The following guidelines are designed to explain the CONTENT & MATERIALS that can be entered into each category. The PromaxBDA North America Design Awards celebrate the best practices in DESIGN by way of the enclosed categories.

**Who Can Enter**
Entrant can represent the client, vendor or their agent; there is no stipulation in any category regarding the entrant.

**What Can Be Entered**
Please refer to the technical specifications within this document and at [http://prod.promaxbda.org/competitions/faqs.aspx](http://prod.promaxbda.org/competitions/faqs.aspx) regarding physical and digital materials for submission and refer to the eligibility dates and categories for all qualification details.

**Digital Media**
The term *Digital Media* encompasses all material submitted on DVD, CD or flash/hard drive. Please refer to the category descriptions for more information regarding the types of media required for each category and note that this media will not be returned (i.e. flash/hard drives).

**Video Upload**
The term *Video Upload* encompasses all material submitted by way of the PromaxBDA Awards digital upload system. Please refer to the category descriptions for more information regarding the types of media required for each category.

**Printed Material**
The term *Printed Material* encompasses all material submitted mounted on cardboard/foam board or uploaded as .pdf in the awards system. Please refer to the category descriptions for more information regarding the types of media required for each category and note that this media will not be returned.

**Premium Items**
The term *Premium Items* encompasses all promotional items such as t-shirts, mugs, calendars, pens, notepads, games, etc. Please refer to the category descriptions for more information regarding the types of items required for each category and how to submit them and note that this media will not be returned.

**Collateral Items**
The term *Collateral Items* encompasses all collateral items that are essential elements created to support a promotional campaign such as pamphlets, flyers, brochures, displays, press kits, etc. Please refer to the category descriptions for more information regarding the types of items required for each category and how to submit them and note that this media will not be returned.

**Interactive Media**
The term *Interactive Media* refers to any marketing, promotional or content produced in part or in full for any interactive platform, medium or technology including (but not limited to) web-sites, micro-sites, walled gardens, mobile, kiosk, CD, DVD, Enhanced or Interactive Programming Guide (EPG/IPG), digital advertising unit or email communication. Please refer to the category descriptions for more information regarding the types of items required for each category and how to submit them.
ALL CATEGORIES CAN BE ENTERED BY ALL OF THE FOLLOWING COMPANY TYPES OR RELATED COMPANY TYPES AS APPROPRIATE TO THE CATEGORY DESCRIPTION INCLUDING:

- Broadcast Networks
- Cable/Satellite Networks
- On-Line Content Channels/Platforms
- Cable/Satellite Platforms/Service Providers
- Local Stations
- Radio Stations
- Agencies/Vendors
- Program Developers/Distributors/Syndicators

IMPORTANT FOR YOU TO KNOW:

- In the event that any individual category attracts fewer than 4 entries or less than 4 submitting companies, the organizer reserves the right to withdraw that category from the competition. In this event, the participating companies will receive a credit towards future entry fees. No cash refund will be given.

- The award statues to be given for the 2012 award season will be gold and silver only. Bronze winners will receive certificates. If in any category entries do not meet the standard deemed award worthy by the judges, it is possible that there will be no awards given in that category. Equally, if in any category an entry meets, for example, the silver standard but not the gold standard, it is possible that there will only be a silver award given in a category.

- PromaxBDA will not be responsible for the holding of any materials submitted after the awards period has ended. Such materials will not be returned. All submissions become the property of PromaxBDA to be used at their discretion.

- ALL relevant permissions and copyrights are assumed to be cleared by the entrant.

- The organizers reserve the right to add, subtract, amend or otherwise revise any category during the course of the competition. Notice and updates of revisions will be posted on our website.
The PromaxBDA North America Design Awards honor the best design work from any company or individual, broadcast, published or released in North America and/or Canada during the eligibility period of January 1, 2011 through December 31, 2011 (except if noted in specialized categories).

The following categories are eligible for entries that have been broadcast, published or released in the United States and Canadian markets during the eligibility period and will be judged on originality of design, excellence in execution and results in achieving creative strategy.

All categories will be judged by a group of judges that are hand selected. Entries can be received by video upload or tape, audio files, print files.

### INTEGRATED MEDIA 

<table>
<thead>
<tr>
<th>Category</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>01 TOTAL PACKAGE DESIGN: NETWORK/CHANNEL – IMAGE ON-AIR ONLY</td>
<td>6</td>
</tr>
<tr>
<td>02 TOTAL PACKAGE DESIGN: NETWORK/CHANNEL – ALL MEDIA</td>
<td>6</td>
</tr>
<tr>
<td>03 LOGO DESIGN: NETWORK/CHANNEL – ALL MEDIA</td>
<td>6</td>
</tr>
<tr>
<td>04 TOTAL PACKAGE DESIGN: CONTENT/SHOW – ALL MEDIA</td>
<td>6</td>
</tr>
<tr>
<td>05 TOTAL PACKAGE DESIGN: CONTENT/SHOW – PRINT ONLY</td>
<td>6</td>
</tr>
<tr>
<td>06 TOTAL PACKAGE DESIGN: CONTENT/SHOW – IMAGE ON-AIR ONLY</td>
<td>6</td>
</tr>
</tbody>
</table>

### TELEVISION / VIDEO PRESENTATION: GENERAL ENTERTAINMENT

<table>
<thead>
<tr>
<th>Category</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>07 ART DIRECTION &amp; DESIGN: PROMO – GENERAL ENTERTAINMENT</td>
<td>7</td>
</tr>
<tr>
<td>08 ART DIRECTION &amp; DESIGN: PROGRAM/CONTENT – CAMPAIGN</td>
<td>7</td>
</tr>
<tr>
<td>09 ART DIRECTION &amp; DESIGN: NETWORK/CHANNEL IMAGE – PROMO</td>
<td>7</td>
</tr>
<tr>
<td>10 ART DIRECTION &amp; DESIGN: NETWORK/CHANNEL IMAGE – CAMPAIGN</td>
<td>7</td>
</tr>
<tr>
<td>11 ART DIRECTION &amp; DESIGN: INTERSTITIAL/SHORT FORM PROMO</td>
<td>7</td>
</tr>
<tr>
<td>12 ART DIRECTION &amp; DESIGN: INTERSTITIAL/SHORT FORM CAMPAIGN</td>
<td>7</td>
</tr>
<tr>
<td>13 ART DIRECTION &amp; DESIGN: NETWORK/CHANNEL ID</td>
<td>7</td>
</tr>
<tr>
<td>14 ART DIRECTION &amp; DESIGN: SPECIAL EVENTS PROMO – GENERAL ENTERTAINMENT</td>
<td>7</td>
</tr>
<tr>
<td>15 ART DIRECTION &amp; DESIGN: INFORMATIONAL GRAPHICS – GENERAL ENTERTAINMENT</td>
<td>7</td>
</tr>
<tr>
<td>16 GENERAL ENTERTAINMENT – OPEN/TITLES</td>
<td>7</td>
</tr>
<tr>
<td>17 GENERAL ENTERTAINMENT – BUMPER</td>
<td>7</td>
</tr>
</tbody>
</table>

### NEWS

<table>
<thead>
<tr>
<th>Category</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 ART DIRECTION &amp; DESIGN – NEWS</td>
<td>8</td>
</tr>
<tr>
<td>19 ART DIRECTION &amp; DESIGN: IMAGE – NEWS</td>
<td>8</td>
</tr>
<tr>
<td>20 ART DIRECTION &amp; DESIGN: SPECIAL EVENTS PROMO – NEWS</td>
<td>8</td>
</tr>
<tr>
<td>21 ART DIRECTION &amp; DESIGN: INFORMATIONAL GRAPHICS – NEWS</td>
<td>8</td>
</tr>
<tr>
<td>22 NEWS – OPEN/TITLES</td>
<td>8</td>
</tr>
<tr>
<td>23 NEWS – BUMPER</td>
<td>8</td>
</tr>
<tr>
<td>SPORTS</td>
<td>PAGE 9</td>
</tr>
<tr>
<td>--------</td>
<td>--------</td>
</tr>
<tr>
<td>24 ART DIRECTION &amp; DESIGN: PROMO - SPORTS</td>
<td></td>
</tr>
<tr>
<td>25 ART DIRECTION &amp; DESIGN: CAMPAIGN - SPORTS</td>
<td></td>
</tr>
<tr>
<td>26 ART DIRECTION &amp; DESIGN: IMAGE PROMO - SPORTS</td>
<td></td>
</tr>
<tr>
<td>27 ART DIRECTION &amp; DESIGN: IMAGE CAMPAIGN - SPORTS</td>
<td></td>
</tr>
<tr>
<td>28 ART DIRECTION &amp; DESIGN: SPECIAL EVENTS PROMO - SPORTS</td>
<td></td>
</tr>
<tr>
<td>29 ART DIRECTION &amp; DESIGN: INFORMATIONAL GRAPHICS - SPORTS</td>
<td></td>
</tr>
<tr>
<td>30 ART DIRECTION &amp; DESIGN: ID - SPORTS</td>
<td></td>
</tr>
<tr>
<td>31 SPORTS - OPEN/TITLES</td>
<td></td>
</tr>
<tr>
<td>32 SPORTS - BUMPER</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ALL INCLUSIVE</th>
<th>PAGE 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>33 ART DIRECTION &amp; DESIGN: ON-AIR ILLUSTRATION</td>
<td></td>
</tr>
<tr>
<td>34 ART DIRECTION &amp; DESIGN: PROGRAM-SPECIFIC LOGO</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CRAFT</th>
<th>PAGE 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>35 BEST DIRECTING</td>
<td></td>
</tr>
<tr>
<td>36 BEST EDITING</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PRINT:</th>
<th>PAGE 11</th>
</tr>
</thead>
<tbody>
<tr>
<td>37 CONSUMER PUBLICATION ADVERTISING: IMAGE</td>
<td></td>
</tr>
<tr>
<td>38 CONSUMER PUBLICATION ADVERTISING: IMAGE CAMPAIGN</td>
<td></td>
</tr>
<tr>
<td>39 TOPICAL PUBLICATION ADVERTISING</td>
<td></td>
</tr>
<tr>
<td>40 TOPICAL PUBLICATION ADVERTISING CAMPAIGN</td>
<td></td>
</tr>
<tr>
<td>41 INVITATION OR CARD</td>
<td></td>
</tr>
<tr>
<td>42 FOLDED OR BOUND PIECE</td>
<td></td>
</tr>
<tr>
<td>43 PRESS KIT</td>
<td></td>
</tr>
<tr>
<td>44 3-D PROMOTIONAL OR SALES KIT</td>
<td></td>
</tr>
<tr>
<td>45 POSTER</td>
<td></td>
</tr>
<tr>
<td>46 POSTER CAMPAIGN</td>
<td></td>
</tr>
<tr>
<td>47 OUTDOOR – STATIC</td>
<td></td>
</tr>
<tr>
<td>48 OUTDOOR – STATIC CAMPAIGN</td>
<td></td>
</tr>
<tr>
<td>49 LOGO</td>
<td></td>
</tr>
<tr>
<td>50 DVD PACKAGING</td>
<td></td>
</tr>
<tr>
<td>51 TOTAL PACKAGE DESIGN – PRINT</td>
<td></td>
</tr>
<tr>
<td>52 ILLUSTRATION FOR PRINT</td>
<td></td>
</tr>
<tr>
<td>53 PHOTOGRAPHY FOR PRINT</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SCENIC:</th>
<th>PAGE 13</th>
</tr>
</thead>
<tbody>
<tr>
<td>54 SET DESIGN</td>
<td></td>
</tr>
<tr>
<td>55 ONE TIME ONLY SET DESIGN</td>
<td></td>
</tr>
</tbody>
</table>
## INTERACTIVE MEDIA:  
- 56 WEBSITE: NETWORK/STATION OR CHANNEL  
- 57 WEBSITE: ENTERTAINMENT/PROGRAMMING/SPECIAL EVENT/NEWS  
- 58 WEBSITE: FLASH ANIMATION  
- 59 ONLINE ADVERTISING – BANNERS/SKYSKRAPERS  
- 60 ONLINE ADVERTISING  
- 61 HANDHELD DEVICE APPLICATION DESIGN  
- 62 e-COMMUNICATIONS  
- 63 WEBSITE PROMOTION – VIDEO-BASED  
- 64 INTERACTIVE PROMOTION

## OTHER DESIGN APPLICATIONS:  
- 65 DISPLAY  
- 66 PROMOTIONAL ITEM  
- 67 ART DIRECTION & DESIGN: PSA (Public Service Announcement)  
- 68 SELF PROMOTION/SHOW REEL/COMPANY IMAGE  
- 69 MUSIC VIDEO OR SHORT SUBJECT  
- 70 TYPOGRAPHY: ON-AIR  
- 71 SALES OR INTERNAL MARKETING PRESENTATION  
- 72 LONG FORM/WEBISODE OR VIRAL VIDEO

## SPECIAL CATEGORIES:  
- 73 SALON DE REFUS

## OPEN ENTRY CATEGORY:  
- **No Entry**  
- SA 01 ROCKET AWARD

---

## TECHNICAL SPECIFICATIONS
INTEGRATED MEDIA
INTEGRATED MEDIA CATEGORIES
This group of categories is broadly open to any promotional material in two or more media (i.e. video, print, interactive, audio, etc.) created or commissioned by a general entertainment broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. Please check categories for specific entry guidelines and the promaxbda.org website for all technical specification details.

01 TOTAL PACKAGE DESIGN: NETWORK/CHANNEL – IMAGE ON-AIR ONLY
(Multiple) A package of on-air material/elements designed for the branding, launch or re-launch of a network/station or channel image. Minimum three, maximum five, related but different items per entry to be judged as a unified whole (i.e. IDs, bumpers, interstitials, etc.). Entries containing more than five pieces of material may be disqualified. Montages and compilations are not acceptable. Each individual entry piece needs to be ninety seconds (:90) or less.

02 TOTAL PACKAGE DESIGN: NETWORK/CHANNEL – ALL MEDIA
(Multiple) Any combination of on-air, print, collateral, premium and web material designed for the branding, launch or re-launch of a network/station or channel image. Minimum three, maximum five, related but different items per entry to be judged as a unified whole. No more than three pieces of material in any one medium. Entries containing more than five pieces of material may be disqualified. For any video materials, each video piece needs to be ninety (:90) seconds or less. For all print material, each piece may be uploaded as a .PDF or must be mounted and labeled. For any web materials, submit live URL with any user name and password needed or archived interactive material on digital media.

03 LOGO DESIGN: NETWORK/CHANNEL – ALL MEDIA
(Multiple) Any logo designed for on-air, print and interactive applications for a network/station or channel. Submit as aired by video, plus print sample, plus URL for interactive sample. Minimum two, maximum five, related but different items per entry to be judged as a unified whole. No more than three pieces of material in any one medium. Entries containing more than five pieces of material may be disqualified. For any video materials, each video piece needs to be ninety (:90) seconds or less. For all print material, each piece may be uploaded as a .PDF or must be mounted and labeled. For any web materials, submit live URL with any user name and password needed or archived interactive material on digital media.

04 TOTAL PACKAGE DESIGN: CONTENT/SHOW – ALL MEDIA
(Multiple) Any combination of on-air, print, collateral, premium and web material designed to promote a program or show. Minimum three, maximum five, related but different items per entry to be judged as a unified whole. No more than three pieces of material in any one medium. Entries containing more than five pieces of material may be disqualified. For any video materials, each video piece needs to be ninety (:90) seconds or less. For all print material, each piece may be uploaded as a .PDF or must be mounted and labeled. For any web materials, submit live URL with any user name and password needed or archived interactive material on digital media.

05 TOTAL PACKAGE DESIGN: CONTENT/SHOW – PRINT ONLY
(Multiple) A package of print material/elements designed specifically to promote a program or show. Minimum three, maximum five, related but different items per entry to be judged as a unified whole (i.e. ads, posters, brochures, etc.) Entries containing more than five pieces of material may be disqualified. For all print material, each piece may be uploaded as a .PDF or must be mounted and labeled.
06 TOTAL PACKAGE DESIGN: CONTENT/SHOW – IMAGE ON-AIR ONLY
(Multiple) A package of on-air material/elements designed specifically to promote a program or show.
Minimum three, maximum five, related but different items per entry to be judged as a unified whole (i.e. opens, promos, etc.). Entries containing more than five pieces of material may be disqualified. Montages and compilations are not acceptable. Each individual entry piece needs to be ninety seconds (:90) or less.

TELEVISION / VIDEO PRESENTATION: GENERAL ENTERTAINMENT

GENERAL ENTERTAINMENT CATEGORIES
This group of categories is broadly open to any video-based marketing or promotional material created or commissioned by a general entertainment broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. Please check categories for specific entry guidelines and the promaxbda.org website for all technical specification details.

Work produced by an in-house (station or network creative or on-air promotion department) or out-of-house (agency/creative service company, vendor) is eligible. Please list Submitting Company name (Client) and Submitting Agency in the online entry form as appropriate. Examples of On-Air General Entertainment include but are not limited to: arts and entertainment, children’s, sitcom, soap opera, talk show, reality TV, etc.

07 ART DIRECTION & DESIGN: PROMO – GENERAL ENTERTAINMENT
(Single) Any single video-based promotional material designed to promote a specific general entertainment program or show; EXCLUDING news or sports shows.
One item per entry. Each individual video needs to be ninety seconds (:90) or less.

08 ART DIRECTION & DESIGN: PROGRAM/CONTENT – CAMPAIGN
(Multiple) Any group of related video-based promotional material designed to promote a specific general entertainment program or show; EXCLUDING news or sports shows (may include promos, bumpers, lower thirds, etc.).
Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less.

09 ART DIRECTION & DESIGN: NETWORK/CHANNEL IMAGE – PROMO
(Single) Any single video-based promotional material designed to promote the image of a general entertainment channel, network or station; EXCLUDING news or sports channels.
One item per entry. Each individual video needs to be ninety seconds (:90) or less.

10 ART DIRECTION & DESIGN: NETWORK/CHANNEL IMAGE – CAMPAIGN
(Multiple) Any group of related video-based promotional material designed to promote the image of a general entertainment channel or network or station; EXCLUDING news or sports channels (may include IDs, interstitials, full-screen graphics, etc.).
Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less.

11 ART DIRECTION & DESIGN: INTERSTITIAL/SHORT FORM PROMO
(Single) Any single video-based material designed specifically to bridge gaps between general entertainment programming; EXCLUDING news or sports, without overt promotion.
One item per entry. Each individual video needs to be two minutes (2:00) or less.

12 ART DIRECTION & DESIGN: INTERSTITIAL/SHORT FORM CAMPAIGN
(Multiple) Any group of related video-based material designed specifically to, without overt promotion, bridge gaps between general entertainment programming; EXCLUDING news or sports.
Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be two minutes (2:00) or less.

13 ART DIRECTION & DESIGN: NETWORK/CHANNEL ID
(Single or Multiple) Any group of related video-based material designed to reinforce a general entertainment channel, network or station identity/brand; EXCLUDING news or sports channels. This should not include specific program information.
One to a maximum of five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be thirty seconds (:30) or less.
14 ART DIRECTION & DESIGN: SPECIAL EVENTS PROMO – GENERAL ENTERTAINMENT
(Single) Any single video-based promotional material designed to promote a one-time general entertainment special event including contest, anniversary, variety show, holiday, etc.; EXCLUDING news or sports events.
One item per entry. Each individual video needs to be ninety seconds (:90) or less.

15 ART DIRECTION & DESIGN: INFORMATIONAL GRAPHICS – GENERAL ENTERTAINMENT
(Single) Any graphic execution expressly produced to demonstrate or convey information for general entertainment programs; EXCLUDING news or sports programs (includes menus, navigational graphics (does not include ID’s, promos, etc.).
One item per entry. Informational graphics can be compiled together to be judged as a single entry. Each individual entry needs to be ninety seconds (:90) or less.

16 GENERAL ENTERTAINMENT – OPEN/TITLES
(Single) Any general entertainment program or show opening title sequence designed specifically for a program created by a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio or production company; EXCLUDING news or sports programs. Submit as aired. Programs only.
One item per entry. Each individual entry needs to be ninety seconds (:90) or less.

17 GENERAL ENTERTAINMENT – BUMPER
(Single) Any transitional design element between a general entertainment program and commercial/promotional break; EXCLUDING news or sports programs. The element needs to be topical to a specific show or group of programs (block) being aired.
One item per entry. Each individual entry needs to be twenty seconds (:20) or less.

TELEVISION / VIDEO PRESENTATION: NEWS
NEWS CATEGORIES
This group of categories is broadly open to any video-based marketing or promotional material created or commissioned by a general entertainment broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. Please check categories for specific entry guidelines and the promaxbda.org website for all technical specification details.

Work produced by an in-house (station or network creative or on-air promotion department) or out-of-house (agency/creative service company, vendor) is eligible. Please list Submitting Company name (Client) and Submitting Agency in the online entry form as appropriate.
These categories allow for News and Current Affairs-related material only.

18 ART DIRECTION & DESIGN – NEWS
(Single or multiple) Any single or group of related video-based promotional material designed to promote specific news or current affairs program or show (may include promos, bumpers, lower thirds, etc.)
Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less.

19 ART DIRECTION & DESIGN: IMAGE – NEWS
(Single or multiple) Any single or group of related video-based promotional material designed to promote the image or brand identity of a news or current affairs program or channel, network or station (may include IDs, interstitials, full-screen graphics, etc.).
Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less.

20 ART DIRECTION & DESIGN: SPECIAL EVENTS PROMO – NEWS
(Single) Any single video-based promotional material designed to promote a one-time news or current affairs special event including contest, anniversary, variety show, holiday, etc.
One item per entry. Each individual video needs to be ninety seconds (:90) or less.

21 ART DIRECTION & DESIGN: INFORMATIONAL GRAPHICS – NEWS
(Single) Any graphic execution expressly produced to demonstrate or convey information for news or current affairs programs (may include menus, over-the-shoulder, stats and full screen graphics).
One item per entry. Informational graphics can be compiled together to be judged as a single entry. Each individual entry needs to be thirty seconds (:30) or less.
22 NEWS - OPEN/TITLES
(Single) Any news or current affairs program or show opening title sequence designed specifically for a program created by a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio or production company. Submit as aired. Programs only.
One item per entry. Each individual entry needs to be thirty seconds (:30) or less.

23 NEWS - BUMPER
(Single) Any transitional design element between a news or current affairs program and commercial/promotional break. The element needs to be topical to a specific show or group of programs (block) being aired.
One item per entry. Each individual entry needs to be ten seconds (:10) or less.

TELEVISION / VIDEO PRESENTATION: SPORTS
SPORTS CATEGORIES

This group of categories is broadly open to any video-based marketing or promotional material created or commissioned by a general entertainment broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. Please check categories for specific entry guidelines and the promaxbda.org website for all technical specification details.

Work produced by an in-house (station or network creative or on-air promotion department) or out-of-house (agency/creative service company, vendor) is eligible. Please list Submitting Company name (Client) and Submitting Agency in the online entry form as appropriate.
These categories allow for live, Pay-Per-View and pre-taped Sports-related material only.

24 ART DIRECTION & DESIGN: PROMO – SPORTS
(Single) Any single video-based promotional material designed to promote a specific sports program or show.
One item per entry. Each individual video needs to be ninety seconds (:90) or less.

25 ART DIRECTION & DESIGN: CAMPAIGN – SPORTS
(Multiple) Any group of related video-based promotional material designed to promote a specific sports program or show (may include: promos, bumpers, lower thirds, etc.).
Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less.

26 ART DIRECTION & DESIGN: IMAGE PROMO – SPORTS
(Single) Any single video-based promotional material designed to promote the image or brand identity of a sports channel, network or station.
One item per entry. Each individual video needs to be ninety seconds (:90) or less.

27 ART DIRECTION & DESIGN: IMAGE CAMPAIGN – SPORTS
(Multiple) Any group of related video-based promotional material designed to promote the image or brand identity of a sports channel or network or station (may include IDs, interstitials, full-screen graphics, etc.).
Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less.

28 ART DIRECTION & DESIGN: SPECIAL EVENTS PROMO – SPORTS
(Single) Any single video-based promotional material designed to promote a one-time sports special event including contest, anniversary, variety show, holiday, etc.
One item per entry. Each individual video needs to be ninety seconds (:90) or less.

29 ART DIRECTION & DESIGN: INFORMATIONAL GRAPHICS – SPORTS
(Single) Any graphic execution expressly produced to demonstrate or convey information for sports events (may include menus, over-the-shoulder, stats, full screen graphics, snipes, bugs, elevators, and informational graphics, etc.).
One item per entry. Each individual video needs to be ninety seconds (:90) or less.
30 ART DIRECTION & DESIGN: ID – SPORTS  
(Multiple) Any group of related video-based material designed to reinforce a sports channel, network or station identity/brand. This should not include specific program information. 
Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be thirty seconds (:30) or less.

31 SPORTS – OPEN/TITLES  
(Single) Any sports program or show opening title sequence designed specifically for a program created by a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio or production company. Submit as aired. Programs only.  
One item per entry. Each individual entry needs to be ninety seconds (:90) or less.

32 SPORTS – BUMPER  
(Single) Any transitional design element between a sports program and commercial/promotional break. The element needs to be topical to a specific show or group of programs (block) being aired.  
One item per entry. Each individual entry needs to be ten seconds (:10) or less.

33 ART DIRECTION & DESIGN: ON-AIR ILLUSTRATION  
(Single) A craft category highlighting illustration created for use on-air as a part of a video-based promotional effort for a channel, network, station, program, special or show. Submit as aired.  
One item per entry. On-air illustrations can be compiled together to be judged as a single entry. Each individual entry needs to be ninety seconds (:90) or less.

34 ART DIRECTION & DESIGN: PROGRAM-SPECIFIC LOGO  
(Single) Any logo designed specifically for use in conjunction with a program created by a general entertainment broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. Submit as aired. Programs only.  
One item per entry. Each individual entry needs to be ninety seconds (:90) or less.

TELEVISION / VIDEO PRESENTATION: CRAFT  
CRAFT CATEGORIES

35 BEST DIRECTING  
(Single) Any single video-based promotion that demonstrates superior execution of mise-en-scène including direction of actors, camera set-ups, oversight of production design, etc.  
One item per entry. Each individual video needs to be ninety seconds (:90) or less.

36 BEST EDITING  
(Single) Any single video-based promotion, presentation, interstitial, etc. that demonstrates creative and effective promo editing.  
One item per entry. Each individual video needs to be two minutes (2:00) or less.
PRINT CATEGORIES

This group of categories is broadly open to any print-based marketing or promotional material created or commissioned by a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. Please check categories for specific entry guidelines and the promaxbda.org website for all technical and print specification details.

Work produced by an in-house (station or network creative or off-air promotion department) or out-of-house (agency/creative service company, vendor) is eligible. The entry must be utilized by a broadcast/electronic media-related entity such as a broadcast or cable station, a video post-production facility, a design firm specializing in broadcast media or an Internet broadcaster (Web) as appropriate to the category. Please list Submitting Company name (Client) and Submitting Agency in the online entry form as appropriate.

37 CONSUMER PUBLICATION ADVERTISING: IMAGE
(Single) Any single print piece of advertising designed to promote the image or brand identity of a channel, network or station in a consumer publication. Submit as mounted stat or tear sheet and state print run number within the Creative Strategy section of the online entry form.
One item per entry. Each piece may be uploaded as a .PDF or must be mounted and labeled.

38 CONSUMER PUBLICATION ADVERTISING: IMAGE CAMPAIGN
(Multiple) Any group of printed pieces of advertising designed to promote the image or brand identity of a channel, network or station in a consumer publication. Submit as mounted stats or tear sheets and state print run number in the Creative Strategy section of the online entry form.
Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. For all print material, each piece may be uploaded as a .PDF or must be mounted and labeled.

39 TOPICAL PUBLICATION ADVERTISING
(Single) Any single printed piece of advertising designed to promote a specific show or program in a consumer publication. Submit as mounted stat or tear sheet and state-print run number in the Creative Strategy section of the online entry form.
One item per entry. Each piece may be uploaded as a .PDF or must be mounted and labeled.

40 TOPICAL PUBLICATION ADVERTISING CAMPAIGN
(Multiple) Any group of printed pieces of advertising designed to promote a specific show or program in a consumer publication. Submit as mounted stats or tear sheets and state-print run number in the Creative Strategy section of the online entry form.
Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. For all print material, each piece may be uploaded as a .PDF or must be mounted and labeled.

41 INVITATION OR CARD
(Single) Any single invitation or card designed for an event for a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity (may include “save the date” and “thank you” components, which must be mounted together with the actual invitation).
One item per entry. Submit original sample. Sample must be mounted on one (1) poster board to be considered one single entry. No digital entry available. See entry guidelines in this document or on promaxbda.org for print entry specifications.

42 FOLDED OR BOUND PIECE
(Single) Any single promotional piece designed for a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, a production company, individual or entity (may include unbound brochures, folders, flyers, books, booklets, magazines, manuals, viewer guides, etc.).
One item per entry. Each piece may be mounted and must be labeled. Submit original sample. No digital entry available.

43 PRESS KIT
(Single) Any single flat, folded or bound, two-dimensional or three-dimensional piece designed for promotional and press related purposes specifically. Contents may be included if part of a single design unit (may include three dimensional objects, and/or special effects).
One item per entry. Each piece may be mounted and must be labeled. Submit original sample. No digital entry available.
44 3-D PROMOTIONAL OR SALES KIT  
(Single) Any single three-dimensional promotional piece or sales kit. Contents may be included if part of a single design unit. Includes three dimensional objects, and/or special effects.  
One item per entry. Each piece may be mounted and must be labeled. Submit original sample. No digital entry available.

45 POSTER  
(Single) Any single poster designed to promote a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity.  
One item per entry. Each piece may be uploaded as a .PDF or must be mounted and labeled.

46 POSTER CAMPAIGN  
(Multiple) Any group of posters designed to promote a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity.  
Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Print material may be uploaded as a .PDF or must be mounted and labeled.

47 OUTDOOR – STATIC  
(Single) Any single static outdoor advertising designed to promote a channel/network or program. Includes billboard, building sides, bus shelters, 3-D, etc. Submit photo of outdoor ad and include how it is placed in its environment.  
One item per entry. Each piece may be uploaded as a .PDF or must be mounted and labeled.

48 OUTDOOR – STATIC CAMPAIGN  
(Multiple) Any group of related static outdoor advertising designed to promote a channel/networks or program. Includes billboards, building sides, bus shelters, 3-D, etc. Submit photos of outdoor ads and include how they are placed in their environment.  
Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Print material may be uploaded as a .PDF or must be mounted and labeled. See entry guidelines in this document or on promaxbda.org for print entry specifications.

49 LOGO  
(Single) Any single logo designed to promote a channel/network or program in print (includes station, corporate, show, etc. Printed material must be mounted).  
One item per entry. Each piece may be uploaded as a .PDF or must be mounted and labeled.

50 DVD PACKAGING  
(Single) Any DVD packaging design that shows superior creativity and overall excellence in packaging design. Each piece may be mounted and must be labeled.  
One item per entry. Submit original sample. No digital entry available.

51 TOTAL PACKAGE DESIGN – PRINT  
(Multiple) A total package of related print elements designed to promote a channel, network, station or program (may include packaging, outdoor, poster, kits, collateral, advertising, stationery, etc.).  
Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than six pieces of material may be disqualified. Print material must be mounted and labeled. No digital entry available.

52 ILLUSTRATION FOR PRINT  
(Single) A craft category highlighting any traditional or digital illustration for print piece used to promote a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity, may include digitally enhanced photography. Submit as black & white or color image.  
One item per entry. Each piece may be mounted and must be labeled. Submit original sample. No digital entry available.

53 PHOTOGRAPHY FOR PRINT  
(Single) A craft category highlighting photography used for print to promote a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. Submit as black & white or color photo.  
One item per entry. Each piece may be mounted and must be labeled. Submit original sample. No digital entry available.
SCENIC

SCENIC CATEGORIES
This group of categories is broadly open to any set design/scenic design created or commissioned by a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. Please check categories for specific entry guidelines and the promaxbda.org website for all technical and print specification details.

Work produced by an in-house (station or network creative or off-air promotion department) or out-of-house (agency/creative service company, vendor) is eligible. The entry must be utilized by a broadcast/electronic media-related entity such as a broadcast or cable station, a video post-production facility, a design firm specializing in broadcast media or an Internet broadcaster (Web) as appropriate to the category. Please list Submitting Company name (Client) and Submitting Agency in the online entry form as appropriate.

54 SET DESIGN
(Single) Any set design for talk, children’s, sports, variety, news programs, etc. Entry can be shown by using a compilation of video material showing no more than ten seconds (:.10) of show graphics, to be judged as a whole. Entry must contain a human/talent element for scale reference, in the set and should be taken from an on-air check only.
One item per entry. Video only. Each individual entry needs to be ninety seconds (.90) or less.

55 ONE TIME ONLY SET DESIGN
(Single) Any set production designed for a single and/or short-lived program. Entry can be shown by using a compilation of video material showing no more than ten seconds (.:10) of show graphics, to be judged as a whole. Entry must contain a human/talent element in the set and should be taken from an on-air check only.
One item per entry. Video only. Each individual entry needs to be ninety seconds (.90) or less.

INTERACTIVE MEDIA

INTERACTIVE MEDIA CATEGORIES
This group of categories is broadly open to any marketing, promotional or content produced in part or in full for any interactive platform, medium or technology including (but not limited to) web-sites, micro-sites, walled gardens, mobile, kiosk, CD, DVD, Enhanced or Interactive Programming Guide (EPG/IPG), digital advertising unit or email communication created or commissioned by a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. Please check categories for specific entry guidelines and the promaxbda.org website for all technical specification details.

56 WEBSITE: NETWORK/STATION OR CHANNEL
(Single) Any consumer website designed to give information about stations, networks or channels and general programming – not program specific.
One item per entry. Submit live URL with any user name and password needed or archived interactive material on digital media.

57 WEBSITE: ENTERTAINMENT/PROGRAMMING/SPECIAL EVENT/NEWS
(Single) Any consumer website designed to give information about a news channel or program, general entertainment channel, or program to promote programming and/or special event.
One item per entry. Submit live URL with any user name and password needed or archived interactive material on digital media.

58 WEBSITE: FLASH ANIMATION
(Single) Any flash animation created for use on a website for a channel or programming; designed to specifically promote and show the best use of flash.
One item per entry. Submit live URL with any user name and password needed or archived interactive material on digital media.

59 ONLINE ADVERTISING - BANNERS/SKYSCRAPERS
(Single) Any online advertising banner or skyscraper (vertical banners) designed to promote a channel/network or programming (may include animated or flash banners).
One item per entry. Submit live URL with any user name and password needed or archived interactive material on digital media.
60 ONLINE ADVERTISING
*(Single)* Any online advertising material designed to promote a channel/network or programming within the web medium. May include pop-ups, flash movies, splash page, etc.
*One item per entry. Submit live URL with any user name and password needed or archived interactive material on digital media.*

61 HANDHELD DEVICE APPLICATION DESIGN
*(Single)* Any graphic material designed specifically for handheld devices, including smart-phones, PDAs, etc.
*One item per entry. Submit live URL with any user name and password needed or archived interactive material on digital media.*

62 e-COMMUNICATIONS
*(Single)* Any single e-greeting, e-card, e-newsletter, e-mail or e-vite designed to promote a channel/network or programming using the web medium.
*One item per entry. Submit live URL with any user name and password needed or archived interactive material on digital media.*

63 WEBSITE PROMOTION – VIDEO-BASED
*(Single)* Any video-based promotion (a spot, an advertisement, etc.) designed to promote any aspect of a channel/network or program’s website.
*One item per entry. Each individual video needs to be ninety seconds (:90) or less.*

64 INTERACTIVE PROMOTION
*(Single)* Any innovative marketing strategy using interactive media such as broadband, mobile phone, VOD, podcast, etc. for a channel/network programming. May include interactive applications, online games, etc. Entry must demonstrate interactivity and effectiveness in achieving results.
*One item per entry. Each individual video needs to be ninety seconds (:90) or less.*

OTHER DESIGN APPLICATIONS
OTHER DESIGN APPLICATIONS CATEGORIES
This group of categories is broadly open to any marketing, promotional or content produced in part or in full for any interactive platform, medium or technology including (but not limited to) web-sites, micro-sites, walled gardens, mobile, kiosk, CD, DVD, Enhanced or Interactive Programming Guide (EPG/IPG), digital advertising unit or email communication created or commissioned by a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. Please check categories for specific entry guidelines and the promaxbda.org website for all technical specification details.

These categories allow pieces that clearly demonstrate the input of the designer, such as the use of graphics, typography, animation and stylization of footage to convey message.

65 DISPLAY
*(Single)* All booths, stands, point-of-purchase or any other type of three dimensional on-site display that promotes a channel/network or program. Submit original display if size is less than 3’ x 5’. For larger sizes, submit mounted photo of display with human element present for scale reference.
*One item per entry. Each piece may be uploaded as a .PDF or must be mounted and labeled.*

66 PROMOTIONAL ITEM
*(Single)* Any promotional item designed for a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, a production company, individual or entity (includes caps, T-shirts, premium, novelty items, etc.).
*One item per entry. Submit original sample. No digital entry available.*

67 ART DIRECTION & DESIGN: PSA (Public Service Announcement)
*(Single)* Any single video-based promotion created to drive awareness of public service issues, social action or community service announcement.
*One item per entry – submit as aired. Each individual video needs to be ninety seconds (:90) or less.*
68 SELF PROMOTION/SHOW REEL/COMPANY IMAGE
(Single) Any single show reel or promotional presentation designed to promote the work of a designer, agency or company. Must be an integrated presentation demonstrating the capabilities of the person, agency or company.
One item per entry. Each individual video needs to be no longer than six minutes (6:00).

69 MUSIC VIDEO OR SHORT SUBJECT
(Single) Any single music video or short subject film.
One item per entry. Each individual video needs to be no longer than five minutes (5:00).

70 TYPOGRAPHY: ON-AIR
(Single) Any single example of best use of typography in a video-based promotional piece (including but not limited to on-air promotion, IDs, interstitials, etc).
One item per entry – submit as aired. Each individual video needs to be ninety seconds (:90) or less.

71 SALES OR INTERNAL MARKETING PRESENTATION
(Single) Any not-for-broadcast video-based promotion for a program, platform, channel or service, including trade shows, sales tapes, up-front and attract loops, internal sales and marketing and/or animation and post-production accomplished for corporate programming, not commercial.
One item per entry. Each individual video needs to be no longer than five minutes (5:00).

72 LONG FORM/WEBISODE OR VIRAL VIDEO
(Single) Any long form video or webisode that promotes a program, platform, channel or service virally or directly but not via broadcast.
One item per entry. Each individual video needs to be no longer than five minutes (5:00).

SPECIAL CATEGORIES

73 SALON DE REFUS
(Single) Any work created that was pitched but never aired or published but was well worth the creative effort! Please indicate in the marketing objective the reasons why it was not used. Submit video or print at stage of cancellation.
Single entry. For any video materials, each video piece needs to be ninety (:90) seconds or less. For any print material, each piece may be uploaded as a .PDF or must be mounted and labeled. For any web materials, submit live URL with any user name and password needed or archived interactive material on digital media.

OPEN ENTRY CATEGORY
No Fee

SA 01 ROCKET AWARD
(single or multiple) Nominate yourself or a deserving individual! A special award designed to recognize a producer or marketer with two years or less experience in promotion or marketing, someone who is already creating outstanding work. This individual may be employed by a company or be a freelancer.
Up to three samples of promotion or marketing materials should be submitted for consideration to be judged as one entry. The objective of the submissions should be provided, along with a CV, résumé or short bio. Video entries only, maximum total duration three minutes (3:00).

***
SPECS FOR VIDEO UPLOAD

Maximum file size: **100MB per file**

**16:9 aspect ratio** – If the original content was formatted 4:3, please provide curtains (black bars on each side) which are mostly typically referred to as “pillar box” to accommodate appropriately for 16:9 playback.

**Standard Encoding Specs**

These are general QuickTime specs that should be easily applied within your non-linear editing tool such as Final Cut Pro or Adobe Premiere. These settings can also be used in QuickTime Pro.

**Video Settings**

| Frame Size: | 720x405 |
| Pixel aspect: | 1.0 - Square pixels |
| Video Codec: | H.264 |
| Extension: | .mov |
| De-interlacing: | Always de-interlace |
| Frame Rate: | 30 fps |
| Key Frame Interval: | 90 frames per key frame |
| Bit Rate Type: | VBR |
| Bit Rate: | 5Mbps |

**Audio Settings**

| Audio Codec: | AAC |
| Channels: | Stereo |
| Sample Rate: | 48khz |
| Quality: | High |
| Bit Rate: | 128 Kbps |

* **Important notes:** When naming a file, please do not use spaces or special characters. We suggest using an underscore to represent a space. Example: video_from_the_beach.mov

**Translations**

Due to the international composition of our judging panels, we must request that all non-English language entries provide English translations/subtitles for judging purposes.

**Please Note:** All submissions become the property of PromaxBDA to be used at their discretion. All relevant permissions and copyrights are assumed to be cleared by the entrant. We are not able to return any materials submitted for entry.

**Do you have any awards questions?**

Please contact the Awards Department at:
Tel. +1.310.789.1501 or +1.310.789.1526
Fax. +1.310.788.7616
E-mail: awards@promaxbda.org
**SHIPPING**

Please be sure to package all of your items carefully, particularly boards and premium items since they run a higher risk of being damaged in transit.

**DO NOT FORGET TO ATTACH YOUR ENTRY LABELS TO EACH ENTRY**

Please number shipments of multiple boxes (1 of 4, 2 of 4, etc.) on the outside of each box you are shipping.

**PLEASE SEND YOUR ENTRIES TO:**

Attention: Stacy La Cotera  
PromaxBDA  
1522e Cloverfield Blvd.  
Santa Monica, CA 90404

**Please Note:** All submissions become the property of PromaxBDA to be used at their discretion. All relevant permissions and copyrights are assumed to be cleared by the entrant. We are not able to return any materials submitted for entry.

**Do you have any awards questions?**  
Please contact the Awards Department at:  
Tel. +1.310.789.1501 or +1.310.789.1526  
Fax. +1.310.788.7616  
E-mail: awards@promaxbda.org
HOW TO BUILD YOUR TAPE

It is very important that you follow the guidelines on how to edit and build your tape, to ensure that 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 that 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.

PLEASE SUBMIT ALL OF YOUR ENTRIES ON ONE TAPE IF SPACE ALLOWS. PLEASE DO NOT SEND ONE TAPE PER ENTRY, THIS IS NOT ONLY AN UNNECESSARY ADDED EXPENSE FOR YOUR COMPANY, BUT ALSO MEANS EXTRA TIME AND HANDLING FOR PROCESSING WHICH MAY DELAY YOUR ENTRY FROM BEING JUDGED.

Before you build your tape, please enter all relevant entry information using our Online Entry system. This will allow you to obtain the corresponding Entry Number information that is required for the slates.

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 tones
- Add two seconds (:02) black
- Follow with five seconds (:05) of 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 composed the campaign.

Translations
Due to the international composition of our judging panels, we must request that all non-English language entries provide English translations/subtitles for judging purposes.

Please Note: All submissions become the property of PromaxBDA to be used at their discretion. All relevant permissions and copyrights are assumed to be cleared by the entrant. We are not able to return any materials submitted for entry.

Do you have any awards questions?
Please contact the Awards Department at:
Tel. +1.310.789.1501 or +1.310.789.1526
Fax. +1.310.788.7616
E-mail: awards@promaxbda.org
PREMIUM AND COLLATERAL ENTRY REQUIREMENTS

**Premium items** are promotional items such as a t-shirt, mugs, calendars, pens, notepads, games, etc.

**Collateral items** are essential elements created to support a promotional campaign such as pamphlets, flyers, brochures, displays, press kits, etc.

- Please submit original Premium and Collateral items whenever possible (or if specifically required).
- All printed pieces and photographs should be entered in a digital media format (DVD, CD-ROM or flash/hard drive). If it is absolutely necessary to submit an image, the entry must be mounted on a poster board unless size or weight prohibits. (Please refer to “Print Requirements” for guidelines).
- Premium and Collateral items should be submitted in a Ziploc-type bag with the entry ID label attached to the outside of the bag.
- Please include an Entry ID label (provided by the online entry system) with each piece you are submitting.

Translations

Due to the international composition of our judging panels, we must request that all non-English language entries provide English translations for judging purposes.

**Please Note:** All submissions become the property of PromaxBDA to be used at their discretion. All relevant permissions and copyrights are assumed to be cleared by the entrant. We are not able to return any materials submitted for entry.

**Do you have any awards questions?**
Please contact the Awards Department at:
Tel. +1.310.789.1501 or +1.310.789.1526
Fax. +1.310.788.7616
E-mail: awards@promaxbda.org
PRINT ENTRY REQUIREMENTS

All printed pieces and photographs should be uploaded through our online entry process as a PDF.

If it is absolutely necessary to submit physically, please read the following instructions:

- All print entries must be mounted on black poster board 14” x 20” or 20” x 30”.
- All entries larger than 20” x 30” should be submitted as an 8” x 10” photo and mounted on a 14” x 20” black poster board.
- A poster may be submitted actual size by mounting it on two black poster boards that are hinged together. (No un-mounted posters will be accepted).
- If size prohibits the actual piece from being entered, such as a billboard, you may submit an 8” x 10” photo mounted on a 14” x 20” black poster board.
- Place an entry ID label (provided by the online entry system) on the back of each poster board in the upper right hand corner.
- If not easily mounted, to prevent damage you may submit brochures, folded pieces, etc. in a padded envelope.

Translations

Due to the international composition of our judging panels, we must request that all non-English language entries provide English translations for judging purposes.

Please Note: All submissions become the property of PromaxBDA to be used at their discretion. All relevant permissions and copyrights are assumed to be cleared by the entrant. We are not able to return any materials submitted for entry.

Do you have any awards questions?
Please contact the Awards Department at:
Tel. +1.310.789.1501 or +1.310.789.1526
Fax. +1.310.788.7616
E-mail: awards@promaxbda.org
DIGITAL MEDIA ENTRY REQUIREMENTS

What is Digital Media?

The term Digital Media encompasses all material submitted on DVD, CD-ROM, flash/hard drive. Please refer to category descriptions for more information regarding the types of media required for each category and note that this media will not be returned (e.g., flash/hard drives).

The technical requirements (MAC or PC) must be clearly marked on all Digital Media entries. Attach an Online Entry Label (provided by the online entry system). For any flash/hard drives, it is required that they are placed in a bag/package to ensure the label can be clearly read.

Please make sure that all materials are in PAL or Region Free format. ALSO ensure that any relevant content is formatted 16:9. If the original content was formatted 4:3 please provide curtains (black bars on either side) to accommodate appropriately for 16:9.

Translations

Due to the international composition of our judging panels, we must request that all non-English language entries provide English translations for judging purposes.

Please Note: All submissions become the property of PromaxBDA to be used at their discretion. All relevant permissions and copyrights are assumed to be cleared by the entrant. We are not able to return any materials submitted for entry.

Do you have any awards questions?

Please contact the Awards Department at:
Tel. +1.310.789.1501 or +310.789.1526
Fax. +1.310.788.7616
E-mail: awards@promaxbda.org