

## SUBMIT YOUR WORK FOR THE AMERICAN ADVERTISING AWARDS

ENTRY OPENS MONDAY, NOVEMBER 18, 2024 @ MIDNIGHT • ENTRY CLOSSES FRIDAY, JANUARY 17, 2025 @ 11:59PM

### HOW TO ENTER

Visit [aaf-nd.org/awards](http://aaf-nd.org/awards) to enter. Click the 'submit entries' buttons to navigate to the entry portal. Review the category list on this document or on our website to determine which category to submit your work in. Complete the submission form to enter your work for award consideration. Make sure to credit all individuals who played a role in the creation of your work so that they will be recognized properly in any AAF and AAF-ND winner publications. Submission of entries acknowledges the right of the AAF and AAF-ND to use them for publication, exhibition and marketing of the American Advertising Awards competition and show.

### DEADLINES

All entries must be submitted online before entry closes on **Friday, January 17, 2025 at 11:59pm**. There will be no exceptions made for submitting entries past the close of submissions. All entries are considered final once entry closes and revisions and updates cannot be made.

Below are deadlines for entry price changes:

Deadline for Early Bird Pricing: **December 15, 2024 @ 11:59pm**

Deadline for Regular Pricing: **January 12, 2025 @ 11:59pm**

Final Deadline (Late Fee): **January 17, 2025 @ 11:59pm**

### ENTRY FEES

#### AAF-ND MEMBERS

##### SINGLE ENTRY FEE

**\$65 Early Bird** (Submit by December 15, 2024)

**\$75 Regular Price** (Submit by January 12, 2025)

**\$100 Late** (Submit by January 17, 2025)

##### CAMPAIGN ENTRY FEE

**\$90 Early Bird** (Submit by December 15, 2024)

**\$100 Regular Price** (Submit by January 12, 2025)

**\$125 Late** (Submit by January 17, 2025)

#### NON-MEMBERS

##### SINGLE ENTRY FEE

**\$100 Early Bird** (Submit by December 15, 2024)

**\$110 Regular Price** (Submit by January 12, 2025)

**\$135 Late** (Submit by January 17, 2025)

##### CAMPAIGN ENTRY FEE

**\$130 Early Bird** (Submit by December 15, 2024)

**\$140 Regular Price** (Submit by January 12, 2025)

**\$165 Late** (Submit by January 17, 2025)

#### STUDENTS

##### SINGLE ENTRY OR CAMPAIGN FEE

**\$30 Early Bird** (Submit by December 15, 2024)

**\$40 Regular Price** (Submit by January 12, 2025)

**\$60 Late** (Submit by January 17, 2025)

### ELIGIBILITY REQUIREMENTS

- All work entered in the American Advertising Awards competition must have first appeared between January 1, 2024 and December 31, 2024.
- With the exceptions of Pro Bono 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 (Core-Based Statistical Area), DMA (Designated Market Area) or MSA (Metropolitan Statistical Area) where the work was created (as defined by Arbitron or Nielsen for your local market). If multiple competitions are in the same CBSA, DMA or MSA, the Chapter 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 [aaf-nd.org/awards](http://aaf-nd.org/awards)

### “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. Eligible entries must consist of placed media created in the aforementioned timeframe.

### “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 rest with the local, district and ultimately the National American Advertising Awards Committee.

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:

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

### ENTRY SUBMISSION

ALL entries for the 2025 AAF-ND American Advertising Awards will be done online with no in-person judging of physical submissions taking place. Judging will be done using digital content provided via URL, PDF, or JPEG images during the online entry process. All categories, unless specified otherwise, will be allowed 3-5 digital uploads and an optional video upload.

Please visit [aaf-nd.org/awards](http://aaf-nd.org/awards) for additional information, helpful guides, submission suggestions and more.

Submission of entries acknowledges the right of the AAF and AAF-ND 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 at:

**Awards Committee**  
[awards@aaf-nd.org](mailto:awards@aaf-nd.org)

Thank you for your support of AAF-ND!

## SALES & MARKETING

### SALES PROMOTION

#### Product or Service Sales Promotion

- 001A** Catalog
- 001B** Sales Kit or Product Information Sheets
- 001C** Menu
- 001D** Campaign

#### Packaging

- 002A** Single Unit
- 002B** Campaign

#### Point-of-Purchase

- 003A** Counter Top or Free Standing
- 003B** Point of Purchase Campaign

### COLLATERAL MATERIAL

- 004** Stationery Package – Single or Multiple Pieces
- 005** Printed Annual Report

#### Printed Newsletter

- 006A** Single Newsletter
- 006B** Campaign

#### Brochure

- 007A** Single Unit
- 007B** Campaign

#### Publication Design

- 008A** Cover
- 008B** Editorial Spread or Feature
- 008C** Magazine Design
- 008D** Magazine Design Series
- 008E** Book Design

#### Special Event Material

- 009A** Card, Invitation, Announcement – Single Unit
- 009B** Card, Invitation, Announcement – Campaign

### DIRECT MARKETING

#### Direct Mail

- 010A** Flat - Single Unit
- 010B** Flat – Campaign
- 010C** 3D / Mixed – Single Unit
- 010D** 3D / Mixed – Campaign

### SPECIALTY ADVERTISING

- 011A** Apparel
- 011B** Other Merchandise
- 011C** Campaign

## PRINT ADVERTISING

### MAGAZINE ADVERTISING

- 012A** Full Page Or Less – Single Unit
- 012B** Spread, Multiple Page or Insert
- 012C** Campaign

### NEWSPAPER ADVERTISING

- 013A** Full Page or Less
- 013B** Spread or Multiple Page - Single Unit
- 013C** Specialty Advertising - Single Unit
- 013D** Campaign

### BRANDED CONTENT & ENTERTAINMENT

- 014** Branded Content & Entertainment – Any Print Medium

## OUT-OF-HOME & AMBIENT MEDIA

### AMBIENT MEDIA

- 015** Guerrilla Marketing

#### Installations

- 016A** Single Installation
- 016B** Multiple Installations

#### Events

- 017A** Single Event
- 017B** Multiple Events

### OUT-OF-HOME

#### Poster

- 018A** Poster - Single Unit
- 018B** Poster - Campaign

#### Outdoor Board

- 019A** Single Board
- 019B** Multiple Boards
- 019C** Animated/Video Boards
- 019D** Outdoor Board Campaign
- 020A** Large Venue – Single
- 020B** Out-of-Home Campaign

## ONLINE/INTERACTIVE

### WEBSITES

- 021A** Consumer
- 021B** B-to-B
- 021C** Microsites

### SOCIAL MEDIA

- 022A** Single Execution
- 022B** Campaign

### APPS, GAMES AND VIRTUAL REALITY

- 023A** Mobile App
- 023B** Website Based App
- 023C** Games
- 023D** Tools & Utilities
- 023E** Virtual Reality - Single

### ADVERTISING & PROMOTION

- 024A** Web Banner Ad or Website Takeover
- 024B** Campaign
- 025** Email

### BLOGS & DIGITAL PUBLICATIONS

- 026A** Blogs

- 026B** Blog Series
- 027A** Digital Publication - Single
- 027B** Digital Publication - Campaign

### BRANDED CONTENT & ENTERTAINMENT

- 028** Branded Content & Entertainment for Online/Interactive

## FILM, VIDEO & SOUND

### AUDIO/RADIO ADVERTISING

#### Audio/Radio Advertising - Local

- 029A** Single Spot :30 seconds or less
- 029B** Single Spot more than :30 seconds
- 029C** Campaign

#### Audio/Radio Advertising – Regional/National

- 030A** Single Spot :30 seconds or less
- 030B** Single spot more than :30 seconds
- 030C** Campaign

### TELEVISION ADVERTISING

#### Television Advertising – Local (One DMA)

- 031A** Single Spot :30 or less
- 031B** Single Spot :60 seconds or more
- 031C** Campaign

#### Television Advertising – Regional/National

- 032A** Single Spot – Up to 2:00
- 032B** Campaign

## ONLINE FILM, VIDEO AND SOUND

### Internet Commercial

- 033A** Single Spot – Any Length
- 033B** Campaign

#### Podcast

- 034A** Single Podcast
- 034B** Campaign

#### Webisode(s)

- 035A** Single Webisode
- 035B** Series

### BRANDED CONTENT & ENTERTAINMENT

#### Branded Content & Entertainment For Online Film, Video & Sound

- 036A** Single Entry – :60 seconds or less
- 036B** Single Entry – more than :60 seconds
- 037** Branded Content & Entertainment For Television
- 038** Branded Content & Entertainment – Non-Broadcast
- 039** Branded Content & Entertainment Campaign

### CINEMA ADVERTISING

- 040** Movie Trailer
- 041** In-Theatre Commercials or Slides

### SALES PROMOTION

- 042** Audio/Visual Sales Presentation

### MUSIC VIDEOS

- 043** Music Video

## CROSS PLATFORM

### INTEGRATED CAMPAIGNS

#### Integrated Advertising Campaigns

- 044A** B-to-B Campaign – Local
- 044B** B-to-B Campaign – Regional/National
- 044C** Consumer Campaign – Local
- 044D** Consumer Campaign – Regional/National
- 045** Integrated Brand Identity Campaign – Local or Regional/National
- 046** Integrated Branded Content Campaign – Local or Regional/National

### ONLINE/INTERACTIVE CAMPAIGN

- 047** Online/Interactive Campaign

## ELEMENTS OF ADVERTISING

### COPYWRITING

- 048** Copywriting

### VISUAL

- 049** Logo Design
- 050** Infographic

#### Illustration

- 051A** Illustration - Single
- 051B** Illustration - Series

#### Still Photography

- 052A** Black & White - Single
- 052B** Color - Single
- 052C** Digitally Enhanced - Single
- 052D** Black & White/Color/Digitally Enhanced - Campaign

#### Art Direction

- 053A** Art Direction - Single
- 053B** Art Direction - Campaign

### FILM & VIDEO

- 054A** Cinematography - Single
- 054B** Cinematography - Campaign
- 055A** Animation, Special Effects or Motion Graphics
- 055B** Computer Generated Imagery (CGI)
- 056** Video Editing

### SOUND

- 057A** Music Without Lyrics - Single
- 057B** Music With Lyrics - Single
- 057C** Music With/Without Lyrics - Campaign
- 058** Voiceover Talent
- 059A** Sound Design - Single
- 059B** Sound Design - Campaign

## DIGITAL CREATIVE TECHNOLOGY

- 060** Interface & Navigation
- 061** Augmented Reality
- 062** Mobile Interaction
- 063** User Experience
- 064** Data Driven Media
- 065** Innovative Use of Interactive/Technology

## CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility (CSR) advertising has a goal for raising the public's awareness of social, ethical and/or environmental issues which includes branding that leads to a positively enhanced corporate image. All Corporate Social Responsibility advertising must be entered in these categories and does not qualify in any other. Individual elements of Corporate Social Responsibility advertising may be entered into the Elements of Advertising categories for judging but note there is no specific Corporate Social Responsibility category.

## SALES & MARKETING

### CSR Collateral

- 066A** Brand Elements
- 066B** Annual Report (printed or digital)
- 066C** Brochure/Sales Kit

### CSR Marketing & Specialty Advertising

- 067A** Single Unit
- 067B** Campaign

## PRINT ADVERTISING

### CSR Print Advertising

- 068A** Single Unit
- 068B** Campaign

## OUT-OF-HOME & AMBIENT MEDIA

### CSR Out Of Home

- 069A** Poster
- 069B** Out-Of-Home
- 069C** Campaign

### CSR Ambient Media

- 070A** Single Occurrence
- 070B** Campaign

### CSR Campaigns

- 071** Integrated Media Corporate Social Responsibility Campaign

## ONLINE/INTERACTIVE

- 072A** CSR Online/Interactive
- 072B** CSR Online/Interactive Campaign

## FILM, VIDEO & SOUND

- 073** CSR Television
- 074** CSR Radio
- 075** CSR Film, Video & Sound
- 075** CSR Non-Broadcast Audio/Visual
- 077** CSR Campaign

## PUBLIC SERVICE

Public Service advertising has as its goal the improvement of the public's health, education and/or welfare. This work may be paid or pro bono. All Public Service advertising must be entered in these categories and does not qualify in any other. Individual elements may be entered into the Elements of Advertising categories. Please Note: Pro bono work and elements are not eligible for Best of Show.

## SALES & MARKETING

### Public Service Collateral

- 078A** Brand Elements
- 078B** Annual Report (printed or digital)
- 078C** Brochure/Sales Kit

### Public Service Marketing & Specialty Advertising

- 079A** Single Unit
- 079B** Campaign

### Public Service Print Advertising

- 080A** Single Unit—Any Size
- 080B** Campaign

### Public Service Out-Of-Home

- 081A** Poster
- 081B** Out-Of-Home
- 081C** Campaign

### Public Service Ambient Media

- 082A** Single Occurrence
- 082B** Campaign

### Online Interactive

- 083A** Public Service Online/Interactive
- 083B** Public Service Online/Interactive Campaign

### Film, Video & Sound

- 084** Public Service Television
- 085** Public Service Radio
- 086** Public Service Online Film, Video & Sound
- 087** Public Service Non-Broadcast Audio/Visual
- 088** Public Service Campaign
- 089** Integrated Media Public Service Campaign

## ADVERTISING INDUSTRY SELF-PROMOTION

All advertising and special event materials created to promote advertising agencies, media outlets, production companies, advertising suppliers, freelancers, and advertising clubs must be entered in these categories. Entries submitted in advertising industry self-promotion are not eligible in other categories. However, individual components are eligible for entry in the elements of advertising categories. Please note: Advertising Industry Self-Promotion work is NOT eligible for Best of Show consideration.

## COLLATERAL

- 090** Brand Elements
- 091** Direct Marketing & Specialty Advertising (printed or digital)
- 092** Special Event Materials (printed or digital)

## MAGAZINE SELF-PROMOTION

- 093A** Single Unit—Any Size
- 093B** Campaign

## NEWSPAPER SELF-PROMOTION

- 094A** Single Unit—Any Size
- 094B** Campaign

## OUT-OF-HOME SELF-PROMOTION

- 095A** Single Unit
- 095B** Campaign
- 096** Advertising Industry Self-Promotion Out-Of-Home

## AMBIENT MEDIA SELF-PROMOTION

- 097** Advertising Industry Self-Promotion Ambient Media

## ONLINE/INTERACTIVE SELF-PROMOTION

- 098** Advertising Industry Self-Promotion Online/Interactive/Virtual Reality

## AUDIO/RADIO SELF-PROMOTION

- 099A** Single Spot—Any Length
- 099B** Campaign

## TELEVISION SELF-PROMOTION

### Television Self-Promotion—Local

- 100A** Single Spot—Any Length
- 100B** Campaign

### Television Self-Promotion—Regional or National

- 101A** Single Spot—Any Length
- 101B** Campaign

## FILM, VIDEO & SOUND

- 102** Advertising Industry Self-Promotion Film, Video & Sound

## AD CHAPTER OR MARKETING CHAPTER

- 103** Ad Chapter or Marketing Chapter

## CAMPAIGNS

### Advertising Industry Self-Promotion Campaigns

- 104A** Single-Medium Campaign
- 104B** Integrated Media Campaign

## STUDENT ENTRIES

Visit [aaf-nd.org/awards](http://aaf-nd.org/awards), to be directed to the competition site and login as a student entrant. The road for Student entries mirrors that of the professional submissions. Please review the student categories on [aaf-nd.org/awards](http://aaf-nd.org/awards)

## OFFICIAL RULES & CATEGORIES BOOK

Scan the QR code below with your phone to view the official Rules & Categories for the 2024-2025 season as determined by the national level American Advertising Federation, the governing body for all local and district level clubs.



## SPECIAL AWARDS

BEST OF SHOW · BEST OF SHOW (SELF-PROMO) · STUDENT BEST OF SHOW  
MOSAIC AWARD · JUDGE'S CHOICE AWARDS · SILVER MEDAL AWARD

Expanded definitions of all categories at [aaf-nd.org/awards](http://aaf-nd.org/awards)

QUESTIONS? Please email us and we'd be glad to help! Email [awards@aaf-nd.org](mailto:awards@aaf-nd.org)