

How to build your tape

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.

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.

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?

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