

promaxbda

2010 PROMAXBDA DESIGN AWARDS WORLD GOLD CATEGORIES

The following guidelines are designed to explain the CONTENT & MATERIALS that can be entered into each category. The PromaxBDA World Gold Design Awards celebrate the best practices in DESIGN 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.

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

ALL 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**
- **Local Stations**
- **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 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, and 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 DESIGN WORLD GOLD SUBMISSION GROUPS

The PromaxBDA World Gold Design Awards honor the best design work from any company or individual, broadcast, published or released in all markets worldwide during the eligibility period of January 1, 2009 through December 31, 2009 (except if noted in specialized categories).

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

All 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, print files. Single and Multiple entries

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2010 SPECIALIZED CATEGORIES

2010 SPECIAL CATEGORIES – 2010 WINTER OLYMPICS

(SC1 – SC4)

This special list of categories was created to recognize outstanding design for the upcoming 2010 Winter Olympics and is open to everyone worldwide within both the North America and World Gold Competitions. All entrants into these categories in the North America and World Gold Design Competitions will be combined and judged as a whole. Entries into this category must have been produced for or by any broadcast or cable network, channel, station, content brand, syndicator, studio, production company, individual or entity.

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 Entry, will compete against other single entries

Multiple: Multiple entries, i.e. campaign. Entry will compete against other campaigns

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

SC 1 ART DIRECTION & DESIGN: SPECIAL EVENTS PROMO (OLYMPICS)

Any single video-based promotion designed for a one-time news special event associated with the 2010 Winter Olympics by way of theme or content. *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 technical specifications.*

SC 2 ART DIRECTION & DESIGN: INFORMATIONAL GRAPHICS (OLYMPICS)

Any single graphic execution expressly produced to demonstrate or convey information for News or Sports programs associated with the 2010 Winter Olympics by way of theme or content. May include menus, over-the-shoulder, stats and full screen graphics. *One item per entry. Informational graphics can be compiled together to be judged as a single entry. Each individual entry needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for technical specifications.*

SC 3 ONE TIME ONLY SET DESIGN (OLYMPICS)

Any set production designed for a single and/or short-lived purpose in association with the 2010 Winter Olympics by way of theme or content. Entry can be shown by using a compilation of video material, showing no more than 10 seconds (:10) of show graphics, to be judged as a whole. Entry must contain a human/talent element in the set and should be taken from an on-air check only. Video only. *One item per entry. Informational graphics can be compiled together to be judged as a single entry. Each individual entry needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for technical specifications.*

SC 4 WEBSITE – CHANNEL/PROGRAMMING/ SPECIAL EVENT (OLYMPICS)

Any website designed for a General Entertainment/News/Sports channel or to promote programming and/or special event 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 digital media. See entry guidelines in this document or on promaxbda.org for technical specifications.*

INTEGRATED MEDIA

INTEGRATED MEDIA CATEGORIES

(1 – 9)

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.

Single: Single Entry, will compete against other single entries

Multiple: Multiple entries, i.e. campaign. Entry will compete against other campaigns.

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

1 TOTAL PACKAGE DESIGN - NETWORK/CHANNEL: IMAGE ON-AIR ONLY

(Multiple) A package of On-Air material/elements designed for a Network/Station or Channel image (not program specific). *Minimum two, maximum five, related but different items per entry to be judged as a unified whole (i.e. IDs, bumpers, interstitials, etc.). Entries containing more than five pieces of material may be disqualified. Montages and compilations are not acceptable. Each individual entry piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

2 CAMPAIGN DESIGN: TOPICAL ON-AIR ONLY

(Multiple) A package of On-Air material/elements designed specifically to promote a Program or Show. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole (i.e. opens, promos, etc.). Entries containing more than five pieces of material may be disqualified. Montages and compilations are not acceptable. Each individual entry piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

3 CAMPAIGN DESIGN: TOPICAL PRINT ONLY

(Multiple) A package of Print material/elements designed specifically to promote a Program or Show. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole (i.e. ads, posters, brochures, etc.) 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.*

4 CAMPAIGN DESIGN: IMAGE ON-AIR AND PRINT COMBINATION

(Multiple) Any combination of On-Air and Print material/elements designed to promote a Network/Station or Channel image. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole (i.e. IDs, bumpers, interstitials, ads, posters, brochures, etc.). Entries containing more than five pieces of material may be disqualified. For any video materials, each video piece needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

5 CAMPAIGN DESIGN: TOPICAL ON-AIR AND PRINT COMBINATION

(Multiple) Any combination of On-Air and Print material/elements designed to promote a Program or Show. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole (i.e. opens, promos, ads, posters, brochures, etc.). Entries containing more than five pieces of material may be disqualified. For any video materials, each video piece needs to be ninety (:90) seconds or less. 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 all technical specifications.*

6 NETWORK/CHANNEL PACKAGE DESIGN: IMAGE ALL MEDIA

(Multiple) Any combination of On-air, Print, Collateral, Premium and Web material designed for Network/Station or Channel image. *Minimum two, maximum five, 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 five pieces of material may be disqualified. For any video materials, each video piece needs to be ninety (:90) seconds or less. For all print material, each piece may be uploaded as a .pdf or must be mounted and labeled. For any web materials, submit live URL with any user name and password needed or archived interactive material on digital media. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

7 CAMPAIGN DESIGN: TOPICAL ALL MEDIA

(Multiple) Any combination of On-Air, Print, Collateral, Premium and Web material designed for a Program or Show. *Minimum two, maximum five, 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 five pieces of material may be disqualified. For any video materials, each video piece needs to be ninety (:90) seconds or less. For all print material, each piece may be uploaded as a .pdf or must be mounted and labeled. For any web materials, submit live URL with any user name and password needed or archived interactive material on digital media. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

8 CAMPAIGN DESIGN: NEWS ALL MEDIA

(Multiple) Any combination of On-Air, Print, Collateral, Premium and Web material designed for a News/Current Affairs program or show. May be topical (about a specific episode) or image (generic). *Minimum two, maximum five, 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 five pieces of material may be disqualified. For any video materials, each video piece needs to be ninety (:90) seconds or less. For all print material, each piece may be uploaded as a .pdf or must be mounted and labeled. For any web materials, submit live URL with any user name and password needed or archived interactive material on digital media. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

9 LOGO DESIGN: NETWORK/CHANNEL ALL MEDIA

(Multiple) Any logo designed for On-Air, Print and Interactive applications for a Network/Station or Channel. Submit as aired on videotape, plus print sample, plus URL for interactive sample. *Minimum two, maximum five, 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 five pieces of material may be disqualified. For any video materials, each video piece needs to be ninety (:90) seconds or less. For all print material, each piece may be uploaded as a .pdf or must be mounted and labeled. For any web materials, submit live URL with any user name and password needed or archived interactive material on digital media. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TELEVISION / VIDEO PRESENTATION: GENERAL ENTERTAINMENT

GENERAL ENTERTAINMENT CATEGORIES

(10 – 22)

This group of categories is broadly open to any video-based marketing or promotional material 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.

Work produced by an in-house (station 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. Examples of On-Air General Entertainment include but are not limited to: arts and entertainment, children's, sitcom, soap opera, talk show, etc.

Single: Single Entry, will compete against other single entries

Multiple: Multiple entries, i.e. campaign. Entry will compete against other campaigns.

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

10 ART DIRECTION & DESIGN: TOPICAL PROMO

(Single) Any single video-based promotional material designed to promote a specific general entertainment program or show EXCLUDING News or Sports shows. *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.*

11 ART DIRECTION & DESIGN: TOPICAL CAMPAIGN

(Multiple) Any group of related video-based promotional material designed to promote a specific general entertainment program or show EXCLUDING News or Sports shows. (May include: promos, bumpers, lower thirds, 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.*

12 ART DIRECTION & DESIGN: IMAGE PROMO

(Single) Any single video-based promotional material designed to promote the image of a general entertainment channel, network or station EXCLUDING News or Sports. *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.*

13 ART DIRECTION & DESIGN: IMAGE CAMPAIGN

(Multiple) Any group of related video-based promotional material designed to promote the image of a general entertainment channel or network or station EXCLUDING News or Sports. (May include: IDs, interstitials, full-screen graphics, 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.*

14 ART DIRECTION & DESIGN: SPECIAL EVENTS PROMO

(Single) Any single video-based promotional material designed to promote a one-time general entertainment special event including contest, anniversary, variety show, holiday, etc., EXCLUDING News or Sports events. *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.*

15 ART DIRECTION & DESIGN: INTERSTITIAL

(Single) Any single video-based material designed specifically to, without overt promotion, bridge gaps between general entertainment programming EXCLUDING News or Sports. *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.*

16 ART DIRECTION & DESIGN: INTERSTITIAL CAMPAIGN

(Multiple) Any group of related video-based material designed specifically to, without overt promotion, bridge gaps between general entertainment programming EXCLUDING News or Sports. *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 two minutes (2:00) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

17 ART DIRECTION & DESIGN: ID

(Single) Any single video-based material designed to reinforce a general entertainment channel, network or station identity/brand EXCLUDING News or Sports. This should not include specific program information. *One item per entry. Each individual video needs to be thirty seconds (:30) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

18 ART DIRECTION & DESIGN: INFORMATIONAL GRAPHICS

(Single) Any graphic execution expressly produced to demonstrate or convey information for general entertainment programs, EXCLUDING News or Sports programs. (May include menus, over-the-shoulder, stats and full screen graphics.) *One item per entry. Informational graphics can be compiled together to be judged as a single 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.*

19 ART DIRECTION & DESIGN: ON-AIR ILLUSTRATION

(Single) A craft category highlighting illustration created for use on-air as a part of a video-based promotional effort for a channel, network, station, program, special or show. Submit as aired. *One item per entry. On-air illustrations can be compiled together to be judged as a single 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.*

20 ART DIRECTION & DESIGN: PROGRAM SPECIFIC LOGO

(Single) Any logo designed specifically for use in conjunction with a program created by a general entertainment broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio or production company. Submit as aired. Programs only. *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.*

21 GENERAL ENTERTAINMENT: OPEN/TITLES

(Single) Any general entertainment program or show opening title sequence designed specifically for a program created by a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio or production company. Submit as aired. Programs only. *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.*

22 GENERAL ENTERTAINMENT: BUMPER

(Single) Any transitional design element between a general entertainment program and commercial/promotional break. The element needs to be topical to a specific show or group of programs (block) being aired. *One item per entry. Each individual entry needs to be twenty seconds (:20) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TELEVISION / VIDEO PRESENTATION: NEWS

NEWS CATEGORIES

(23 – 30)

This group of categories is broadly open to any video-based marketing or promotional material created or commissioned by a news 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.

Work produced by an in-house (station 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.

These categories allow for News and Current Affairs-related material only.

Single: Single Entry, will compete against other single entries

Multiple: Multiple entries, i.e. campaign. Entry will compete against other campaigns.

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

23 ART DIRECTION & DESIGN: TOPICAL PROMO

(Single) Any single video-based promotional material designed to promote a specific news or current affairs program or show. *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.*

24 ART DIRECTION & DESIGN: TOPICAL CAMPAIGN

(Multiple) Any group of related video-based promotional material designed to promote a specific news or current affairs program or show. (May include: promos, bumpers, lower thirds, 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.*

25 ART DIRECTION & DESIGN: IMAGE PROMO

(Single) Any single video-based promotional material designed to promote the image of a news or current affairs channel, network or station. *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.*

26 ART DIRECTION & DESIGN: IMAGE CAMPAIGN

(Multiple) Any group of related video-based promotional material designed to promote the image of a news or current affairs channel or network or station. (May include: IDs, interstitials, full-screen graphics, 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.*

27 ART DIRECTION & DESIGN: SPECIAL EVENTS PROMO

(Single) Any single video-based promotional material designed to promote a one-time news or current affairs special event including contest, anniversary, variety show, holiday, 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.*

28 ART DIRECTION & DESIGN: INFORMATIONAL GRAPHICS

(Single) Any graphic execution expressly produced to demonstrate or convey information for news or current affairs programs. (May include menus, over-the-shoulder, stats and full screen graphics.) *One item per entry. Informational graphics can be compiled together to be judged as a single 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.*

29 NEWS: OPEN/TITLES

(Single) Any news or current affairs program or show opening title sequence designed specifically for a program created by a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio or production company. Submit as aired. Programs only. *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.*

30 NEWS: BUMPER

(Single) Any transitional design element between a news or current affairs program and commercial/promotional break. The element needs to be topical to a specific show or group of programs (block) being aired. *One item per entry. Each individual entry needs to be twenty seconds (:20) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

TELEVISION / VIDEO PRESENTATION: SPORTS

SPORTS CATEGORIES

(31 – 39)

This group of categories is broadly open to any video-based marketing or promotional material created or commissioned by a sports 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.

Work produced by an in-house (station 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.

These categories allow for Sports-related material only.

Single: Single Entry, will compete against other single entries

Multiple: Multiple entries, i.e. campaign. Entry will compete against other campaigns.

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

31 ART DIRECTION & DESIGN: TOPICAL PROMO

(Single) Any single video-based promotional material designed to promote a specific sports program or show. *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.*

32 ART DIRECTION & DESIGN: TOPICAL CAMPAIGN

(Multiple) Any group of related video-based promotional material designed to promote a specific sports program or show. (May include: promos, bumpers, lower thirds, 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.*

33 ART DIRECTION & DESIGN: IMAGE PROMO

(Single) Any single video-based promotional material designed to promote the image of a sports channel, network or station. *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.*

34 ART DIRECTION & DESIGN: IMAGE CAMPAIGN

(Multiple) Any group of related video-based promotional material designed to promote the image of a sports channel or network or station. (May include: IDs, interstitials, full-screen graphics, 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.*

35 ART DIRECTION & DESIGN: SPECIAL EVENTS PROMO

(Single) Any single video-based promotional material designed to promote a one-time sports special event including contest, anniversary, variety show, holiday, 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.*

36 ART DIRECTION & DESIGN: INFORMATIONAL GRAPHICS

(Single) Any graphic execution expressly produced to demonstrate or convey information for sports events. May include menus, over-the-shoulder, stats, full screen graphics, snipes, bugs, elevators, and informational graphics 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.*

37 ART DIRECTION & DESIGN: ID

(Single) Any group of related video-based material designed to reinforce a sports channel, network or station identity/brand. This should not include specific program information. *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 thirty seconds (:30) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

38 SPORTS: OPEN/TITLES

(Single) Any sports program or show opening title sequence designed specifically for a program created by a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio or production company. Submit as aired. Programs only. *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.*

39 SPORTS: BUMPER

(Single) Any transitional design element between a sports program and commercial/promotional break. The element needs to be topical to a specific show or group of programs (block) being aired. *One item per entry. Each individual entry needs to be twenty seconds (:20) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

PRINT:

PRINT CATEGORIES

(40 – 59)

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, 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 and print specification details.

Work produced by an in-house (station 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 Entry, will compete against other single entries

Multiple: Multiple entries, i.e. campaign. Entry 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.

40 CONSUMER IMAGE PUBLICATION ADVERTISING

(Single) Any single print piece of advertising designed to promote the image of a channel, network or station in a consumer publication. Submit as mounted stat or tear sheet and state print run number within the Creative Strategy section of the online entry form. *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.*

41 CONSUMER IMAGE PUBLICATION ADVERTISING CAMPAIGN

(Multiple) Any group of printed pieces of advertising designed to promote the image of a channel, network or station in a consumer publication. Submit as mounted stats or tear sheets and state print run number in the Creative Strategy section of the online entry form. *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.*

42 TOPICAL PUBLICATION ADVERTISING - COLOR

(Single) Any single printed piece of advertising, in color, designed to promote a specific show or program in a consumer publication. Submit as mounted stat or tear sheet and state print run number in the Creative Strategy section of the online entry form. *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.*

43 TOPICAL PUBLICATION ADVERTISING CAMPAIGN - COLOR

(Multiple) Any group of printed pieces of advertising, in color, designed to promote a specific show or program in a consumer publication. Submit as mounted stats or tear sheets and state print run number in the Creative Strategy section of the online entry form. *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.*

44 STYLE GUIDE

(Single) A complete guide for the use of a package design for a network, channel, station, program or show. *One item per entry. Each piece may be mounted and must be labeled. Submit original sample. No digital entry available. See entry guidelines in this document or on promaxbda.org for print entry specifications.*

45 STATIONERY

(Single) Any combination of stationery materials designed for a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. May include letterhead, business card, envelope, etc. *A group of up to 5 related stationery items will be considered as a single entry. Entries containing more than five pieces of material may be disqualified. Must be mounted on 1 poster board to be considered one single entry. No digital entry available. See entry guidelines in this document or on promaxbda.org for print entry specifications.*

46 INVITATION OR CARD

(Single) Any single invitation or card designed for an event for a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. May include “save the date” and “thank you” components, which must be mounted together with the actual invitation. *Submit original sample. Must be mounted on 1 poster board to be considered one single entry. No digital entry available. See entry guidelines in this document or on promaxbda.org for print entry specifications.*

47 FOLDED PIECE

(Single) Any single promotional piece designed for a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. Includes unbound brochures, folders, flyers, etc. *One item per entry. Each piece may be mounted and must be labeled. Submit original sample. No digital entry available. See entry guidelines in this document or on promaxbda.org for print entry specifications.*

48 BOUND PIECE

(Single) Any single bound piece designed for promotional purposes for a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. Includes books, booklets, magazines, manuals, viewer guides, etc. *One item per entry. Each piece may be mounted and must be labeled. See entry guidelines in this document or on promaxbda.org for print entry specifications. Submit original sample. No digital entry available.*

49 PRESS KIT

(Single) Any single flat, folded or bound, two-dimensional or three-dimensional piece designed for promotional and press related purposes specifically. Contents may be included if part of a single design unit. Can include three dimensional objects, and/or special effects. *Each piece may be mounted and must be labeled. Submit original sample. No digital entry available. See entry guidelines in this document or on promaxbda.org for print entry specifications.*

50 3-D PROMOTIONAL OR SALES KIT

(Single) Any single three-dimensional promotional piece or sales kit. Contents may be included if part of a single design unit. Includes three dimensional objects, and/or special effects. *Each piece may be mounted and must be labeled. Submit original sample. No digital entry available. See entry guidelines in this document or on promaxbda.org for print entry specifications.*

51 POSTER

(Single) Any single poster designed 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. 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.*

52 POSTER CAMPAIGN

(Multiple) Any group of posters designed 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. Entries containing more than five pieces of material may be disqualified. Print material 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.*

53 OUTDOOR – STATIC

(Single) Any single static outdoor advertising designed to promote a channel/network or program. Includes billboard, building sides, bus shelters, 3-D, etc. Submit photo of outdoor ad and include how it is placed in its 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.*

54 OUTDOOR – STATIC CAMPAIGN

(Multiple) Any group of related static outdoor advertising designed to promote a channel/networks or program. Includes billboards, building sides, 3-D, etc. Submit photos of outdoor ads and include how they are placed in their environment. *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 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.*

55 LOGO

(Single) Any single logo designed to promote a channel/network or program in print. Includes station, corporate, show, etc. Printed material must be mounted. *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.*

56 DVD PACKAGING

(Single) Any DVD packaging design that shows superior creativity and overall excellence in packaging design. *Each piece may be mounted and must be labeled. Submit original sample. No digital entry available. See entry guidelines in this document or on promaxbda.org for print entry specifications.*

57 TOTAL PACKAGE DESIGN – PRINT

(Multiple) A total package of related print elements designed to promote a channel, network, station or program. Can include packaging, outdoor, poster, kits, collateral, advertising, stationary, etc. *Minimum two, maximum six, related but different items per entry to be judged as a unified whole. Entries containing more than six pieces of material may be disqualified. Print material must be mounted and labeled. No digital entry available. Submit original samples where appropriate. See entry guidelines in this document or on promaxbda.org for print entry specifications.*

58 ILLUSTRATION FOR PRINT

(Single) A craft category highlighting any traditional or digital illustration for print piece used to promote a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. Can include digitally enhanced photography. Submit as black & white or color photo. *One item per entry. Each piece may be mounted and must be labeled. Submit original sample. No digital entry available. See entry guidelines in this document or on promaxbda.org for print entry specifications.*

59 PHOTOGRAPHY FOR PRINT

(Single) A craft category highlighting photography used for print to promote a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. Submit as black & white or color photo. *One item per entry. Each piece may be mounted and must be labeled. Submit original sample. No digital entry available. See entry guidelines in this document or on promaxbda.org for print entry specifications.*

SCENIC:

SCENIC CATEGORIES

(60 – 61)

This group of categories is broadly open to any set design/scenic design 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 and print specification details.

Work produced by an in-house (station 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 Entry, will compete against other single entries

The following two categories are available for digital entry.

60 SET DESIGN

(Single) Any set design for talk, children's, sports, variety or news programs, etc. Entry can be shown by using a compilation of video material showing no more than ten seconds (:10) of show graphics, to be judged as a whole. Entry must contain a human/talent element in the set for scale reference, and should be taken from an on-air check only. *One item per entry. Video only. 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.*

61 ONE TIME ONLY SET DESIGN

(Single) Any set production designed for a single and/or short-lived program. Entry can be shown by using a compilation of video material showing no more than ten seconds (:10) of show graphics, to be judged as a whole. Entry must contain a human/talent element in the set for scale reference, and should be taken from an on-air check only. *One item per entry. Video only. 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.*

INTERACTIVE MEDIA:

INTERACTIVE MEDIA CATEGORIES

(62 – 69)

This group of categories is broadly open 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 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 Entry, will compete against other single entries

Multiple: Multiple entries, i.e. campaign. Entry will compete against other campaigns.

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

62 WEBSITE – NETWORK/STATION/CHANNEL

(Single) Any consumer website designed to give information about stations, networks or channels and general programming – not program specific. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on digital media. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

63 WEBSITE –TOPICAL ENTERTAINMENT - PROGRAMMING/ SPECIAL EVENT/ NEWS

(Single) Any consumer website designed to give information/entertainment about a news channel/program, general entertainment channel/ program, or to promote programming and/or special event. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on digital media. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

64 WEBSITE – FLASH ANIMATION

(Single) Any flash animation created for use on a website for a channel or programming; designed to specifically show the best use of Flash in promotion. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on digital media. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

65 ONLINE ADVERTISING – BANNERS/SKYSCRAPERS

(Single) Any online advertising banner or skyscraper (vertical banners) designed to promote a channel/network or programming. May include animated or flash banners. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on digital media. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

66 ONLINE ADVERTISING

(Single) Any online advertising material designed to promote a channel/network or programming within the web medium. May include pop-ups, flash movies, splash page, etc. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on digital media. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

67 e-COMMUNICATIONS

(Single) Any single e-greeting, e-card, e-newsletter, e-mail or e-vite designed to promote a channel/network or programming using the web medium. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on digital media. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

68 INTERACTIVE GAME

(Single) Any single interactive game, to be played in the web medium, designed as part of a promotional strategy for a channel/network or programming. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on digital media. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

69 WEBSITE PROMOTION – VIDEO-BASED

(Single) Any video-based promotion (a spot, advertisement, etc.), designed to promote any aspect of a channel/network or program's website. *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.*

OTHER DESIGN APPLICATIONS:

INTERACTIVE MEDIA CATEGORIES

(70 – 79)

This group of categories is broadly open 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 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.

These categories allow pieces that clearly demonstrate the input of the designer, such as the use of graphics, typography, animation and stylization of footage to convey message.

Single: Single Entry, will compete against other single entries

Multiple: Multiple entries, i.e. campaign. Entry will compete against other campaigns.

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

70 DISPLAY

(Single) All booths, stands, point-of-purchase or any other type of three-dimensional on-site displays that promote a channel/network or program. Submit original display if size is less than 3' x 5'. For larger sizes, submit mounted photo of display with human element present for scale reference. *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.*

71 PROMOTIONAL ITEM

(Single) Any single promotional item designed for a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. Includes caps, T-shirts, premium, novelty items, etc. *One item per entry. Each piece may be mounted and must be labeled. See entry guidelines in this document or on promaxbda.org for premium/collateral entry specifications. Submit original sample. No digital entry available.*

72 PROMOTIONAL ITEMS CAMPAIGN

(Multiple) Any group of related but different items designed to promote a channel/network or program. Includes caps, T-shirts, premium, novelty items, 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 piece may be mounted and must be labeled. See entry guidelines in this document or on promaxbda.org for premium/collateral entry specifications. No digital entry available. Submit original samples.*

73 ART DIRECTION & DESIGN: PSA (Public Service Announcement)

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

74 ON-AIR COMMERCIAL ADVERTISEMENT

(Single) Any single video-based advertisement created to sell a product, service or channel OUTSIDE of standard brand, image, television or tune-in promotion. *One item per entry. Submit as aired. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for technical specifications.*

75 SELF PROMOTION/SHOW REEL/COMPANY IMAGE

(Single) Any single show reel or promotional presentation designed to promote the work of a designer, agency or company. Must be an integrated presentation demonstrating the capabilities of the person, agency or company. *One item per entry. Each individual video needs to be no longer than six minutes (6:00). See entry guidelines in this document or on promaxbda.org for technical specifications.*

76 MUSIC VIDEO OR SHORT SUBJECT

(Single) Any single music video or short subject film. *One item per entry. Each individual video needs to be no longer than five minutes (5:00). See entry guidelines in this document or on promaxbda.org for technical specifications.*

77 TYPOGRAPHY/ON-AIR

(Single) Any single example of best use of typography in a video-based promotional piece (including but not limited to on-air promotion, IDs, interstitials, etc). *One item per entry. Submit as aired. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for technical specifications.*

78 TYPOGRAPHY FOR PRINT

(Single) Any single sample of best use of typography in a print-based promotional piece (including but not limited to trade ads, billboards, folded piece, etc.). *One item per entry. Submit as print or stat. Each piece may be mounted and must be labeled. See entry guidelines in this document or on promaxbda.org for all technical and print entry specifications.*

79 SALES OR INTERNAL MARKETING PRESENTATION

(Single) Any not-for-broadcast video-based promotion for a program, platform, channel or service, including trade shows, sales tapes, up-front and attract loops, internal sales and marketing and/or animation and post-production accomplished for corporate programming, not commercial. *One item per entry. Each individual video needs to be no longer than five minutes (5:00). See entry guidelines in this document or on promaxbda.org for technical specifications.*

SPECIAL CATEGORIES:

This group of categories is broadly open to any marketing or promotional material created or commissioned by a news 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.

Work produced by an in-house (station 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 Entry, will compete against other single entries

Multiple: Multiple entries, i.e. campaign. Entry will compete against other campaigns.

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

SPECIAL CATEGORIES

(80 – 83)

80 CAMPAIGN DESIGN: SELF BRANDING

(Multiple) A package of promotional materials developed for a design, creative or production company; may include video-based, print, collateral, premium, web material, 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. For any video materials, each video piece needs to be ninety (:90) seconds or less. For all print material, each piece may be uploaded as a .pdf or must be mounted and labeled. For any web materials, submit live URL with any user name and password needed or archived interactive material on digital media. See entry guidelines in this document or on promaxbda.org for all technical and print entry specifications.*

81 BEST COLLABORATIVE EFFORT

(Single) Any single spot or series of related spots that exhibits the highest degree of excellence in all contributing disciplines including design, writing, editing, sound, direction, etc. Up to 5 elements, which will be considered as single entry. *Each individual video piece needs to be ninety seconds (:90) or less with a total maximum duration of five minutes (5:00). See entry guidelines in this document or on promaxbda.org for all technical specifications.*

82 SALON DE REFUS

(Single) Any work created that was pitched but never aired or published but was well worth the creative effort! Please indicate in the marketing objective the reasons why it was not used. Submit video or print at stage of cancellation. *Single entry. For any video materials, each video piece needs to be ninety (:90) seconds or less. For any print material, each piece may be uploaded as a .pdf or must be mounted and labeled. For any web materials, submit live URL with any user name and password needed or archived interactive material on digital media. See entry guidelines in this document or on promaxbda.org for all technical and print entry specifications.*

83 DVD DESIGN

(Single) Any DVD designed for a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. Will be judged on its overall design, creativity, packaging, menu and DVD itself. *Single Entry. Each piece may be mounted and must be labeled. Submit DVD in original packaging, no digital entry available. NTSC format as presented to clients and/or consumers. See entry guidelines in this document or on promaxbda.org for print entry specifications.*

SPECIAL AWARDS:

84 ROCKET AWARD

A special award created to recognize the outstanding work of an individual with less than 18 months professional experience in video-based design for promotion and marketing. This individual may be employed by a company or be a freelancer. You may nominate yourself, or if there is someone that you know who deserves this award, nominate him or her. *Video only – maximum 3 pieces. Each video piece needs to be ninety (:90) seconds or less and collectively they will count as a single entry. CV/Resume should be cut and pasted into Creative Strategy on the entry form or included with your entry. Total maximum duration: three minutes (3:00). See entry guidelines in this document or on promaxbda.org for all technical specifications.*

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 only. 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, and 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

TECHNICAL SPECIFICATIONS:

Specs for Video Upload

Maximum file size: 100MB per file

Audio Compression: AAC audio compression.

Video Compression

o Original file bit rate: 2-3mbps, preferably

o FPS: 30

o Preferrably H.264 video compression (better compression)

o 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 SUBMIT 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.

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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.

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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, 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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