

2010 Hampton Roads ADDY® Awards IMPORTANT SUBMISSION GUIDELINES

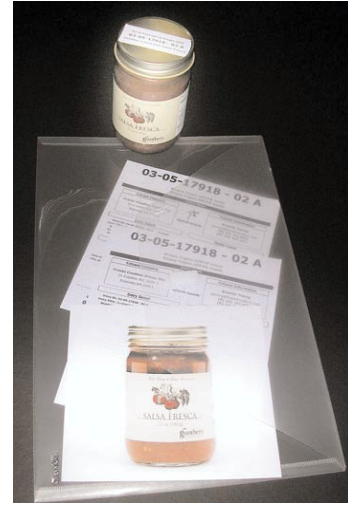
In order to ensure ease in judging and production of materials for the ADDY Awards program, winner book and winners' reel, the following criteria must be followed for all Professional and Student entries to the 2010 Hampton Roads ADDY® Awards. **Entries that do not meet this criteria risk not being judged.** If the entry is judged and wins, the winner risks it not being displayed in the winner book.

Please submit your entry package in a clear plastic bag or manila envelope. If you need bags, we will have free ones for you at the take in site.

All entries, including electronic ones, must be labeled with the entry number. This includes envelopes, sleeves, disks, and individual pieces of a campaign entry. The entry number can be found in multiple places, including by cutting the labels at the bottom of the printed contest entry form.

If it's a CD or DVD item submitted with your entry, please write the entry number on the front of the disc with a permanent marker.

If your entry is a campaign, please label each piece separately, e.g. "1 of 3."



Entry numbers begin with "03-03," followed by an individual six digit number, followed by the category number. Therefore, **an entry number would follow the "03-03-123456-01A" format.**

PRINT Entries: For each entry, please provide entry form, manifest, printed example of the work, and a CD containing one (1) high resolution 300 dpi JPGs (RGB or CMYK) that represent the entry. Please name the file on the CD using the unique entry number. **To facilitate local Winners Book and Show Reel needs, we request you include one (1) high-resolution 300 dpi PDF in addition to the JPG, but not instead of the JPG on the same CD.**

INTERNET/INTERACTIVE Entries: For each entry, please provide entry form, manifest, printed example of the work, and a CD containing one (1) high resolution 300 dpi JPGs (RGB or CMYK) that represent the entry. Your entry will be judged on the web, but the backup pieces may be used if needed. Please name the file on the CD using the unique entry number. **To facilitate local Winners Book and Show Reel needs, we request you include one (1) high-resolution 300 dpi PDF in addition to the JPG, but not instead of the JPG on the same CD.**

VIDEO/AUDIO VISUAL/COMPUTER PRESENTATION

Entries: For each entry, please provide entry form, and manifest, and a DVD. National ADDY rules require a video file on DVD,



playable on any DVD player. To facilitate local Winner Book and Show Reel needs, we request you ALSO include an uncompressed QuickTime movie (.MOV) files with 48 kHz stereo audio burned as a data file on a separate disk. Quicktime Software is a free application that can be downloaded at quicktime.com. Please name the file on the DVD using the unique entry number, label the envelope sleeve, AND the entry number on the front of the DVD with a permanent marker.

AUDIO Entries: For each entry, please provide entry form, manifest, and an audio CD containing the entry. Audio CDs are the only accepted audio format. You may not email us separate AIFF, MP3, WMV or WAV files. Please name the file on the CD using your entry number, label the envelope sleeve, AND write the entry number on the front of the CD with a permanent marker.