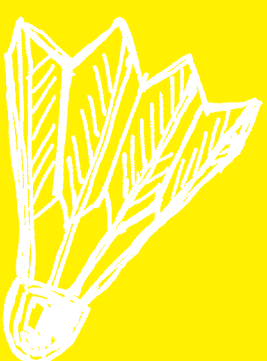


AAF-KC

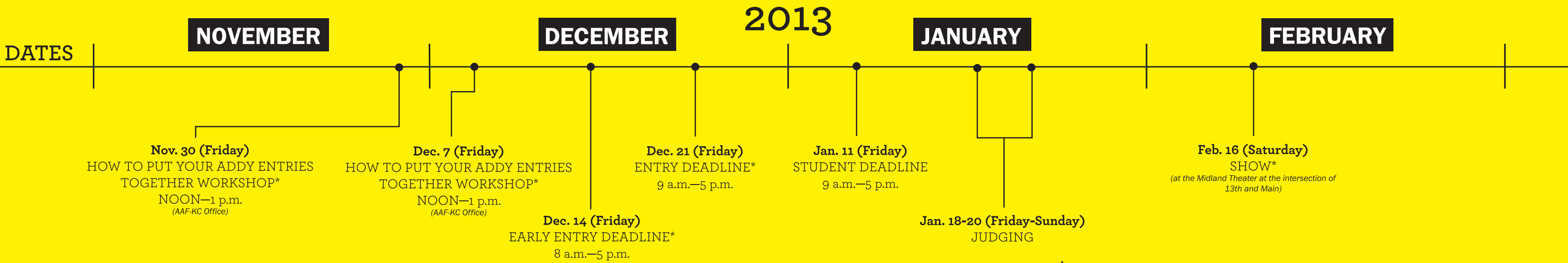


# CREATIVITY LIVES HERE.



CREATIVITY GATHERS  
2013 AAF-KC ADDY AWARDS  
SATURDAY, FEBRUARY 16, 2013  
THE MIDLAND IN KANSAS CITY





CATEGORIES

SALES PROMOTION

Product or Service Sales Presentation  
**1A** Catalog  
**1B** Sales Kit or Product Information Sheets  
**1C** Printed Newsletter  
**1D** Menu  
**1E** Campaign

Packaging  
**2A** Single Unit  
**2B** CD or DVD  
**2C** Campaign

Point-of-Purchase (POP)  
**3A** Countertop or Attached  
**3B** Freestanding  
**3C** Trade Show Exhibit

Campaign  
**4** Campaign (for categories 1A-3C) Audio/Visual  
**5** Audio/Visual Sales Presentation

COLLATERAL MATERIAL

Stationery Package  
**6A** Flat Printed  
**6B** Multiple Process

Annual Report  
**7A** Less than four-color  
**7B** Four-color

Brochure  
**8A** Less than four-color  
**8B** Four-color  
**8C** Campaign

Publication Design (Magazine or Book)  
**9A** Cover  
**9B** Editorial Spread or Feature (one editorial spread or feature per entry)  
**9C** Series (covers or spreads or features)  
**9D** Magazine Design (entire magazine)  
**9E** Book Design (entire book)

Poster  
**10A** Single  
**10B** Campaign

Special Event Material  
**11A** Card  
**11B** Invitation  
**11C** Announcement  
**11D** Campaign

DIRECT MARKETING

*Proof of mailing must accompany the entry. Self-mailer, indicia, envelope, etc., must be included as proof of usage.*

Single (Either B-to-B or Consumer)  
**12A** Flat  
**12B** 3-D

Campaign  
**13A** Flat  
**13B** 3-D/Mixed

Specialty Advertising  
**14A** Apparel  
**14B** Other Merchandise

OUT-OF-HOME

Outdoor Board  
**15A** Flat  
**15B** Extension/Dimensional  
**15C** Digital or Animated  
**15D** Super-Sized  
**15E** Vehicle Graphic Advertising

Mass Transit/Public Transit/Airlines  
**16A** Interior (inside a mass transit vehicle)  
**16B** Exterior (outside/on a mass transit vehicle)

Site  
**17A** Interior Animated (with motion)  
**17B** Interior Still or Static  
**17C** Exterior Animated (with motion)  
**17D** Exterior Still or Static

Campaign  
**18** Out-of-Home Campaign

Out-of-Home Self-Promotion  
**19A** Single  
**19B** Campaign

NON-TRADITIONAL ADVERTISING

*(See definition for clarification and submission requirements.)*

**20A** Single  
**20B** Campaign

CONSUMER OR TRADE PUBLICATION

Fractional Page  
**21A** Less than four-color  
**21B** Four-color

Full Page  
**22A** Less than four-color  
**22B** Four-color

Spread, Multiple Page or Insert  
**23A** Less than four-color  
**23B** Four-color

Campaign  
**24A** Less than four-color  
**24B** Four-color

Magazine Self-Promotion  
**25A** Single  
**25B** Campaign

NEWSPAPER

Fractional Page  
**26A** Black and White  
**26B** Color (any color other than black)

Full Page  
**27A** Black and White  
**27B** Color (any color other than black)

Spread or Multiple Page  
**28A** Black and White  
**28B** Color (any color other than black)

Newspaper Specialty Advertising  
**29A** Single Insert (of any type)  
**29B** Poly Bag/Wrapper

Campaign  
**30A** Black and White  
**30B** Color (any color other than black)

Newspaper Self-Promotion  
**31A** Single  
**31B** Insert  
**31C** Campaign

DIGITAL ADVERTISING

Websites, B-to-B  
**32A** Products  
**32B** Outlets  
**32C** Services

Websites, Consumer  
**33A** Products  
**33B** Outlets  
**33C** Services

Mobile Websites  
**34A** Products  
**34B** Outlets  
**34C** Services

Microsites  
**35A** Products  
**35B** Outlets  
**35C** Services

Social Media  
**36A** Single Platform, B-to-B  
**36B** Single Platform, Consumer  
**36C** Campaign

NEW!

Apps  
**37A** Tablet  
**37B** Web-based (browser)  
**37C** Mobile (phone)

Advertising and Promotion  
**38A** Banners, Rich Media  
**38B** Banners, Standard  
**38C** Email  
**38D** Games  
**38E** Annual Report  
**38F** Podcasts

Video

**39A** Webisodes  
**39B** Internet Commercials  
**39C** Branded Content, :60 or less  
**39D** Branded Content, more than :60

Multimedia DVD  
**40A** B-to-B  
**40B** Consumer  
**40C** Campaign

Campaign  
**41** Campaign (for categories 32A-40C)

RADIO

Local (one metro)  
**42A** :30  
**42B** :60 or more  
**42C** Campaign

Regional/National  
**43A** :30  
**43B** :60 or more  
**43C** Campaign

Radio Self-Promotion  
**44A** Single  
**44B** Campaign

TELEVISION (TV)

Local (one DMA)  
**45A** :15 or less  
**45B** :30  
**45C** :60 or more  
**45D** Campaign

TV Self-Promotion, Local (one DMA)  
**46A** Single  
**46B** Campaign

Regional/National TV, Single Spots  
(See extended definitions for each category.)  
**47A** Products  
**47B** Outlets  
**47C** Services

Regional/National TV Campaign  
(See extended definitions for each category.)  
**48A** Products  
**48B** Outlets  
**48C** Services

Infomercials  
**49** Infomercials

Cinema Advertising  
**50A** Movie Trailers  
**50B** In-theater Commercials or Slides

INTEGRATED CAMPAIGNS

(Cross Platform) Campaign  
**51** B-to-B, Local  
**52** B-to-B, Regional/National  
**53** Consumer, Local  
**54** Consumer, Regional/National

ADVERTISING FOR THE ARTS & SCIENCES

Collateral  
**55A** Stationery Package  
**55B** Annual Report  
**55C** Brochure/Sales Kit  
**55D** POP or POS Materials (other than posters)  
**55E** Poster  
**55F** Newsletter  
**55G** Cards, Invitations or Announcements (special event material)

Print  
**56A** Magazine  
**56B** Newspaper

Broadcast/Electronic/Digital

**57A** TV  
**57B** Radio  
**57C** Audio/Visual  
**57D** Digital Advertising  
**58** Out-of-Home  
**59** Non-traditional  
**60** Direct Marketing, Specialty Items

Campaign  
**61A** Single Medium Campaign (for categories 55-60)  
**61B** Integrated Campaign (for categories 55-60)

PUBLIC SERVICE

Collateral  
**62A** Stationery Package  
**62B** Annual Report  
**62C** Brochure/Sales Kit  
**62D** POP or POS Materials (other than posters)  
**62E** Poster  
**62F** Newsletter  
**62G** Cards, Invitations or Announcements (special event material)

Print  
**63A** Magazine  
**63B** Newspaper

Broadcast/Electronic/Digital  
**64A** TV  
**64B** Radio  
**64C** Audio/Visual  
**64D** Digital Advertising  
**65** Out-of-Home  
**66** Non-Traditional  
**67** Direct Marketing, Specialty Items

Campaign  
**68A** Single Medium Campaign (for categories 62-67)  
**68B** Integrated Campaign (for categories 62-67)

ADVERTISING INDUSTRY SELF-PROMOTION

Creative Services and Industry Suppliers  
(agency, design studio, freelancer, graphic designer, interactive developer, paper companies, printers, advertising specialty companies, color separation houses, photographers, video/film and audio production houses, etc.)

**69A** Collateral (brochures, posters, etc.)  
**69B** Stationery Package  
**69C** Print  
**69D** Newsletter, Printed  
**69E** Newsletter, Online  
**69F** Broadcast (demo reels go in this category)  
**69G** Digital Advertising  
**69H** Out-of-Home  
**69I** Non-traditional  
**69J** Direct Marketing/Specialty Items  
**69K** Cards, Invitations or Announcements (special event material)  
**70** Ad Club or Marketing Club

Campaign  
**71A** Single Medium Campaign (for categories 69-70)  
**71B** Integrated Campaign (for categories 69-70)

ELEMENTS OF ADVERTISING

NEW! Copywriting  
**72** Copywriting

Visual  
**73A** Logo  
**73B** Illustration, Single  
**73C** Illustration, Campaign  
**73D** Photography, Black & White  
**73E** Photography, Color  
**73F** Photography, Digitally Enhanced  
**73G** Photography, Campaign  
**73H** Animation or Special Effects  
**73I** Cinematography

Sound  
**74A** Music Only  
**74B** Music with Lyrics  
**74C** Sound Design

NEW! Digital Creative Technology  
**75A** Interface and Navigation  
**75B** Responsive Design  
**75C** GPS and Location Technology

Kansas City-Only Categories  
**78** Second Chance  
**79** Great Work That Never Ran  
**80** Event/Experiential Marketing Tours  
**81** Event/Experiential Marketing Single Event  
**82** Event/Experiential Marketing Environmental Experience  
**85** Personal Work  
**88** Specialty Printing  
**89** Broadcast Media – Editing

For a detailed look at the 2013 ADDY Rules & Categories, please visit [kcaddys.com](http://kcaddys.com)

\*NOTES

CONTACT

If you:  
**1** Cannot make the workshop dates.  
**2** Want to volunteer for the hanging committee.  
**3** Are interested in sponsoring the ADDYS this year.  
**4** Want to schedule a time to bring in your submissions.

Please contact  
**Katie Daily** at  
[director@aafkc.com](mailto:director@aafkc.com) or  
**816-822-0300**

New AAF-KC address:  
**1722 Main Street**  
**Kansas City, MO 64108**

COSTS

EARLY DEADLINE

Members - \$50/entry  
Non-Members - \$70/entry

DEADLINE

Members - \$65/entry  
Non-Members - \$85/entry

STUDENT

Member - \$35/entry  
Non-Member - \$45/entry

SPONSORS

GOLD



SILVER



BRONZE



CREATIVE SPONSORS



PRINT



TRABON

PAPER

AFTER-PARTY

LIQUID<sup>9</sup>

JUDGING WEEKEND & HANGING



*\*The stag's tree-like antlers with their periodic regeneration made him a symbol of rejuvenation, rebirth and the passage of time.\**

CREATIVITY IN KANSAS CITY

IS CONTINUOUS. IT NEVER TAKES A DAY OFF. BUT, ON OCCASION, IT DOES TAKE A FEW HOURS TO TOOT ITS OWN HORN AND ENJOY A COCKTAIL OR TWO. JOIN US AS WE HONOR THE LOCALLY CRAFTED CREATIVITY THAT WENT ABOVE AND BEYOND THIS YEAR. DRESS AS YOU PLEASE, BUT PLEASE BE AWARE THAT CREATIVITY REQUESTED YOU WEAR SOMETHING NICE.

ENTRY RULES



The ADDY entry system has been significantly upgraded for 2012/2013. Please review these instructions, as well as the complete instructions available, by visiting [kcaddys.com](http://kcaddys.com).

► A digital file(s) of all entries must be submitted, regardless of what it is. This does not alter the traditional rule of submitting a printed piece for all non-digital entries; the digital file submission is in addition.

► Do not mount any ADDY entries.

► Please submit EACH entry in one of the official ADDY entry clear envelopes (13x18, product #S-1668 from Uline). If your company entered the ADDY Awards last year, you will receive an amount of bags equal to your entries from the previous year. If you need additional bags, please contact AAF-KC director Katie Daily. You may also order additional bags directly from Uline.

► Since entries will all be submitted in the official clear envelope, it is no longer necessary to attach the campaign entry number to the upper corner of the envelope.

► Campaign entries can be submitted together in one clear envelope.

► Please include two entry form printouts in each envelope, with the numbers clearly visible.

► All video and audio assets for ADDY Awards entries must be submitted as digital uploads via the online ADDY software. DVDs and CDs are NO LONGER ACCEPTED (except in Categories 40 A & B & C), and will not be judged.

► Acceptable digital formats for video are .mov (preferred), .mpg, .mp4, .wmv and audio files are .mp3, .wav, .wma. File uploads are limited to 100mb for video and 5mb for audio and must be 16x9 H.264 high-res video format. This entry procedure applies for all TV commercials, radio commercials, infomercials, webisodes, Internet commercials, digital summaries for non-traditional, mobile app and integrated campaign categories.

► Please ONLY write the entry number onto DVDs/CDs. Do not affix the entry label to the DVD/CD.

► All interactive entries will need to have a :30 second showcase .mov file of their websites included on the entry DVD. This includes all mobile, website and online presence.

► A \$15 per entry fee will be added to all professional entries submitted after 5 p.m., on Friday, December 14, 2012. Entries will be accepted until 5 p.m., on Friday, December 21, 2012.

► Agencies/companies submitting more than 10 entries must have an employee with knowledge of the entries handle dropping off entries, in case there are questions or issues.

► All entries that are accepted into the awards show, meaning they have won Gold, Silver or Bronze, will be assessed a gallery/hanging fee. The fee for members is \$30/entry and non-members is \$40/entry. Students do not have a gallery/hanging fee.

*If you wish to deliver your entries on a date other than the listed submission dates, please contact AAF-KC to schedule an appointment.\**