



Advertising, Web Site or Blog, Video, & Other Media Categories

You may submit any number of entries in any of these categories. You may use the **Entry Cover Sheet** included in the online **Entry Kit** to mail or fax your entries, but we encourage you to submit your entry forms directly through the web site at www.stevieawards.com/iba — it's very easy to do.

If you use the **Entry Cover Sheet** included in the **Entry Kit**, note the category code that precedes the category name.

ENTRY FEES

In all of the following categories, the entry fee for a single entry is \$225 and the entry fee for a campaign or series entry is \$325. Add \$35 per entry after May 12. See the **Entry Cover Sheet** for payment instructions.

FOR THESE CATEGORIES, INCLUDE THE FOLLOWING INFORMATION IN THIS ORDER:

1. The title of your entry: e.g. "The ABC Company Web Site"
2. The date after January 1, 2009 on which the entry was first aired, released, or otherwise made public. (NOTE: This is not required for web site entries. There is no eligibility timeframe for web site or blog entries, it does not matter when a nominated web site or blog was first published.)
3. A brief description (up to 100 words) of the communications objectives of the entry, and how it met those objectives. Include in this section the web address of the nominated web site or online production, if applicable.
4. A list of the creative and production credits for the entry (this is optional).

Technical instructions for these categories vary and are explained in the following list of categories.

HOW TO SUBMIT YOUR ENTRIES

You may submit your entries in one of two ways:

- *Through our web site at www.stevieawards.com/iba.* It's very easy to do. Simply register, then copy-and-paste your entry from your word processor into the online entry form. You can even pay your entry fees online with a credit card, or follow up with a cheque.
- *By mail or fax.* Entries submitted by mail or fax must be accompanied by the **Entry Cover Sheet** included in the online **Entry Kit**. Photocopy the **Entry Cover Sheet** as necessary. Follow the instructions on the **Entry Cover Sheet** for preparing and sending your entries. Entries must be submitted in at least 12-point type on white paper, must feature (in order) the information requirements for the category, and must be stapled behind the **Entry Cover Sheet**.

How to Get Help: Need answers to your questions about how to prepare or submit your entries? Our web site at www.stevieawards.com/iba should be able to answer most of your questions. If you can't find the answer there, please contact us at

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ADVERTISING CATEGORIES

Advertising

Individual ads and campaigns that first ran or were otherwise made public with client approval after January 1, 2009 are eligible to be submitted in any of the following 33 industry-specific categories. Campaign entries should include no more than four (4) media elements to represent your entire campaign. Separate Stevies for individual ads and campaigns may be awarded in each category:

- M01. Accounting
- M02. Advertising, Marketing, & Public Relations
- M03. Aerospace & Defense
- M04. Automotive & Transport Equipment
- M05. Banking
- M06. Business Services
- M07. Chemicals
- M08. Computer Hardware
- M09. Computer Software
- M10. Computer Services
- M11. Conglomerates
- M12. Consumer Products — Durables
- M13. Consumer Products — Non-Durables
- M14. Diversified Services
- M15. Electronics
- M16. Energy
- M17. Financial Services
- M18. Food & Beverage
- M19. Health Products & Services
- M20. Hospitality & Leisure
- M21. Insurance
- M22. Legal
- M23. Manufacturing
- M24. Materials & Construction
- M25. Media
- M26. Metals & Mining
- M27. Non-Profit Organizations
- M28. Real Estate
- M29. Retail
- M30. Pharmaceuticals
- M31. Telecommunications
- M32. Transportation
- M33. Utilities

Advertising/Design Craft & Technique

Individual ads and campaigns that first ran or were otherwise made public with client approval after January 1, 2009 are eligible to be submitted in any of the following categories. Campaign entries should include no more than four (4) media elements to represent your entire campaign. Separate Stevies for individual ads and campaigns may be awarded in each category:

- M35. Best Animation/Illustration
- M36. Best Art Direction
- M37. Best Copywriting
- M38. Best Corporate Identity/Branding Design
- M39. Best Design

ADVERTISING TECHNICAL INSTRUCTIONS

Mixed Media Campaign Entries

Mixed media campaign entries must be represented by up to four (4) executions representing at least two (2) media. Submit no more than four (4) executions. Follow the technical instructions for the other advertising media on how to prepare and submit your executions.

Direct Response Ads/Campaigns

Submit a tear sheet of the ad as it appeared in print, or a proof, unmounted and if possible unfolded.

If you are submitting a campaign, one sample of each ad in the campaign is required. Campaigns may consist of no more than four (4) ads. Join the ads in a campaign together, either accordion style using clear masking tape or stapled together in the top left-hand corner.

Label each ad on the back with the name of the entering organization and the title of the nomination (just as they appear on the entry form).

Ads in a language other than English must be accompanied by a translation or synopsis in English.

Newspaper and Magazine Ads/Campaigns

Submit a tear sheet of the ad as it appeared in print, or a proof, unmounted and if possible unfolded.

If you are submitting a campaign, one sample of each ad in the campaign is required. Campaigns may consist of no more than four (4) ads. Join the ads in a campaign together, either accordion style using clear masking tape or stapled together in the top left-hand corner.

Label each ad on the back with the name of the entering organization and the title of the entry (just as they appear on the entry form).

Ads in a language other than English must be accompanied by a translation or synopsis in English.

Online Ads/Campaigns

You may submit your online ads/campaigns in one of two ways:

a. In your entry form, include as part of your response the address of the web site(s), page(s) or image(s) that represent your nomination. Provide a direct path to each URL, i.e. beginning with <http://>; or

b. Submit your ad/campaign via CD or DVD. Label each disk or CD-ROM clearly with the name of the entering organization and the title of the entry (just as they appear on the entry form), file type(s), and the size of the submitted files.

If you are submitting a campaign, one sample of each ad in the campaign is required. Submit no more than four (4) ads per nominated campaign.

Ads in a language other than English must be accompanied by a translation or synopsis in English.

Outdoor Ads/Campaigns

Submit your ad or campaign on color proofs or photographs. If you are submitting a campaign, one sample of each ad in the campaign is required. Campaigns may consist of no more than four (4) ads. A separate photo or proof of each ad is required.

Ads in a language other than English must be accompanied by a translation or synopsis in English.

Radio Ads/Campaigns

You may submit your radio ads/campaigns in one of two ways.

a. In your entry form, include as part of your response the full-path URL to an online version of your spot(s) in WAV or MPG format

b. Submit your ad/campaign on a standard audio CD. Label each CD clearly with the name of the entering organization and the title of the entry (just as they appear on the entry form).

If you are submitting a campaign, submit no more than four (4) ads per nominated campaign.

Ads in a language other than English must be accompanied by a script or synopsis in English.

Specialty Ads/Campaigns

Specialty advertising is a promotional item that includes the advertiser's logo and/or message. Examples include keys, mugs, t-shirts, hats, shopping bags, paper weights, pens, etc. Submit one sample of the specialty item. For a campaign entry, submit no more than four (4) related items.

Attach to each item a tag or label with the name of the entering organization and the title of the entry (just as it appears on the entry form).

If the item features text in a language other than English it must be accompanied by a translation or synopsis in English.

TV or Cinema Ads/Campaigns

Submit your nominated spot/campaign in one of two ways.

a. In your entry form, include as part of your response the full-path URL to an online version of your spot(s)

b. Submit your ad/campaign on a standard DVD. Label each DVD clearly with the name of the entering organization and the title of the entry (just as they appear on the entry form).

If you are submitting a campaign, submit no more than four (4) ads per nominated campaign.

Ads in a language other than English must be accompanied by a Continued script or synopsis in English.

Continued

CORPORATE LITERATURE CATEGORIES

- N01. Best Annual Report
 - a. Online / Electronic
 - b. Print
- N02. Best House Organ/Publication
 - a. For General Audience
 - b. For Employees
 - c. For Customers (Business)
 - d. For Customers (Public Enterprise, Government, Association)
- N03. Best Marketing or Sales Brochure or Kit
 - a. Online/Electronic
 - b. Print
- N04. Company History
- N05. Other

CORPORATE LITERATURE TECHNICAL INSTRUCTIONS

Annual Reports

Submit one sample of the nominated annual report in one of three ways:

- a. Printed sample: Label the annual report in the lower left-hand corner of the back cover with your organization's name and the title of the entry (just as they appear on the entry form)
- b. On CD or DVD: Label the CD or DVD with your organization's name and the title of the entry (just as they appear on the entry form)
- c. In your entry form, include as part of your response the full-path URL to an online version of your annual report.

Annual reports in a language other than English must be accompanied by a translation or synopsis in English.

Marketing or Sales Brochures or Kits

Submit one sample of the nominated brochure or kit in one of three ways:

- a. Printed sample: Label the brochure or kit in the lower left-hand corner of the back cover with your organization's name and the title of the entry (just as they appear on the entry form)
- b. On CD or DVD: Label the CD or DVD with your organization's name and the title of the entry (just as they appear on the entry form)
- c. In your entry form, include as part of your response the full-path URL to an online version of your brochure or kit.

Brochures and kits in a language other than English must be accompanied by a translation or synopsis in English.

House Organs/Publications

Submit no more than two (2) sample issues of the nominated house organ or publication in one of three ways:

- a. Printed sample: Label the issue in the lower left-hand corner of the back cover with your organization's name and the title of the entry (just as they appear on the entry form)
- b. On CD or DVD: Label the CD or DVD with your organization's name and the title of the entry (just as they appear on the entry form)
- c. In your entry form, include as part of your response the full-path URL to an online version of your publication.

Brochures and kits in a language other than English must be accompanied by a translation or synopsis in English.

INTERACTIVE MULTIMEDIA CATEGORIES

- P55. Business / Government
- P56. Consumer Entertainment / Information
- P57. Marketing
- P58. Professional Education
- P59. Public Information
- P60. Sales
- P61. Training

INTERACTIVE MULTIMEDIA TECHNICAL INSTRUCTIONS

Submit your nominated production in one of three ways:

- (a) DVD
- (b) CD-ROM
- (c) Provide a hyperlink to an online version of your production in section 3 of your entry.

DVDs and CD-ROMs must be PC compatible, preferably autostart or self-install.

Include with the entry a step-by-step navigational direction as to where you want the judges to go next and a brief description of the application and its purpose. Also include directions as to which files to go to if autoinstall doesn't work.

Productions in a language other than English must be accompanied by a synopsis or translation in English.

LIVE EVENT CATEGORIES

- R01. Best Consumer Event (e.g. auto show, boat show, health & fitness expo, etc.)
- R02. Best Tradeshow or Convention
- R03. Best Association Event or Meeting
- R04. Best Corporate Image Event
- R05. Best New Product Introduction Event
- R06. Best Internal Recognition / Motivational Event
- R07. Best Sales Meeting
- R08. Best Sales Presentation

LIVE EVENT TECHNICAL INSTRUCTIONS

In your entry form include a resume (up to 500 words) of the event, including its goals, development, and results. You may include detailed production notes, audience demographics, etc.

Include in this section full-path URLs that link to online documents and other materials that support and complement your entry, such as news stories, press releases, video clips, photographs, and promotional brochures. There is no limit to the number of supporting links that you may include.

IMPORTANT: Begin each URL with `http://`, and enclose each URL in square brackets—for example, `[http://www.yourwebsite.com/newsclipping.html]`.

VIDEO AND FILM CATEGORIES

- Q01. Internal/Employee Communications
- Q02. Magazine Format
- Q03. Meeting Modules
- Q04. Motivational
- Q05. Orientation
- Q06. P.R.: Annual Reports
- Q07. P.R.: Government
- Q08. P.R.: Industrial
- Q09. P.R.: Media & Entertainment
- Q10. P.R.: Non-Profit Fund Raising
- Q11. P.R.: Other
- Q12. P.R.: Technology
- Q13. Sales: Direct Response Marketing
- Q14. Sales: Government
- Q15. Sales: Industrial
- Q16. Sales: Media & Entertainment
- Q17. Sales: Other
- Q18. Sales: Technology
- Q20. Sales: Product Sales
- Q21. Sales: Service Sales
- Q22. Security / Safety
- Q23. Teleconferences
- Q24. Tourism / Travel
- Q25. Training

Video & Film Craft Categories

- Q50. Best Camerawork
- Q51. Best Computer-generated Images
- Q52. Best Direction
- Q53. Best Editing
- Q54. Best Graphics
- Q55. Best Narration / Performance
- Q56. Best Original Music / Lyrics
- Q57. Best Soundtrack / Audio Mix
- Q58. Best Writing

VIDEO & FILM TECHNICAL INSTRUCTIONS

Submit your nominated production in one of three ways:

- (a) VHS videocassette in U.S. 525-line NTSC
- (b) DVD
- (c) Provide a hyperlink to an online version of your production in section 3 of your entry.

Tapes must have no more than 10 seconds of leader or color bars at the head of the tape.

Series entries should include only two (2) episodes or segments that best represent the entire series. The two episodes/segments should be edited onto one cassette or DVD. If this is not possible, please label each cassette or DVD "Series, #1 of 2" and "Series, #2 of 2." Also label cassettes or DVDs with your company name and entry title as they appear on the Entry Form.

Productions not produced in English must have either:

- Sub-titles or overdubbing in English; (this option is preferable); or
- Detailed synopsis in English and translation of 6-10 minutes of the beginning and 4 minutes of the end of the production. (The first option is preferable)

Entries must be labelled with your company name and the title of the entry, just as they appear on the Entry Form.

WEB SITE & BLOG CATEGORIES

There is no eligibility timeframe requirement for web site and blog entries—it doesn't matter when the site or blog was first published.

Best Web Site or Blog

Web sites and blogs are eligible to be submitted in any of the following 33 industry-specific categories:

- P05. Accounting
- P06. Advertising, Marketing, & Public Relations
- P07. Aerospace & Defense
- P08. Automotive & Transport Equipment
- P09. Banking
- P10. Business Services
- P11. Chemicals
- P12. Computer Hardware
- P13. Computer Software
- P14. Computer Services
- P15. Conglomerates
- P16. Consumer Products—Durables
- P17. Consumer Products—Non-Durables
- P18. Diversified Services
- P19. Electronics
- P20. Energy
- P21. Financial Services
- P22. Food & Beverage
- P23. Health Products & Services
- P24. Hospitality & Leisure
- P25. Insurance
- P26. Legal
- P27. Manufacturing
- P28. Materials & Construction
- P29. Media
- P30. Metals & Mining
- P31. Non-Profit Organizations
- P32. Real Estate
- P33. Retail
- P34. Pharmaceuticals
- P35. Telecommunications
- P36. Transportation
- P37. Utilities

Best Web Site or Blog—Craft & Function

Web sites and blogs are eligible to be submitted in any of the following craft and function categories. There is no eligibility timeframe requirement for web site and blog entries—it doesn't matter when the site or blog was first published.

- P39. Best Web Animation
- P40. Best Interface Design
- P41. Best Software Programming / Design
- P42. Best Writing / Content
- P43. Best E-commerce Site
- P44. Best Home Page
- P45. Best Investor Relations Site
- P46. Best Overall Web Design
- P47. Best Online Press Room
- P48. Best Training Site
- P49. Best Video Site

WEB SITE AND BLOG TECHNICAL INSTRUCTIONS

Be sure to include the URL of your nominated web site or blog in your entry.

Web sites or blogs in a language other than English must be supported by a translation or synopsis in English.

If your nominated web site or blog is not publicly accessible, you may submit your nominated site or blog in one of two ways:

- a. Submit the entire site/blog or a sample of it on CD-ROM
- b. In your entry provide a "guest" username and password that judges may use to temporarily access the site/blog.