TO ENTER THE 2016 ADDY AWARDS COMPETITION
Go to www.aaf.org and click Submit Entries.*
• Complete the entrant information.
• Complete the information for each entry.
• Upload the correct digital file for your submission.
• Print out two copies of each entry form.
• Print out one copy of your manifest and sign it.
• Package TWO COPIES of each of your entries as directed below.

ENTRY FEES – PROFESSIONAL
ON-TIME ONLINE (Sun., Jan. 3, 2016 through Fri., Jan. 8, 2016):
Single Entries – Members: $70 each/Non-Members: $105 each
Campaigns – Members: $150 each/Non-Members: $175 each
Single Entries – Members: $100 each/Non-Members: $155 each
Campaigns – Members: $200 each/Non-Members: $255 each

ENTRY FEES – STUDENT
Single Entries – $25 each / Campaigns – $55 each

WHAT YOU’LL NEED
• TWO copies of the entry form.
• This poster insert.
• TWO copies of the entry form.
• This poster insert.
• A broadcast, audio visual, or computer presentation submission.

WHEN YOU SUBMIT YOUR ENTRIES, PLEASE
• Package them as outlined below.
• Include the appropriate digital upload using AAWard software.
• Include your signed manifest (print out from AAWard entry site).
• Make sure your entries match your manifest.
• Include your payment (in advance by credit card).

DELIVERY DEADLINES
• To avoid late fees, deliver or ship entries to arrive from 8:30am–
5:30pm from Mon., Jan. 4 through Fri., Jan. 8, 2016 to Cox
Communications, 1341 Crossways Blvd., Chesapeake, VA 23320.
• Late fee entries may be delivered or shipped to arrive through
5:30pm on Wed., Jan. 13, 2016. Late fees apply no matter when
they were entered online. No entries will be accepted after that
date and time.

JUDGING PROCEDURES
Judging will be conducted in accordance with the guidelines found
on the aaf.org website. Decisions of judges and the NOAC, including
eligibility, qualifications and appropriate category placements,
are final.

AUTO-FORWARDING
All Gold winning work will be forwarded to the district and national
competition at no additional cost to the entrant. Silver winning
work may be advanced by the entrant to the district or national competition
by paying the applicable entry fee.

QUESTIONS ABOUT YOUR ENTRIES?
addyawards@aafhr.org
Deany Dormer
American Advertising Awards Chair, 757-785-5081
Mark Bradley
AAF Hampton Roads President, 757-717-2373

PROFESSIONAL ELIGIBILITY REQUIREMENTS
• All work entered in the ADDY competition must have first appeared
in the media between January 1 and December 31, 2015.
• With the exceptions of Public Service Advertising and Advertising Industry Self Promotion categories, and student entries, work entered must have been the result of paid creative services and media
and mobile communications in the legitimate everyday workplace of advertising. Occasionally, an entry is submitted that appears to have been created outside the conventional agency-to-client-to-media marketing structure, as if the entry was created
solely for the purpose of winning an award. This type of work is not accepted.

“NEW” CREATIVE
To qualify as new creative, the copy must be completely different from
the expressed intent of the American Advertising Awards competition
category. Entries that are also considered outstanding and worthy of
recognition receive a SILVER ADDY. The number of awards given in
each category is determined by the judges, based on the relative quality of work in that category.

“REAL” ADVERTISING
The expressed intent of the American Advertising Awards competition is to recognize and reward the creative spirit of excellence in the art of advertising.

Entry in your local Ad Club competition is the first step toward winning a national ADDY.

A GOLD ADDY is recognition of the highest level of creative
excellence and is judged to be superior to all other entries in the
category. Entries that do not qualify. Changing dates, locations, times, savings, etc.,
will not be accepted with the exception of work created for clubs
used by or paid for by a client. Work developed for paying clients
will be forfeited.

STUDENT AWARDS
Conducted annually by the American Advertising Federation (AAF) and sponsored by National Ad2, the local American Advertising Awards Student Division is the first of a three-tier, national competition.

Any work created for the NSAC competition will be eligible for the next American Advertising Awards Student Division competition following the NSAC finals in June. For example, creative for the 2015 NSAC sponsor Pizza Hut is now eligible for the 2015-2016 American Advertising Awards Student Division competition.

PLEASE note: comps, original photographs, illustrations, etc. all become the property of the AAF and will not be returned.

STUDENT ELIGIBILITY REQUIREMENTS
• Applicants must be enrolled full or part time in an accredited U.S.
educational institution.
• All work entered into the competition must have been created
between January 1 and December 31, 2015.
• Work may be developed specifically for this competition or
submitted from previous projects or competitions.
• Work must be created while an entrant is a student not employed in
the advertising industry. Student intern work is eligible if it is not
used by or paid for by a client. Work developed for paying clients
will not be accepted with the exception of work created by clubs
as a fundraiser or work created for student publications.
• Entries may be entered into only one local American Advertising
Awards competition, which is determined by the location of the
school or institution in which the work was created. If an affiliated
competition does not exist in the market (CBSA, DMA or MSA),
the district will assign the entry to the local or ultimate competition.
• Recent graduates are eligible to enter as long as the entry was
created while the entrant was a student during the 2015 calendar
year and the entry meets all other requirements.

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ENTRY SUBMISSION
• Firmly affix the entry number to the upper right corner of the back of
your ENTRIES.
• Place a label at the top in the space provided on this poster.
• Insert TWO copies of the entry form inside the envelope behind
the place you are entering.
• Include a print submission on the American Advertising Awards software (PDF or .jpegs), a movie or audio
file (files formats below) for broadcast, audio visual or computer presentation submissions, and provide a URL for interactive submissions.

FOR 3-D SUBMISSIONS
• If your item is too large to easily fit in this envelope, attach the entry number to the bottom of the entry.
• Place a label at the top in the space provided on this poster.

IF THE 3-D ITEM IS TOO LARGE FOR THIS ENVELOPE
• Affix the entry number to the bottom of the piece.
• Select an appropriately sized box to hold the entry.
• Secure entry number to the upper right corner of the top of the box.
• Include the one-copy of the entry form inside the box.
• Spray mount an entry form to the bottom of the box.

FOR PIECES THAT ARE PART OF A CAMPAIGN SUBMISSION
• Follow the instructions above. Indicate on each label “1 of 2” or “2 of
2” pieces.

BROADCAST, AUDIO VISUAL, OR COMPUTER PRESENTATION ENTRIES MUST INCLUDE
• The poster insert.
• TWO copies of the entry form.
• NOTE: All video and audio assets for American Advertising Awards entries MUST be submitted as digital uploads via
the online AAWard software. DVDs and CDs are NO LONGER
ACCEPTED. Acceptable digital formats for video are .mov, .mpg,
.mpeg, .wmv and audio files are .mp3, .wav, .m4a. Files uploads
are limited to 100mb for video and 5mb for audio.

INTERACTIVE ENTRIES MUST INCLUDE
• TWO copies of the entry form.
• TWO copies of a printout showing representative screen shots
of the entry.