

2009 International Advertising In All Media Awards

Rules and Regulations

1. Deadline for Entries

The Final Deadline for entries was **January 19, 2009**. But we recognize that some of you were not able to get your entries in on time. So, you can have more time to enter if you request a **Deadline Extension** and tell us when you will be ready to submit your entries and how many you think you will be entering. It's that simple. For more information call +1.212.643.4800 or email info@newyorkfestivals.com.

2. Eligibility

To be eligible for the 2009 competition, entries must have been published or aired, with the knowledge and approval of the advertiser, between January 1, 2008 and February 28, 2009. Spec ads or ads created solely for entry into award shows are not permitted. All winners must show proof of media buys if requested.

3. Disposition of Entry

Entries and materials submitted will not be returned and may be displayed, shown, duplicated, published or reproduced for educational or promotional purposes as New York Festivals deems appropriate. By entering, the entrant agrees to hold New York Festivals and any of its affiliated companies exempt from any costs or expenses of any claim arising out of any such use.

4. Entry Fees

Art & Technique

Single Entry \$275 USD

Avant-Garde (Non Traditional Stuff)

Single Entry \$345 USD

Campaign \$595 USD

Collateral

Single Entry \$345 USD

Campaign \$595 USD

Design

Single Entry	\$345 USD
Campaign	\$595 USD

Digital & Interactive

Single Entry	\$345 USD
Campaign	\$595 USD

Mixed/Integrated Media

Campaign	\$695 USD
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Outdoor

Single Entry	\$345 USD
Campaign	\$595 USD

Print

Single Entry	\$345 USD
Campaign	\$595 USD

Radio

Single Entry	\$345 USD
Campaign	\$595 USD

Student

Single Entry	\$100 USD
Campaign	\$200 USD

TV/Cinema/Promo

Single Entry	\$345 USD
Campaign	\$595 USD

--IMPORTANT -- ALL FEES MUST BE PAID IN FULL BEFORE PROCESSING OF THE ENTRIES BEGINS.-- A separate fee is applicable for each category selection. Preferred payment is by PayPal, VISA, MasterCard or AMEX credit card, or by a check drawn on a USA bank in US dollars made payable to International Awards Group, LLC. No refunds will be made once judging begins. For bank transfer payments, an additional \$25 US dollars must be added to the total amount of the bank transfer to cover intermediary bank fees. Send bank transfer to:

JP Morgan Chase
1 Chase Manhattan Plaza
New York, New York
ABA/Routing # 021000021 or Swift: CHASUS33
For further credit to

International Awards Group, LLC
Account # 707 5599 10

Send confirmation of the bank transfer by fax to our New York office at 1.212.643.0170 or email it at info@newyorkfestivals.com so we can match your payment to your entry(s). **BE SURE TO WRITE OUR INVOICE NUMBER ON THE BANK TRANSFER RECEIPT.** If entering online, **YOU MUST INCLUDE OUR INVOICE NUMBER(found on your printer friendly receipt) ON YOUR BANK TRANSFER. -- IMPORTANT -- ALL FEES MUST BE PAID IN FULL BEFORE PROCESSING OF THE ENTRIES BEGINS.**

Note: All entries submitted using Offline Entry Forms are subject to an additional fee of 20% of entry cost.

5. CATEGORIES

You may enter the same ad or campaign in more than one category; however, each entry will be charged an additional entry fee per category entered. If submitting your work offline, a duplicate copy of the entry media is required for each category entered. If you are unsure of which category to enter, choose the "Other" category and the judges will assign a category for you.

6. CAMPAIGNS

Campaign entries (single medium) may include up to three pieces (ex: 3 radio ads, 3 TV ads). Only one entry form is required per campaign but all pieces must be clearly labeled. Submit all pieces of a campaign together on one medium if possible (i.e. one DVD with 2 seconds of black or silence between each spot).

Mixed/Integrated Media campaigns may include up to 6 total pieces, with no more than 2 pieces per medium (ex: 2 radio ads, 2 TV spots, 2 print ads).

7. Awards

Finalists will be announced in mid-April. Grand, Gold, Silver, and Bronze winners will be announced in New York at the New York Festivals of Advertising Awards, May 21-23, 2009. Press releases will be sent to international wire services and to the trades. All winners will be published on the New York Festivals website. Trophy-winning TV and

Cinema advertising winners will be featured on our 2009 Winners Reel DVDs, on TV shows about advertising with a reach of 130 million viewers and in our Exclusive agreement with major international airlines in-flight screens with a reach of 800 million viewers. All print, design, and outdoor advertising winners will be published in Volume 17 of the New York Festivals Annual of Advertising, the world's largest selling annual of its kind.

8. United Nations (UNDPI) Award

In collaboration with the United Nations Department of Public Information, New York Festivals established the UNDPPI award in 1990 to honor public service advertising that best exemplifies the aims and ideals of the United Nations. Public Service entries (in TV, print and radio advertising only) achieving Finalist status are automatically eligible for the prestigious awards. A blue ribbon panel is convened by the United Nations to determine Gold, Silver, Bronze and Finalist United Nations Awards winners. Global concerns of particular interests to the United Nations include peace and security; advancement of women's rights; social development; health issues, including HIV/AIDS; human rights; crime and violence; literacy; sustainable development; and poverty.

9. Synopsis

A brief synopsis is required for all entries. The synopsis should be broken down into three parts (1 or 2 sentences each): Objective, Concept and Target Audience.

10. Translation

If your entry is Non-English, you **MUST** provide a translation or detailed synopsis in the space provided on our website **OR** a written translation **MUST** be attached to the Entry Form if you are submitting your entry by mail or courier. The translation should not exceed 1-2 paragraphs.

TV/Cinema: If possible, translations should be included as subtitles. Subtitles should be clearly legible, white on black if possible.

Print/Outdoor: Provide the text of your entry, even if it is already in English.

Websites: Translate only relevant menu sections, headlines and text.

11. Credits

Credits submitted at the time of entry will be the EXACT CREDITS listed on trophies, certificates, in our Annual, and on our website. Only the name of the entering company, name of the brand, and title of the entry will appear on trophies. In addition to the credits listed on the trophies the Certificates will list the first four names of people with corresponding job titles. An additional eight names with job titles can be listed in the Annual publication and a total of 15 names can be listed in the Showcase Section of our website. Please use industry standard job titles.

12. Online Entry Forms

IMPORTANT: Make sure you are logged in before beginning the online entry process, to prevent loss of data. You are logged in when you can see your name in black at the top of the left margin of the page.

An individual entry data form must be filled out for each single entry or campaign entry. Be sure to submit all of your entry data before proceeding to checkout. A printable record of the total for all your entries including an invoice for the total amount due will be automatically generated at checkout. If you will be physically shipping your entries to us, the printable record will include necessary Entry Item ID labels and shipping instructions. If you are going to upload your entries online, you will receive an additional email containing full uploading instructions within one hour after checkout. Simply reply to the additional email(s) with your entry media attached to your email response. If your file is too large to be emailed then upload your files to our FTP site:

A) Create a folder labelled with your company name

B) Place your files in this folder

C) Log in to our FTP server at:

ftp://newyorkfestivals.tv

Username nyfupload@newyorkfestivals.tv

Password nyfe7632

D) Copy the folder to our FTP site

An individual entry form must be filled out for each single entry or campaign entry. A printable record of the total for all your entries will be automatically generated at checkout. This record will include an invoice for the total amount due and shipping instructions, along with any necessary Entry Item ID labels. Be sure to submit all of your entries before proceeding to checkout. Once you have checked out of the website, and if you have indicated that you are going to upload your entry(s) online, you will receive an email containing full instructions within one hour after checkout. Simply reply to the email(s) with your entry media attached. If the file size is too large to be sent, contact info@newyorkfestivals.com for FTP upload information.

IMPORTANT! When entering online and sending entries by mail or courier you must do the following three things before you package your entries:

1. As soon as you receive **the email** sent to you **immediately** after checkout, follow the

provided link to the printable record of your entry(s). Make extra copies.

2. Cut out the Entry Item ID labels provided in the second half of the record and attach to each individual entry. Attach the provided mailing address label to the package to be shipped. **IMPORTANT:** These labels contain necessary coding information specific to each entry and **MUST** be attached.

3. Enclose a copy of the record you received immediately after checkout in the shipping carton along with your entries. Make extra copies if necessary. **Note:** All shipping costs, insurance, customs duties and handling fees for all entries must be prepaid by the sender. We cannot assume responsibility for customs clearance. You will be notified by email when your entry has been processed. Send labeled materials, along with the computer-generated invoice and any fees due, to :

New York Festivals
260 West 39th Street, 10th Floor
New York, NY 10018, U.S.A.
Tel 212.643.4800
Fax 212.643.0170

13. Entry Specifications

Text Formatting:

All entries **MUST** use the following standards for text formatting. These standards allow us to better judge and showcase your work:

Title of Entry and Brand Name Format:

Proper Case (all first letters capitalized) must be used in the title and brand name. Campaigns must be named with a single series title or with individual ad titles separated by slashes.

Single Entry Example:

Title Of Entry

Campaign Example:

Title One / Title Two

Campaign Example with overall title:

Campaign Title: Title One / Title Two

Client / Brand URL Format:

Submit client or brand web addresses **ONLY**.

URL Example:

www.newyorkfestivals.com

Translation / Synopsis Format:

Include text in Sentence Case (first letter of each sentence capitalized). Do not use all capital or all lowercase letters.

Example:

This entry was created to support the release of a movie. It was released worldwide.

Credits Format:

Talent names and job titles must be in Proper Case (all first letters capitalized). Do not use all capital or all lowercase letters. Do not use commas to separate first and last names or job titles. Do not abbreviate job titles unless necessary. If listing multiple names or titles, separate by slashes as demonstrated below.

Example:

John Doe, Creative Director

Example:

John Doe / Jane Doe, Creative Directors

Example:

Jane Doe, Creative Director / Art Director

TECHNICAL GUIDELINES

Please adhere to the following specifications when submitting your entries.

Entries submitted online:

Audio Upload:

Standard MP3 format. Stereo or mono, 44.1 kHz, 16 bits, MPEG layer 3 audio, minimum 160 kbps.

Image Upload:

JPEG file format, maximum quality, 72 dpi resolution in RGB color. **JPEGs in CMYK format are NOT accepted.** The dimensions of the JPEG should be approximately 2000 pixels by 3400 pixels (portrait or landscape).

Video Upload:

All uploaded videos must be in the QuickTime .mov format.

NTSC Video: H.264 compression: 29.97/30 fps, Auto Key Frames, Deinterlaced, near-Broadcast Quality and Size. Audio: Stereo, 44.1 kHz, 16 bits, MPEG-4/AAC.

PAL Video: H.264 compression: 25 fps, Auto Key Frames, Deinterlaced, near-Broadcast Quality and Size. Audio: Stereo, 44.1 kHz, 16 bits, MPEG-4/AAC.

Websites and Online Advertising:

Submit website address (URL) and any required username and password. You may set up an entry page with links to the features you'd like to be judged.

IMPORTANT: All submitted URLs must be active from the time you submit your entry until May 2008 to allow for online judging.

Supporting Materials Upload:

All supporting materials for website and interactive entries must be submitted in PDF format. Only one PDF may be submitted, but multiple articles may be included within the file. Files submitted in formats other than PDF will not be considered.

Note: All entries submitted using offline paper entry forms (PDF entry kit) are subject to an ADDITIONAL FEE of 20% of Entry Cost. This refers only to OFFLINE PAPER ENTRIES and does not affect entrants mailing hard media associated with online entries.

If you wish to submit your entry using traditional paper entry forms, you may use the forms found at the end of [this document](#). You will find two forms: (1) Registration Form and (2) Entry Form. Only one Registration Form is required per entering company. Each entry must be accompanied by a separate Entry Form. If you are submitting a single entry in multiple categories, you must submit a separate Entry Form for each category you enter. All shipping costs, insurance, customs duties and handling fees for all entries must be prepaid by the sender. We cannot assume responsibility for customs clearance. You will be notified by email when your entry has been processed. Mail in all necessary forms in a single shipping container together with your payment and entries to :

New York Festivals
260 West 39th Street, 10th Floor
New York, NY 10018, U.S.A.
Tel 212.643.4800
Fax 212.643.0170

15. Entries submitted by mail or courier

Audio Formats:

Entries must be submitted digitally (MP3) on CD-ROM format and each commercial must be preceded by an announcer naming the entering company, advertiser, title of entry and length of entry. Entries may also be submitted on Audio CD.

Print/Outdoor Formats:

Entries must be submitted in JPEG file format (72 dpi, maximum quality, RGB color, 2000 pixels by 3400 pixels) on CD. Single entries should be placed in an envelope, and our automated label should be affixed to the envelope (if submitted online). If submitting a campaign, a separate copy of each ad is required. Insert each entry piece, a copy of the entry form or printed invoice and translations (non-English entries only) into a separate envelope and label clearly with company name, category and entry title.

Video Formats:

Video entries may be submitted on DVD (either NTSC or PAL systems) or .mov on CD. 1/2" VHS and Beta SP entries will be subject to a \$100 processing fee. All entries should be submitted together on a single DVD, CD, or tape, if possible. If submitting a DVD that is burned in-house, please remove all region and security encryption.

Important: Digibeta is NOT accepted.

New York Festivals strongly suggests that entrants avoid sending the following formats in digital form:

Promotion Advertising / Direct Mail / Specialty Advertising / Package Design / Company Literature / Company Identity

Submit one sample of the entry as it would be viewed in its original format.

16. Exhibition and Copyright

All copies of entries submitted become the property of International Awards Group, LLC, and its affiliated awards companies, AME Awards, The Global Awards, Midas Awards and the New York Festivals, (hereafter collectively referred to as IAG), for supplemental presentations to educational institutions, trade groups, advertising professionals and the public generally and will not be returned.

Entrant specifically grants worldwide, royalty-free permission to IAG to play or show the entries at award presentations, at IAG's sponsored screenings around the world or in any other public or private presentation with or without charge whenever and as often as IAG and its representatives see fit without any compensation to Entrant.

Entrant authorizes IAG the use for such purpose of any trademarks, animated characters, animals, and merchandised items included in the entries. IAG may use entries or license entries or the reproduction of entries in perpetuity, without payment to Entrant or Entrants clients, non-exclusively throughout the world, for use in telecasts, broadcasts, videotapes, Internet, DVDs, exhibits, annuals and any other publications including without limitation, television, radio or Internet presentations featuring the IAG winners.

Entrant holds or will secure the necessary license for use of all music embodied within the entries. Entrant will fully defend, indemnify and hold IAG, its affiliated companies, assignees and licensees harmless from any talent or other residual charges due to the release of its entries or any third party claims against IAG, its affiliated companies, assignees and licensees resulting from the content of the entries and the intellectual property contained therein. The person submitting entry or entries certifies that he or she has full authority to approve the rights granted herein.

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