, station or content brand. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 8 Program Promotion Campaign – In-House

(multiple) Any group of related video-based promotional material created to promote any program, series of programs, holiday, public service announcement initiative, program or channel related special events or daypart/related programming produced by an in-house team at a broadcast or cable network, channel, station or content brand. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 9 Program Promotion Spot – Out-of-House

(single) Any single video-based promotional material created to promote any program, series of programs, holiday, public service announcement initiative, program or channel-related special events or daypart/related programming produced out-of-house (by an agency/creative service company, vendor). *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 10 Program Promotion Campaign – Out-of-House

(multiple) Any group of related video-based promotional material created to promote any program, series of programs, holiday, public service announcement initiative, program or channel related special events or daypart/related programming produced out-of-house (by an agency/creative service company, vendor). *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 11 News/Information Program Spot

(single) Any single video-based promotional material created to promote a news, information or current affairs program, etc. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 12 News/Information Program Campaign

(multiple) Any group of related video-based promotional material created to promote a news information or current affairs program, etc. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 13 Special News Report or Event Programming Promotion (Environmental, Political Debates, etc.)

(single or multiple) Any single or group of related video-based promotional material created to promote a special report/event program relating to news information or current affairs, etc. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 14 Sports Program Spot (not a live event/game)

(single) Any single video-based promotional material created to promote a sports program, series or sports news program, etc. EXCLUDING a live event or game. *One item per entry. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 15 Sports Program Campaign (not a live event/game)

(multiple) Any group of related video-based promotional material created to promote a sports program, series or sports news program, etc. EXCLUDING a live event or game. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 16 Live Event Spot

(single) Any single video-based promotional material created to promote a one-time live event program. Submission must be for a program aired live such as a game or special event. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 17 Live Event Campaign

(multiple) Any group of related video-based promotional material created to promote a one-time, live event program. Submission must be for a program aired live. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 18 Comedy Program Spot

(single) Any single video-based promotional material created to promote a comedy program, series, movie, etc. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 19 Comedy Program Campaign

(multiple) Any group of related video-based promotional material created to promote a comedy program, series, movie, etc. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 20 Entertainment Program Spot

(single) Any single video-based promotional material created to promote a general entertainment program, series or movie program, etc. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 21 Entertainment Program Campaign

(multiple) Any group of related video-based promotional material created to promote a general entertainment program, series or movie program, etc. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 22 Holiday/Seasonal/Special Event Program Spot

(single) Any single video-based promotional material created to promote a holiday, seasonal or special event program, series, movie, news or current affairs program, etc. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 23 Holiday/Seasonal/Special Event Program Campaign

(multiple) Any group of related video-based promotional material created to promote a holiday, seasonal or special event program, series, movie, news or current affairs program, etc. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications,*

TV 24 Dramatic Program Spot

(single) Any single video-based promotional material created to promote a dramatic series. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 25 Dramatic Program Campaign

(multiple) Any group of related video-based promotional material created to promote a dramatic program, series, movie, news or current affairs program, etc. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 26 Children's Programming Spot — Live action

(single) Any single video-based promotional material created to promote a children's live action program, series, movie, news or current affairs program, etc. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 27 Children's Programming Campaign — Live action

(multiple) Any group of related video-based promotional material created to promote a children's live action program, series, movie, news or current affairs program, etc. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 28 Children's Programming Spot — Animated/Mixed

(single) Any single video-based promotional material created to promote a children's animated/mixed media program, series, movie, news or current affairs program, etc. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 29 Children's Programming Campaign — Animated/Mixed

(multiple) Any group of related video-based promotional material created to promote a children's animated/mixed media program, series, movie, news or current affairs program, etc. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 30 Non-Fiction/Reality Programming Spot

(single) Any single video-based promotional material created to promote a non-fiction/reality program, series, movie, news or current affairs program, etc. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 31 Non-Fiction/Reality Programming Campaign

(multiple) Any group of related video-based promotional material created to promote a non-fiction/reality program, series, movie, news or current affairs program, etc. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 32 Adult Programming Spot

(single) Any single video-based promotional material created to promote an adult or exotic program, series, movie, news or current affairs program, etc. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 33 Adult Programming Campaign

(multiple) Any group of related video-based promotional material created to promote an adult or exotic program, series, movie, news or current affairs program, etc. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 34 Daytime Program Spot

(single) Any single video-based promotional material created to promote a daytime entertainment program, series, movie, news or current affairs program, etc. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 35 Daytime Program Campaign

(multiple) Any group of related video-based promotional material created to promote a daytime entertainment program, series, movie, news or current affairs program, etc. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 36 Made-for-Television Movie Spot

(single) Any single video-based promotional material created to promote a made-for-television movie. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for technical specifications.*

TV 37 Made-for-Television Movie Campaign

(multiple) Any group of related video-based promotional material created to promote a made-for-television movie. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 38 Theatrical Films Shown on Television Promotion

(single or multiple) Any single or group of related video-based promotional material created to promote a theatrical film (NOT in current theatrical release) being shown on television. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 39 Daypart/Block of Programs Spot

(single) Any single video-based promotional material created to promote any regularly-scheduled, related block of programming. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 40 Daypart/Block of Programs Campaign

(multiple) Any group of related video-based promotional material or packaging created to promote any daypart or block of programs. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 41 "Behind the Scenes" Promotion - Long/Short Form

(single or multiple) Any single or group of video-based "behind the scenes" or "making of" promotional material used to promote specific programs, series, movies, etc. and/or the network. If full promotion is longer than allotted time, entry must be edited to fit the time specifications. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be five minutes (5:00) or less with a total running time of 10 minutes (10:00) or less for all entries together. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 42 Stunt Promotion - On-Air Only

(single or multiple) Any single or group of related video-based promotional material that uses a surprising, out-of-the-ordinary creative approach to the promotion of a one-time on-air programming event. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 43 Interstitial/"Promo-tainment"/Program Wraps Campaign

(multiple) Any group of related non-traditional video-based promotional or informational material used in conjunction with a program designed to enhance the brand identity of programs, series and/or the channel/network or station. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be three minutes (3:00) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 44 Interstitial/"Promo-tainment"/ Movie Wraps Campaign

(multiple) Any group of related non-traditional video-based promotional or informational material used in conjunction with the airing of a movie designed to enhance the brand identity of the movie or the channel/network or station. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be three minutes (3:00) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 45 Interstitial/Advertiser Integration/Program Wraps Campaign

(multiple) Any group of related non-traditional video-based sponsored promotion material designed to integrate the advertiser with the brand identity of specific program, movie or network. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be three minutes (3:00) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 46 On-Air Consumer Tie-In Promotion

(single) Any single video-based promotional material created to enhance the sales department's ability to generate advertising/income based on a promotion or other on-air concept for an advertiser. For example, a sponsored promo, product placement, special giveaway or contest. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 47 On-Air Consumer Tie-In Promotion Campaign

(multiple) Any group of related non-traditional video-based promotional material created to enhance the sales department's ability to generate advertising/income based on a promotion or other on-air concept for an advertiser. For example, a sponsored promo, product placement, special giveaway or contest. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 48 Public Service Announcement

(single) Any single video-based promotional material created to promote awareness of public service issues, social action or community service announcement. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 49 Public Service Announcement Campaign

(multiple) Any group of related non-traditional video-based promotional material created to promote awareness of public service issues, social action or community service announcement. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

Syndicator/Program Distributor Categories

These categories can be entered by any individual or company creating promotional video-based materials for syndicated or distributed programs to be used in any market.

TV 50 Program Promotion – Entertainment

(single or multiple) Any single spot or group of related video-based promotional material created to promote a syndicated/distributed entertainment program to local audiences, stations or other program buyers. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 51 Program/Movie Promotion – Entertainment Using Integrated Media

(multiple) Any group of related promotional material in two or more media including but not exclusive to print ads, kits, premiums, videotapes and other material designed to promote a general entertainment program/movie to local audiences, stations or other program buyers. *Minimum two, maximum six, related but different items per entry to be judged as a unified whole. No more than three pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled. For any web materials, submit URL of live website including any login information or submit archived website material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

Home Entertainment Categories

These categories can be entered by any individual or company creating promotional video-based materials for home entertainment specifically - to be used in any markets.

TV 52 Movie Promotion

(single) Any single video-based promotional material created to promote a movie released on DVD or digital media. (Includes: action/adventure, comedy, sci-fi, children's and drama-themed films.) *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 53 Movie Promotion Using Integrated Media

(multiple) Any group of related promotional material in two or more media including but not exclusive to print ads, kits, premiums, videotapes and other material designed to promote a movie released on DVD or digital media. *Minimum two, maximum six, related but different items per entry to be judged as a unified whole. No more than three pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled. For any web materials, submit URL of live website including any login information or submit archived website material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 54 Television Series Promotion

(single) Any single video-based promotional material created to promote a television series released on DVD or digital media. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 55 Television Series Promotion Using Integrated Media

(multiple) Any group of related promotional material in two or more media including but not exclusive to print ads, kits, premiums, videotapes and other material designed to promote a general entertainment television series released on DVD or digital media. *Minimum two, maximum six, related but different items per entry to be judged as a unified whole. No more than three pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled. For any web materials, submit URL of live website including any login information or submit archived website material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

Radio Stations Categories

These categories can be entered by any individual or company creating promotional video-based materials for radio stations or radio programs to be used in any markets.

TV 56 TV Promotion or Promotion Campaign

(single or multiple) Any single or group of related video-based promotional material created to promote a program or station to consumers. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

Cable, Satellite and Online Content Platforms

These categories can be entered by any individual or company creating promotional video-based materials for cable, satellite and online content platforms to be used in any market.

TV 57 Branding/Image Spot

(single) Any single video-based promotional material created to promote the brand or image of the cable, satellite or online content platform system. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 58 Branding/Image Campaign

(multiple) Any group of related video-based promotional material created to promote the brand or image of the cable, satellite or online content platform system. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 59 On-Screen Services Promotion (VOD, PPV, etc)

(single or multiple) Any single or group of related video-based promotional material designed to enhance the brand identity of specific platform offerings including: PPV, VOD or interactive TV or the system. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 60 Consumer Promotion Using Integrated Media

(single or multiple) Any single or group of related promotional material in two or more media including but not exclusive to print ads, kits, premiums and videotapes and other showcasing a value-added or sponsor tie-in consumer promotion designed to enhance audience program promotion. Submit a single spot or an appropriate combination of on-air, radio, print or collateral in order to substantiate award entry. *Minimum one, maximum six, related but different items per entry to be judged as a unified whole. No more than three pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled. For any web materials, submit URL of live website including any login information or submit archived website material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

Trade or Internal Marketing (industry focused: sales, marketing or upfront presentations etc.)

TV 61 Marketing Video/Presentation - Internal

(single) Any single video-based presentation created to promote programming or facilities to internal personnel, employees and vendors, including long-form promotional spots. *One item per entry. Each individual video needs to be three minutes (3:00) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 62 Marketing Video/Presentation - External

(single) Any single video-based presentation created to promote multiple programming or facilities to external affiliates, systems, advertisers, agencies or funders; includes long-form promotional spots. *One item per entry. Each individual video needs to be three minutes (3:00) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 63 Sales/Demo Reel

(single) Any single video-based presentation created to promote the capabilities of a company providing trade or internal marketing services to the industry. *One item per entry. Each individual video needs to be three minutes (3:00) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

Special Categories

TV 64 Something For Nothing

(single) It's a mission impossible, but it's up to you to make it possible! A simple but effective video-based promotion that's clearly executed on a small budget (max. \$5,000 USD). Entries must include a breakdown of all costs and time used to produce (including any in-house resources). *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 65 Best Work Never Seen

(single) Now's the time for everyone to see that brilliant work that your boss or your client just didn't "get"! Any promotional material which was produced but never made it to air. Please indicate in the marketing objective field the reasons why it was not used. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 66 Funniest Promotion

(single) It's as subjective as it sounds, but every year there is that gut-buster that just needs to be recognized. Any video-based promotion that's funny - that's the criteria! *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

Craft Categories

The following highlighted categories are craft categories recognizing the individual components of any given piece of promotion or marketing all of which will be judged by a group of like-titled/skilled judges.

TV 67 Editing

(single) Any single video-based promotion, presentation, interstitial etc. that demonstrates creative and effective promo editing. *One item per entry. Each individual video needs to be two minutes (2:00) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 68 Copywriting

(single) Any single video-based promotion, presentation, interstitial, etc. that demonstrates creative and effective copywriting; *One item per entry. Each individual video needs to be two minutes (2:00) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 69 Directing

(single) Any single video-based promotion that demonstrates superior execution of mise-en-scène including direction of actors, camera set-ups, oversight of production design, etc. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 70 Design

(single) Any single video-based promotion that best uses design to convey its promotional message. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 71 Use of an Original Composition in a Promotion

(single) Any single video-based promotion that makes creative use of an original score. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 72 Music Package/Post Score or Instrumental Theme With or Without Vocals

(single) Any single video-based promotion that makes creative use of music packages, post scores or instrumental themes with or without vocals. Original score or library music is permitted. Syndicated packages are allowed only if majority lyrics are custom. *One item per entry. Each individual video needs to be three minutes (3:00) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TV 73 Sound Design

(single) Any single video-based promotion that demonstrates creative and effective use of sound components including music, sound effects, voice talent, etc. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

INTERACTIVE

INTERACTIVE MEDIA CATEGORIES (IT 1-18)

This group of categories is broadly open to any marketing, promotion or content produced in part or in full for any interactive platform, medium or technology including (but not limited to) websites, micro-sites, walled gardens, mobile, kiosk, CD, DVD, enhanced or interactive programming guide (EPG/IPG), digital advertising unit or email communication created or commissioned by a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. Please check categories for specific entry guidelines and the promaxbda.org website for all technical specification details.

Single: Single entries will compete against other single entries

***NOTE: all work entered into the IT (interactive) categories are for single entry only. It is the entrant's responsibility to provide a working site for the judges to review. Any missing usernames or passwords or non-working/inactive URLs submitted will not be refunded.**

The following group of categories are available for digital entry unless otherwise noted.

Network, Channel, Station, Platform Branding/Image – Website

These categories can be entered by any individual or company creating promotional website-based materials for a broadcast or cable network, channel, station, cable or satellite provider or content provider.

IT 1 Network/Channel/Station/Platform Website

(Single) Any consumer website created to promote the brand/image of a network, channel, station or content platform. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

Content Promotion – Website

These categories can be entered by any individual or company creating promotional website-based materials specifically for a program to be used in any market.

IT 2 General Entertainment Program Promotion

(single) Any consumer website created to promote a program, series, movie, news or current affairs program, etc. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

IT 3 News Program Promotion

(single) Any consumer website created to promote a news/information/current affairs program. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

IT 4 Sports Program Promotion

(single) Any consumer website created to promote a sports program or series. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

IT 5 Comedy Program Promotion

(single) Any consumer website created to promote a comedy program, series, movie, etc. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

IT 6 Dramatic Program Promotion

(single) Any consumer website created to promote a dramatic program, series, movie. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

IT 7 Children's Program Promotion

(single) Any consumer website created to promote a children's program, series or movie. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

IT 8 Non-Fiction/Reality Program Promotion

(single) Any consumer website created to promote a non-fiction/reality program, series, movie, news or current affairs program, etc. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

IT 9 Holiday/Seasonal/Entertainment/Special Event Program Promotion

(single) Any consumer website created to promote a holiday, seasonal, special event single program or one-time event. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

On-Line/Interactive Games/Immerging Platforms

These categories can be entered by any individual or company using on-line/ Interactive games on immerging platforms as promotional materials to be used in any market.

IT 10 General Entertainment/Channel

(Single) Any online, mobile or otherwise interactive game developed to promote/enhance a specific program, special event, or channel. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

DVD, Interactive TV, Mobile/ Immerging Platforms

These categories can be entered by any individual or company using DVD, interactive TV or Mobile/ immerging platforms as promotional materials to be used in any market.

IT 11 Interactive Television Application Promotion

(single) Any interactive television application developed specifically to promote/enhance the channel or channel programming. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

IT 12 Marketing/Advertising

(single) Any online marketing and advertising using an animated or flash banner, pop-up, flash movie, splash page, etc. to promote a program or a network, channel, station or system via the Internet. Work will be judged on creativity and quality of design. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

IT 13 Take-Over Promotion/Road Blocks

(single) Any online take-over promotion or road block use to promote a program or a network, channel, station or system via the Internet. Work will be judged on creativity and quality of design. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

IT 14 Viral/Web/User Generated Content

(single) Any single piece of viral/web/user generated content used to promote a program or a network, channel, station or system via the Internet. Work will be judged on creativity and quality of design. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

IT 15 Interactive Applications Promotion

(single) Any single example of an innovative marketing strategy using interactive media such as broadband, mobile phone, VOD, etc. Entry must demonstrate interactivity and effectiveness in achieving results. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

Craft Categories

The following highlighted categories are craft categories recognizing the individual components of any given piece of promotion or marketing all of which will be judged by a group of like-titled/skilled judges.

IT 16 Art Direction/Design/Animation

(single) Any website or interactive application that demonstrates creative and effective art direction/design/animation. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

IT 17 Copywriting

(single) Any website or interactive application that demonstrates creative and effective copywriting. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

IT 18 Technical Innovations

(single) Any website or interactive application that demonstrates creative and innovative technology applications as it relates to the promotion objectives. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

INTEGRATED MEDIA PROMOTION

INTEGRATED MEDIA CATEGORIES (MM 1 – 14)

This group of categories is broadly open to any promotional material in two or more media (i.e. video, print, interactive, audio, etc.) created or commissioned by a general entertainment broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. Please check categories for specific entry guidelines and the promaxbda.org website for all technical specification details.

Multiple: Multiple entries (i.e. campaign) will compete against other campaigns

NOTE: all work entered into the MM (multimedia) categories must be using two or more media. *The following group of categories are available for digital entry unless otherwise noted.

Network, Channel, Station, Platform Branding/Image Promotion

These categories can be entered by any individual or company creating promotional multiple media materials for a broadcast or cable network, channel, station, cable or satellite provider or content provider to be used in any market.

MM 1 General Branding/Image Campaign Using Integrated Media

(multiple) A combination of thematically-related elements of promotional material including but not exclusive to print ads, kits, premiums, videotapes and other material designed to promote the brand image of a network, channel, station or content platform. *Minimum two, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled. For any web materials, submit URL of live website including any login information or submit archived website material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

MM 2 Holiday/Special Event Campaign Using Integrated Media

(multiple) A combination of thematically-related elements promotional material including but not exclusive to print ads, kits, premiums, videotapes and other material designed to promote a holiday or special event on a network, channel, station or content platform. Not program specific. *Minimum two, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled. For any web materials, submit URL of live website including any login information or submit archived website material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

Content Promotion

These categories can be entered by any individual or company creating promotional multiple media materials for a specific program to be used in any market.

MM 3 Program/Movie Package Marketing Campaign Using Integrated Media

(multiple) A combination of thematically-related elements promotional material including but not exclusive to print ads, kits, premiums, videotapes and other material designed to promote a program, series, movie, public service announcement, etc. *Minimum two, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled. For any web materials, submit URL of live website including any login information or submit archived website material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

MM 4 News/Information Program Promotion Campaign Using Integrated Media

(multiple) A series of thematically-related promotional material including but not exclusive to print ads, kits, premiums, videotapes and other material created to promote a news, information or current affairs program or series. *Minimum two, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled. For any web materials, submit URL of live website including any login information or submit archived website material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

MM 5 Sports Program Promotion Campaign Using Integrated Media

(multiple) A combination of thematically-related elements promotional material including but not exclusive to print ads, kits, premiums, videotapes and other material created to promote a sports program. *Minimum two, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled. For any web materials, submit URL of live website including any login information or submit archived website material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

MM 6 Comedy Program Promotion Campaign Using Integrated Media

(multiple) A combination of thematically-related elements promotional material including but not exclusive to print ads, kits, premiums, videotapes and other material created to promote a comedy program. *Minimum two, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled. For any web materials, submit URL of live website including any login information or submit archived website material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

MM 7 Holiday/Seasonal/Special Event Program Campaign Using Integrated Media

(multiple) A combination of thematically-related elements promotional material including but not exclusive to print ads, kits, premiums, videotapes and other material created to promote a holiday/seasonal program or special event program. *Minimum two, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled. For any web materials, submit URL of live website including any login information or submit archived website material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

MM 8 Dramatic Program Campaign Using Integrated Media

(multiple) A combination of thematically-related elements promotional material including but not exclusive to print ads, kits, premiums, videotapes and other material created to promote a dramatic program. *Minimum two, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled. For any web materials, submit URL of live website including any login information or submit archived website material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

MM 9 Children's Program Campaign Using Integrated Media

(multiple) A combination of thematically-related elements promotional material including but not exclusive to print ads, kits, premiums, videotapes and other material created to promote a children's program. *Minimum two, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled. For any web materials, submit URL of live website including any login information or submit archived website material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

MM 10 Non-Fiction/Reality Programming Campaign Using Integrated Media

(multiple) A combination of thematically-related elements promotional material including but not exclusive to print ads, kits, premiums, videotapes and other material created to promote a non-fiction/reality program. *Minimum two, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled. For any web materials, submit URL of live website including any login information or submit archived website material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

MM 11 Daypart/Block of Programs Campaign Using Integrated Media

(multiple) A combination of thematically-related elements promotional material including but not exclusive to print ads, kits, premiums, videotapes and other material created to promote a daypart or related block of programs. *Minimum two, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled. For any web materials, submit URL of live website including any login information or submit archived website material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

MM 12 Consumer Tie-In Promotion Campaign Using Integrated Media

(multiple) A combination of thematically-related promotional material including but not exclusive to print ads, kits, premiums, videotapes and other material created to promote a program with a consumer tie-in message. *Minimum two, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled. For any web materials, submit URL of live website including any login information or submit archived website material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

MM 13 Stunt Promotion Overall Using Integrated Media

(multiple) Any combination of thematically-related promotional material including but not exclusive to print ads, kits, premiums, videotapes and other material created to demonstrate a surprising, out-of-the-ordinary creative approach to the promotion of a one-time programming block or series/program event on any platform or media. Guerilla/viral marketing at its best! *Minimum two, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled. For any web materials, submit URL of live website including any login information or submit archived website material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

Cable, Satellite and Online Content Platforms

These categories can be entered by any individual or company creating promotional multiple media materials for a regional, national or online multi-channel delivery system used in any market.

MM 14 Consumer Promotion Using Integrated Media

(multiple) Any combination of thematically-related promotional material including but not exclusive to print ads, kits, premiums, videotapes and other material created to advertise the cable, satellite or online content platform directly to the consumer. *Minimum two, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled. For any web materials, submit URL of live website including any login information or submit archived website material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

SPECIAL CATEGORIES

SA 1 Special Project Award

(single) Any single video-based entry showcasing an out-of-the-ordinary event and/or activity designed to draw attention to programming, personnel, the community or a public service organization. *One item per entry. Each individual entry needs to be five minutes (5:00) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

SA 2 Rocket Award

(single or multiple) A special award designed to recognize a producer or marketer with two years or less experience in promotion or marketing, who is already creating outstanding work. This individual may be employed by a company or be a freelancer. You may nominate a deserving individual, or you may nominate yourself. *Up to three samples of promotion or marketing materials should be submitted for consideration to be judged as one entry. The objective of the submissions should be provided, along with a CV, résumé or short bio. Video entries only, maximum total duration three minutes (3:00).*

AGAIN, IMPORTANT FOR YOU TO KNOW:

- In the event that any individual category attracts fewer than 5 entries or less than 3 submitting companies, the organizer reserves the right to withdraw that category from the competition. In this event, the participating companies will receive a credit towards future entry fees. No cash refund will be given.
- The awards to be given for the 2010 award season will be gold and silver statues only. Bronze winners will receive certificates. If in any category entries do not meet the standard deemed award worthy by the judges, it is possible that there will be no awards given in that category. Equally, if in any category an entry meets the silver standard but not the gold standard, it is possible that there will only be a silver award given in a category.
- PromaxBDA will not be responsible for the holding of any materials submitted after the awards period has ended. Such materials will not be returned. All submissions become the property of PromaxBDA to be used at their discretion.
- All relevant permissions and copyrights are assumed to be cleared by the entrant.
- The organizers reserve the right to add, subtract, amend or otherwise revise any category during the course of the competition. Notice and updates of revisions will be posted on our website.
- The judging guidelines can be provided upon request.

If you have any questions about the awards competitions, the categories, entering or judging, please contact us at:

PromaxBDA Awards Department

Tel: 310.789.1501

E-mail: awards@promaxbda.org

Specs for Video Upload

Maximum file size: 100MB per file

Audio Compression: AAC audio compression.

Video Compression

- Original file bit rate: 2-3mbps, preferably
- FPS: 30
- Preferably H.264 video compression (better compression)
- 16:9 aspect ratio - *If the original content was formatted 4:3, please provide content in 4:3 anamorphic or provide curtains (black bars on each side) to accommodate appropriately for 16:9 playback.*

Standard Encoding Specs - DETAILED

These are general QuickTime specs that should be easily applied within your non-linear editing tool such as Final Cut Pro or Adobe Premiere. These setting can also be used in QuickTime Pro.

NOTE: File names should never contain spaces and please ALWAYS de-interlace.

Video Settings

Frame Size: Your final output size (ex. 4:3 - 320x240, 16:9 - 480x270)

Pixel aspect: 1.0 - Square pixels

File Format: Sorenson 3 or H.264

Extension: .mov

De-interlacing: Always de-interlace

Frame Rate: 30 fps

Key Frame Interval: 90 frames per keyframe

Bit Rate Type: Constant

Bit Rate Kbps: 3000Kbps

Audio Settings

Audio Enabled: Checkbox is selected

Audio Codec: Linear PCM or AAC

Channels: Stereo

Sample Rate: 48khz

Quality: High

Bit Rate: 128 Kbps

NOTE: when using AAC Audio please ensure you output Stereo audio, not Mono

* **Important notes:** When naming a file, please do not use spaces or special characters. We suggest using an underscore to represent a space. Example: chuck_video_from_the_beach.mov
If submitting a second version of a video clip, please include V2 (for Version 2) in the name of the file. chuck_video_from_the_beach_V2.mov

Shipping

DO NOT FORGET TO PRINT YOUR LABELS AND ATTACH THEM TO EACH ENTRY.

- *Within the on-line awards entry process you will see a "print labels" button after you have paid for your entry. It is extremely important that you print your label and attach it to your entry to ensure we receive it and check it in for the competition properly.*

PACK ALL OF YOUR ITEMS WITH CARE TO ENSURE THEY REACH PROMAXBDA SAFELY AND INTACT.

- Please pack all your items very carefully, particularly mounted boards and premium items, since they run a higher risk of being damaged in transit.

NUMBER YOUR BOXES CLEARLY TO ENSURE THEY REACH PROMAXBDA COMPLETELY

- Number your shipments of multiple boxes (1 of 4, 2 of 4, etc.) on the outside of each box of the shipment so that we can ensure we have received your complete entry package.

NOTATE ON OR WITHIN THE BOX WHICH COMPETITION YOUR SHIPMENT IS FOR

- Be sure to notate which competition you are entering (i.e. Latin America, MI6, Promotion & Marketing, World Gold Design, etc.)

PLEASE SEND YOUR ENTRIES TO:

PromaxBDA|MI6
Attn: AWARDS
1522e Cloverfield Blvd.
Santa Monica, CA 90404
USA

NOTE: All submissions immediately become the property of PromaxBDA to be used at their discretion. All relevant permissions and copyrights are assumed to be cleared by the entrant.

Do you have any awards questions?

Please contact us at:
Tel. 310.789.1503, 310.789.1501
Fax. 310.788.7616
E-mail: stacy@promaxbda.org or jessicak@promaxbda.org

How to build your tape

Before you build your tape, please enter all entry information on the Online Entry page. This will allow you to obtain the Entry Number information that is required for slating your entry.

It is very important that you follow the guidelines on how to edit and build your tape to ensure the material you are submitting is viewed and judged properly.

- ONLY BETA SP AND DIGITAL BETA VIDEO TAPES IN NTSC FORMAT WILL BE ACCEPTED.
- **ALSO ENSURE ALL CONTENT IS FORMATTED 16:9.**
IF THE ORIGINAL CONTENT WAS FORMATTED 4:3, PLEASE PROVIDE CONTENT IN 4:3 ANAMORPHIC OR PROVIDE CURTAINS (BLACK BARS ON EACH SIDE) TO ACCOMMODATE APPROPRIATELY FOR 16:9 PLAYBACK.
- YOU CAN SUBMIT ALL YOUR ENTRIES ON ONE TAPE IF SPACE ALLOWS.
- PLEASE DO NOT SEND ONE TAPE PER ENTRY, THIS IS NOT ONLY AN UNNECESSARY EXTRA COST FOR YOUR COMPANY, BUT ALSO MEANS EXTRA TIME AND HANDLING FOR PROCESSING.

Please read and follow these guidelines to ensure the correct editing of your tape:

- Please begin your tape at the one hour mark (01:00:00), with ten seconds (:10) of color bars and tone
- Add two seconds (:02) black
- Follow with five seconds (:05) of the slate
- The slate must contain:
 - Entry Number
 - Entry Title
 - Submitting Company
- Follow the slate with your video spot
- Follow with five seconds (:05) of black after the spot
- Follow with the slate for the next entry and repeat the process.

When entering Campaign entries, you will need only one slate for the entire set of spots that compose the campaign.

Do you have any awards questions?

Please contact us at:

Tel. +310.789.1503, +310.789.1501

Fax. +310.788.7616

E-mail: stacy@promaxbda.org or jessicak@promaxbda.org

Premium and Collateral Entry Requirements

Premium items are promotional items such as t-shirts, mugs, calendars, pens, notepads, games, etc.

Collateral items are essential elements created to support a promotional campaign such as pamphlets, flyers, brochures, displays, press kits, etc.

PLEASE FOLLOW THESE GUIDELINES WHEN SUBMITTING PREMIUM ITEMS AND/OR COLLATERAL ITEMS

- Submit original Premium and Collateral Items to avoid disqualification. If you are unable to submit the original item, please contact the awards department so that they may make a judges notation.
- All printed pieces and photographs should be entered in a digital media format (DVD, CD or flash/hard drive).
- If it is absolutely necessary to submit physically (i.e. category requirement), the entry must be mounted on a poster board unless size or weight prohibits. Please refer to the "Print Requirements" for guidelines.
- Premium and Collateral items should be submitted in a zip lock-type bag with the entry ID label attached to the outside of the bag to ensure safe and complete distribution to the judging panel.
- Please include an Entry ID label (provided by the online entry system) with each piece.

IMPORTANT: You will be able to print the Entry ID Labels for all your items during the payment process for all your entries.

Translations

Due to the international composition of our judging panels, we must request that all non-English language Premium and Collateral entries be accompanied by English translation, whenever necessary, for judging purposes.

Please Note: All submissions immediately become the property of PromaxBDA to be used at their discretion. All relevant permissions and copyrights are assumed to be cleared by the entrant. We are not able to return any materials submitted for entry.

Do you have any awards questions?

Please contact us at:

Tel. +310.789.1503, +310.789.1501

Fax. +310.788.7616

E-mail: stacy@promaxbda.org or jessicak@promaxbda.org

Print Entry Requirements

PLEASE FOLLOW THESE GUIDELINES WHEN SUBMITTING A PRINT ENTRY

All printed pieces and photographs should be uploaded through our online entry process as a .jpeg or .pdf.

If it is absolutely necessary to submit physically, please follow these instructions:

- All print entries (stats, tear-sheets, photos, samples, etc.) must be mounted on black poster board 14" x 20" or 20" x 30."
- All entries larger than 20" x 30" should be submitted as an 8" x 10" photo and mounted on a 14" x 20" black poster board.
- A poster may be submitted actual size by mounting it on two black poster boards that are hinged together. (No un-mounted posters will be accepted.)
- If size prohibits the actual piece being entered, such as a billboard, you may submit an 8" x 10" photo mounted on a 14" x 20" black poster board.
- If not easily mounted, to prevent damage, you may submit brochures, folded pieces, etc. in a padded envelope.
- Place an entry ID label (provided by the online entry system) on the **back** of each poster board in the **upper right hand corner**.

Translations

Due to the international composition of our judging panels, we must request that all non-English language print entries provide English translation for judging purposes.

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Digital Media Entry Requirements

What is Digital Media?

The term **Digital Media** encompasses all material submitted on DVD, CD or flash/hard drive. Please refer to the category descriptions for more information regarding the types of media required for each category and note that this media will not be returned (i.e. flash/hard drives).

PLEASE FOLLOW THESE GUIDELINES FOR ALL DIGITAL MEDIA ENTRIES

- The technical requirements (MAC or PC) must be clearly marked on all Digital Media entries.
- Attach an Online Entry Label (provided by the online entry system).
- For flash/hard drives it is required that they are placed in a bag/package to ensure the label can be clearly read.
- Please make sure that all materials are in NTSC or Region Free format.
- ALSO ensure that any relevant content is formatted 16:9. If the original content was formatted 4:3, please provide curtains (black bars on either side) to accommodate appropriately for 16:9 playback.

Translations

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