



# THE ADDY® AWARDS

[AAF - North Alabama](#)  
The Addy Element

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## Contest Categories

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### Add Category

<u>Category</u>	<u>SubCategory</u>	<u>Rollup Category</u>	<u>P/E/I</u>	<u>Campaigns</u> Max-Media/Total	<u>Website</u> Required	<u>Fee</u> Override	<u>Student</u>	
<b>LOCAL ONLY CATEGORIES</b> <a href="#">Preview</a>								
Why didn't the client pick this one?!	Electronic	N/A	E	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Delete</a>
		Note: This category does not roll up.						
Why didn't the client pick this one?!	Interactive	N/A	I	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Delete</a>
		Note: This category does not roll up.						
Why didn't the client pick this one?!	Print	N/A	P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Delete</a>
		Note: This category does not roll up.						
<b>SALES PROMOTION</b> <a href="#">Preview</a>								
01 Product or Service Sales Presentation	A Catalog		P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
01 Product or Service Sales Presentation	B Sales Kits or Product Information Sheets		P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
01 Product or Service Sales Presentation	C Printed Newsletter		P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
01 Product or Service Sales Presentation	D Menu		P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
01 Product of Service Sales Presentation	E Campaign		P	<input checked="" type="checkbox"/>	4 4	<input type="checkbox"/>	<input type="checkbox"/>	
02 Packaging	A Single Unit		P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
02 Packaging	B CD, DVD, VHS		P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
02 Packaging	C Campaign		P	<input checked="" type="checkbox"/>	4 4	<input type="checkbox"/>	<input type="checkbox"/>	
03 Point of Purchase	A Counter Top or Attached		P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
03 Point of Purchase	B Free-Standing		P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
03 Point of Purchase	C Trade Show Exhibit		P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
03 Point of Purchase	D Campaign (2-4 of categories 1A-3C)		P	<input checked="" type="checkbox"/>	4 4	<input type="checkbox"/>	<input type="checkbox"/>	
04 Audio/Visual Sales Presentation	Audio/Visual Sales Presentation		E	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
<b>COLLATERAL MATERIAL</b> <a href="#">Preview</a>								
05 Stationery Package	A Flat Printed or Multiple Process		P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
06 Annual Report	A Less than four-color		P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
06 Annual Report	B Four-color		P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
07 Brochure	A Less than four-color		P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
07 Brochure	B Four-color		P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
07 Brochure	C Campaign		P	<input checked="" type="checkbox"/>	4 4	<input type="checkbox"/>	<input type="checkbox"/>	
08 Publication Design	A Cover		P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
08 Publication Design	B Editorial Spread or Feature		P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
08 Publication Design	C Series		P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
08 Publication Design	D Magazine Design (Entire Magazine)		P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
08 Publication Design	E Book Design (Entire Book)		P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
09 Poster	A Single		P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
09 Poster	B Campaign		P	<input checked="" type="checkbox"/>	4 4	<input type="checkbox"/>	<input type="checkbox"/>	
10 Special Event Material	A Card		P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
10 Special Event Material	B Invitation		P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
10 Special Event Material	C Announcement		P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
10 Special Event Material	D Campaign		P	<input checked="" type="checkbox"/>	4 4	<input type="checkbox"/>	<input type="checkbox"/>	
<b>DIRECT MARKETING</b> <a href="#">Preview</a>								

11 Business-to-Business or Consumer, Single	A Flat	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11 Business-to-Business or Consumer, Single	B 3-D	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12 Business-to-Business or Consumer, Campaign	A Flat	P	<input checked="" type="checkbox"/>	4	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12 Business-to-Business or Consumer, Campaign	B 3-D / Mixed	P	<input checked="" type="checkbox"/>	4	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13 Specialty Advertising	A Apparel	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13 Specialty Advertising	B Other Merchandise	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**OUT-OF-HOME** [Preview](#)

14 Outdoor Board	A Flat	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14 Outdoor Board	B Extension/Dimensional	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14 Outdoor Board	C Digital or Animated	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14 Outdoor Board	D Super-Sized	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15 Vehicle Graphic Advertising	A Vehicle Graphic Advertising	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16 Mass Transit/Public/Airline	A Interior	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16 Mass Transit/Public/Airline	B Exterior	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17 Site	A Interior Animated	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17 Site	B Interior Still or Static	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17 Site	C Exterior Animated	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17 Site	D Exterior Still or Static	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18 Campaign	Out-of-Home, Campaign	P	<input checked="" type="checkbox"/>	4	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19 Out-of-Home Self-Promotion	A Single	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19 Out-of-Home Self-Promotion	B Campaign	P	<input checked="" type="checkbox"/>	4	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**NON-TRADITIONAL ADVERTISING** [Preview](#)

20 Single	A	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20 Campaign	B	P	<input checked="" type="checkbox"/>	4	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**CONSUMER OR TRADE PUBLICATION** [Preview](#)

21 Fractional Page	A Less than four-color	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21 Fractional Page	B Four-color	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22 Full Page	A Less than four-color	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22 Full Page	B Four-color	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23 Spread, Multiple Page or Insert	A Less than four-color	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23 Spread, Multiple Page or Insert	B Four-color	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24 Campaign	A Less than four-color	P	<input checked="" type="checkbox"/>	4	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24 Campaign	B Four-Color	P	<input checked="" type="checkbox"/>	4	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25 Magazine Self-Promotion (Consumer or Trade Publication)	A Single	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25 Magazine Self-Promotion (Consumer or Trade Publication)	B Campaign	P	<input checked="" type="checkbox"/>	4	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**NEWSPAPER** [Preview](#)

26 Fractional Page	A Black and White	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26 Fractional Page	B Color (any color besides black)	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27 Full Page	A Black and White	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27 Full Page	B Color (any color besides black)	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28 Spread or Multiple Page	A Black and White	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28 Spread or Multiple Page	B Color (any color besides black)	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29 Newspaper Specialty Advertising	A Single Insert (of any type)	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29 Newspaper Specialty Advertising	B Poly Bag / Wrapper	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30 Campaign	A Black and White	P	<input checked="" type="checkbox"/>	4	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30 Campaign	B Color (any color besides black)	P	<input checked="" type="checkbox"/>	4	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31 Newspaper Self-Promotion	A Single	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31 Newspaper Self-Promotion	B Insert	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31 Newspaper Self-Promotion	C Campaign	P	<input checked="" type="checkbox"/>	4	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**INTERACTIVE MEDIA** [Preview](#)

32 Websites, B-to-B Flash	A Products	I	<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
32 Websites, B-to-B Flash	B Outlets	I	<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

32 Websites, B-to-B Flash	C Services	I	<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
33 Websites, B-to-B HTML/Other	A Products	I	<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
33 Websites, B-to-B HTML/Other	B Outlets	I	<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
33 Websites, B-to-B HTML/Other	C Services	I	<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
34 Websites, Consumer Flash	A Products	I	<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
34 Websites, Consumer Flash	B Outlets	I	<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
34 Websites, Consumer Flash	C Services	I	<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
35 Websites, Consumer HTML/Other	A Products	I	<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
35 Websites, Consumer HTML/Other	B Outlets	I	<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
35 Websites, Consumer HTML/Other	C Services	I	<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36 Online	A Banners / Pop-ups / Screensavers	I	<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36 Online	B E-Mails / E-Cards	I	<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36 Online	C Micro or Mini Sites	I	<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36 Online	D Online Games	I	<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36 Online	E Online Newsletter	I	<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36 Online	F Podcasts	I	<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36 Online	G Mobile Marketing (Text Messaging)	I	<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36 Online	H Internet Commercials	I	<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36 Online	I Webisodes	I	<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
37 Websites / Online	Campaign	I	<input checked="" type="checkbox"/>	4	4	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
38 Interactive Multimedia (CD/DVD)	A B-to-B	I	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
38 Interactive Multimedia (CD/DVD)	B Consumer	I	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
38 Interactive Multimedia (CD/DVD)	C Interactive Multimedia Campaign	I	<input checked="" type="checkbox"/>	4	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**RADIO** [Preview](#)

39 Local (one metro)	A :30	E	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
39 Local (one metro)	B :60 or more	E	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
40 Campaign		E	<input checked="" type="checkbox"/>	4	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
41 Regional/National	A :30	E	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
41 Regional/National	B :60 or more	E	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
42 Regional/National Campaign		E	<input checked="" type="checkbox"/>	4	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
43 Radio Self-Promotion	A Single	E	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
43 Radio Self-Promotion	B Campaign	E	<input checked="" type="checkbox"/>	4	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**TELEVISION** [Preview](#)

44 Local, Single (one DMA)	A :15 or less	E	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>44 Local</b>	<b>A Television :15 Less Than \$1500</b>	<b>44 A</b>	E	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Delete</a>
<b>44 Local</b>	<b>A Television :15 More Than \$1500</b>	<b>44 A</b>	E	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Delete</a>
44 Local, Single (one DMA)	B :30	E	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>44 Local</b>	<b>B Television :30 Less Than \$1500</b>	<b>44 B</b>	E	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Delete</a>
<b>44 Local</b>	<b>B Television :30 More Than \$1500</b>	<b>44 B</b>	E	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Delete</a>
44 Local, Single (one DMA)	C :60 or more	E	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
45 Local	Campaign	E	<input checked="" type="checkbox"/>	4	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
46 TV Self-Promotion	A Single	E	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
46 TV Self-Promotion	B Campaign	E	<input checked="" type="checkbox"/>	4	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
47 Regional/National TV, Single	A Consumer Products	E	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
47 Regional/National TV, Single	B Consumer Outlets	E	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
47 Regional/National TV, Single	C Consumer Services	E	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
48 Regional/National TV Campaigns	A Consumer Products	E	<input checked="" type="checkbox"/>	4	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
48 Regional/National TV Campaigns	B Consumer Outlets	E	<input checked="" type="checkbox"/>	4	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
48 Regional/National TV Campaigns	C Consumer Services	E	<input checked="" type="checkbox"/>	4	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
49 Infomercials		E	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
50 Cinema Advertising	A Movie Trailers	E	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
50 Cinema Advertising	B In-Theatre Commercials or Slides	E	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

**MIXED/MULTIPLE MEDIA** [Preview](#)

51 B-to-B, Local		P	<input checked="" type="checkbox"/>	9	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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52 B-to-B Regional / National	P	<input checked="" type="checkbox"/>	9	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
53 Consumer, Local	P	<input checked="" type="checkbox"/>	9	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
54 Consumer, Regional / National	P	<input checked="" type="checkbox"/>	9	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**ADVERTISING FOR THE ARTS & SCIENCES** [Preview](#)

55 Collateral	A Stationery Package	P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
55 Collateral	B Annual Report	P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
55 Collateral	C Brochure / Sales Kit	P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
55 Collateral	D POP or POS Materials (Other than Posters)	P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
55 Collateral	E Poster	P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
55 Collateral	F Newsletter	P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
55 Collateral	G Cards / Invitations / Announcements	P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
56 Print	A Magazine	P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
56 Print	B Newspaper	P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
57 Broadcast/Electronic	A TV	E	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
57 Broadcast/Electronic	B Radio	E	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
57 Broadcast/Electronic	C Audio / Visual	E	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
57 Broadcast/Electronic	D Interactive	I	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
58 Out-of-Home		P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
59 Non-Traditional		P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
60 Direct Marketing, Specialty Items		P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
61 Campaign	A Single Medium Campaign (for categories 55-60)	P	<input checked="" type="checkbox"/>	4	4	<input type="checkbox"/>	<input type="checkbox"/>
61 Campaign	B Mixed / Multiple Media Campaign (for categories 55-60)	P	<input checked="" type="checkbox"/>	9	4	<input type="checkbox"/>	<input type="checkbox"/>

**PUBLIC SERVICE** [Preview](#)

62 Collateral	A Stationery Package	P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
62 Collateral	B Annual Report	P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
62 Collateral	C Brochure / Sales Kit	P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
62 Collateral	D POP or POS Material (Other than Posters)	P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
62 Collateral	E Poster	P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
62 Collateral	F Newsletters	P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
62 Collateral	G Cards / Invitations / Announcements	P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
63 Print	A Magazine	P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
63 Print	B Newspaper	P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
64 Broadcast/Electronic	A TV	E	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
64 Broadcast/Electronic	B Radio	E	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
64 Broadcast/Electronic	C Audio / Visual	E	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
64 Broadcast/Electronic	D Interactive	I	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
65 Out-of-Home		P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
66 Non-Traditional		P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
67 Direct Marketing, Specialty Items		P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
68 Campaign	A Single Medium Campaign (for categories 62-67)	P	<input checked="" type="checkbox"/>	4	4	<input type="checkbox"/>	<input type="checkbox"/>
68 Campaign	B Mixed / Multiple Media Campaign (for categories 62-67)	P	<input checked="" type="checkbox"/>	9	4	<input type="checkbox"/>	<input type="checkbox"/>

**ADVERTISING INDUSTRY SELF-PROMOTION** [Preview](#)

69 Creative Services and Industry Suppliers	A Collateral (brochures, posters, etc.)	P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
69 Creative Services and Industry Suppliers	B Stationery Package	P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
69 Creative Services and Industry Suppliers	C Print	P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
69 Creative Services and Industry Suppliers	D Newsletter	P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
69 Creative Services and Industry Suppliers	E Broadcast	E	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
69 Creative Services and Industry Suppliers	F Interactive	I	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
69 Creative Services and Industry Suppliers	G Out-of-Home	P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
69 Creative Services and Industry Suppliers	H Non-Traditional	P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
69 Creative Services and Industry Suppliers	I Direct Marketing / Specialty Items	P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
69 Creative Services and Industry Suppliers	J Cards / Invitations / Announcements	P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
70 Ad Club or Marketing Club		P	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

71 Campaign	A Single Medium Campaign (for categories 69-70)	P	<input checked="" type="checkbox"/>	4	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
71 Campaign	B Mixed / Multiple Media Campaign (for categories 69-70)	P	<input checked="" type="checkbox"/>	9	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**ELEMENTS OF ADVERTISING** [Preview](#)

72 Logo		P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
73 Illustration	A Single	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
73 Illustration	B Illustration Campaign	P	<input checked="" type="checkbox"/>	4	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
74 Photography	A Black and White	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
74 Photography	B Color	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
74 Photography	C Digitally Enhanced	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
74 Photography	D Campaign	P	<input checked="" type="checkbox"/>	4	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
75 Animation or Special Effects	A Video or Film	E	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
75 Animation or Special Effects	B Internet	I	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
76 Sound	A Music Only	E	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
76 Sound	B Music with Lyrics	E	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
76 Sound	C Sound Design	E	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
77 Cinematography		E	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**STUDENT ADDY Categories** [Preview](#)

S01 Sales Promotion	A Packaging	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
S01 Sales Promotion	B Point of Purchase	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
S02 Collateral Material	A Stationery Package	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
S02 Collateral Material	B Brochure, Annual Report	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
S02 Collateral Material	C Poster	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
S03 Direct Marketing		P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
S04 Out-of-Home		P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
S05 Non-Traditional Advertising		P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
S06 Consumer or Trade Publication	A Single	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
S06 Consumer or Trade Publication	B Campaign (2 - 4 ads)	P	<input checked="" type="checkbox"/>	4	4	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
S07 Newspaper	A Ad	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
S07 Newspaper	B Insert	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
S07 Newspaper	C NP Ad or Insert Campaign (2 - 4 ads)	P	<input checked="" type="checkbox"/>	4	4	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
S08 Interactive Media	A Website	I	<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
S08 Interactive Media	B Interactive CD / DVD	I	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
S08 Interactive Media	C Online Advertising (Pop-Up/Banner/Email/Other)	I	<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
S09 Editorial Design	A Cover	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
S09 Editorial Design	B Editorial Spread or Feature (One editorial spread or feature per entry)	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
S09 Editorial Design	C Series (Covers or spreads or features)	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
S10 Radio		E	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
S11 Television		E	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
S12 Mixed Media	Campaign	P	<input checked="" type="checkbox"/>	9	4	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
S13 Elements of Advertising	A Logo	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
S14 Elements of Advertising	A Illustration	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
S14 Elements of Advertising	B Digitally Enhanced Illustration	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
S15 Elements of Advertising	A Photography	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
S15 Elements of Advertising	B Digitally Enhanced Photography	P	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
S16 Elements of Advertising	Animation	E	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>