

## CALLING ALL ENTRIES FOR THE AMERICAN ADVERTISING AWARDS

ENTRIES ARE DUE JANUARY 12, 2024 • SAVE THE DATE - FRIDAY, FEBRUARY 23RD, 2024

### HOW TO ENTER

Visit [aaf-nd.org/awards](http://aaf-nd.org/awards) to enter. Click the button to submit a professional entry. Review the category list in this document or on these websites to find where your work should compete and follow the simple drop down menus to enter your information. Make sure you credit the members of your creative team so that they will be recognized properly in any AAF winner publications. Submission of entries acknowledges the right of the AAF to use them for publication, exhibition and marketing of the American Advertising Awards competition and show.

### DEADLINES

All entries must be submitted online, but physical copies may be submitted after entry. See our site for more information on drop-off locations. All entries are due on or before January 12, 2024. Below are deadlines for entry price changes:

Deadline for Early Bird Pricing: **December 3, 2023**

Deadline for Regular Pricing: **January 5, 2024**

Final Deadline (Late Fee): **January 12, 2024**

### ENTRY FEES

#### AAF-ND MEMBERS

##### SINGLE ENTRY FEE

**\$60 Early Bird** (Submit by December 3, 2023)

**\$70 Regular Price** (Submit by January 5, 2024)

**\$100 Late** (Submit by January 12, 2024)

##### CAMPAIGN ENTRY FEE

**\$80 Early Bird** (Submit by December 3, 2023)

**\$90 Regular Price** (Submit by January 5, 2024)

**\$120 Late** (Submit by January 12, 2024)

#### NON-MEMBERS

##### SINGLE ENTRY FEE

**\$100 Early Bird** (Submit by December 3, 2023)

**\$110 Regular Price** (Submit by January 5, 2024)

**\$140 Late** (Submit by January 12, 2024)

##### CAMPAIGN ENTRY FEE

**\$120 Early Bird** (Submit by December 3, 2023)

**\$130 Regular Price** (Submit by January 5, 2024)

**\$160 Late** (Submit by January 12, 2024)

#### STUDENTS

##### SINGLE ENTRY OR CAMPAIGN FEE

**\$30 Early Bird** (Submit by December 3, 2023)

**\$40 Regular Price** (Submit by January 5, 2024)

**\$55 Late** (Submit by January 12, 2024)

### ELIGIBILITY REQUIREMENTS

- All work entered in the American Advertising Awards competition must have first appeared between January 1, 2023 and December 31, 2023.
- 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/or media placement in the normal course of business.
- Entries must be submitted in the CBSA, DMA or MSA where the work was created (as defined by Arbitron or Nielsen for your local market). If multiple Ad Clubs are in the same CBSA, DMA or MSA the Ad Club located nearest to the entrant geographically will be the entry site.
- In the event there are entrants located in markets not served by a local American Advertising Awards affiliated show, the acceptance, processing, judging, forwarding and fees of those entries will be decided by the governing body of the district in which the entrant is located. Additional geographic considerations are covered in the Professional Rules and Categories document that can be found on [aaf-nd.org/awards](http://aaf-nd.org/awards)
- For Student eligibility requirements refer to the Student American Advertising Awards Rules & Categories available at [AmericanAdvertisingAwards.com](http://AmericanAdvertisingAwards.com).

### "REAL" ADVERTISING

The expressed intent of the American Advertising Awards competition is to recognize and reward creative excellence 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 that used in any previous ads. The same headline with different body copy does not qualify.

Changing dates, locations, times, savings, etc., does not qualify. The illustration or photography can be the same, but the copy (thrust and content) must be new. Some ads present little or no copy. In the instance of no copy (other than time, location, and other basic information data), an ad with a previously used illustration does not qualify. If questionable, the final decision rests with the local, district and ultimately the national American Advertising Awards Committee (N3AC). Copyright infringement and/or plagiarism (be it intentional or unintentional) will result in the disqualification and, if applicable, removal of awards from any entry deemed in violation. All entry fees will be forfeited.

### ALL ENTRIES MUST:

- Meet all eligibility and deadline requirements.
- Be entered in the correct category and be correctly identified.
- Conform to defined submission requirements.
- Conform to all copyright laws.

### INVOICE/MANIFEST FORM

After filling out the entry forms, you will be required to sign an Invoice/Manifest Form, listing all of your entries. This form states that by signing below you:

- Verify that the above information is accurate.
- Acknowledge that proper rights were obtained for use of any elements of the entry that were not original.
- Agree to submit documentation deemed necessary for review.
- Release the entry for Internet, broadcast and/or print (allow reuse of material).
- Verify that the entry was created within the local MSA of the competition.

### ENTRY SUBMISSION

Judging will be handled in-person at the district level this year. All entries must be submitted online but physical copies of applicable entries will be accepted for judging in addition to online entry.

This year's drop-off locations for physical entries include:

- AdShark Marketing: 503 7th St N. Ste 104, Fargo, ND 58102
- Spotlight Media: 4609 33rd Ave S, Ste 304, Fargo, ND 58104

Please visit [aaf-nd.org/awards](http://aaf-nd.org/awards) for additional information and instructions regarding physical entry submissions.

Submission of entries acknowledges the right of the AAF to use them for publication, exhibition and marketing of the American Advertising Awards competition and show.

### CAMPAIGN ENTRIES

A **SINGLE-MEDIUM CAMPAIGN** is no less than two and no more than four total pieces in the entry.

An **INTEGRATED CAMPAIGN** is defined as a campaign or series of ads, commercials or executions that utilize more than one medium. The American Advertising Awards allows entries in all Integrated Campaign categories to submit up to ten executions for judging. Integrated Campaign entries may be accompanied by a written or digital (video) summary not to exceed 250 words (written) or 3 minutes (digital). Digital summaries must be submitted by uploading the video file during the online entry process.

Failure to adhere to these limitations may result in a portion or all of the noncompliant entry to be removed from judging.

### ONLINE/INTERACTIVE ADVERTISING

For Websites and all Online/Interactive entries, submit the URL addresses. For multiple URLs in a campaign category entry, create a web page that contains each of the individual links and provide the single URL to your newly created page, i.e.- [http://www.somedomain.com/addy\\_entries.html](http://www.somedomain.com/addy_entries.html). Do not submit a URL that leads directly to a "swf" file. Judging of online entries will be done online, using the URL whenever possible. URLs should not require any username or password for access. In cases where this already exists, the entrant should create an independent URL. URLs, banners and menus must not contain any references to the entrant.

### QUESTIONS?

If you are uncertain of which category to submit work under or have any questions regarding entries, please reach out to us. Feel free to e-mail us at:

AAF-ND Board President (Jenny Johnson)  
president@aaf-nd.org

Awards Committee  
awards@aaf-nd.org

