

**We believe in equal opportunity for all ideas.**

The ADDY® Awards is the advertising industry's largest and most representative competition, attracting over 50,000 entries every year in local ADDY® competitions. The mission of the ADDY competition is to recognize and reward creative excellence in the art of advertising.

Conducted annually by the American Advertising Federation (AAF), the local ADDY® Awards is the first of a three-tier, national competition. Concurrently, all across the country, local entrants vie for recognition as the very best in their markets. At the second tier, local winners compete against other winners in one of 14 District competitions. District winners are then forwarded to the third tier, the national ADDY® Awards competition. **Entry in your local ADDY® competition is the first step toward winning a national ADDY®.**

Entering the ADDY® competition supports our entire industry, because the AAF and its local and district affiliates use the proceeds to enhance advertising through programs such as public service, internships, advocacy groups, advertising education, and consumer awareness.

The Student ADDY Awards is also a three-tier national competition, which is sponsored by the AAF and National Ad 2. Occurring in conjunction with the prestigious ADDY Awards, the Student ADDY Awards recognize and reward creative excellence by students.

**Celebrate the Creative Spirit of Advertising – Enter the ADDYs.**



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# 2009 Categories

(Red indicates changes or additions from last year)

## SALES PROMOTION

### Product or Service Sales Presentation

- 1A Catalog
- 1B Sales Kit or Product Info Sheets (See glossary for definition)
- 1C Printed Newsletter
- 1D Menu
- 1E Campaign

### Packaging

- 2A Single Unit
- 2B CD, DVD, VHS or Cassette
- 2C Campaign

### Point-of-Purchase (POP)

- 3A Counter Top, or Attached
- 3B Free-Standing
- 3C Trade Show Exhibit
- 3D Campaign (2–4 of categories 1A–3C)

- 4 Audio/Visual Sales Presentation

## COLLATERAL MATERIAL

### Stationery Package

- 5A Flat Printed or Multiple Process

### Annual Report

- 6A Less than four-color
- 6B Four-color

### Brochure (See glossary for definition)

- 7A Less than four-color
- 7B Four-color
- 7C Campaign

### Publication Design (Magazine or Book)

- 8A Cover
- 8B Editorial Spread or Feature (One editorial spread or feature per entry)
- 8C Series (Covers or spreads or features)

### Poster

- 9A Single
- 9B Campaign

### Special Event Material

- 10A Card
- 10B Invitation
- 10C Announcement
- 10D Campaign

## DIRECT MARKETING

Proof of mailing must accompany the entry (self-mailer, indicia, envelope, etc.) must be included as proof of usage.

### Single (Either B2B or Consumer)

- 11A Flat
- 11B 3-D

### Campaign

- 12A Flat
- 12B 3-D/Mixed

### Specialty Advertising

- 13A Apparel
- 13B Other Merchandise

## OUT-OF-HOME

### Outdoor Board

- 14A Flat
- 14B Extension/Dimensional
- 14C Digital or Animated
- 14D Super-Sized

- 15 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
- 19 Out-of Home, Self-promotion

## NON-TRADITIONAL ADVERTISING

(See glossary for definition 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

- (Consumer or Trade Publications)
- 25A Single
- 25B Campaign

## NEWSPAPER

### Fractional Page

- 26A Black and White
- 26B Color (any color besides black)

### Full Page

- 27A Black and White
- 27B Color (any color besides black)

### Spread or Multiple Page

- 28A Black and White
- 28B Color (any color besides black)

### Newspaper Specialty Advertising

- 29A Single Insert (of any type)
- 29B Poly Bag/Wrapper

### Campaign

- 30A Black and White
- 30B Color (Any color besides black)

### Newspaper Self-Promotion

- 31A Single
- 31B Insert
- 31C Campaign

## INTERACTIVE MEDIA

(Includes Social Media Websites)

### Web Sites, B-to-B

- 32A Flash
- 32B HTML/Other

### Web Sites, Consumer

- 33A Flash
- 33B HTML/Other

### Online

- 34A Banners/Pop-Ups/Screensavers
- 34B E-Mail/E-Cards
- 34C Micro or Mini site
- 34D Online Games
- 34E Online Newsletter
- 34F Podcasts
- 34G Mobile Marketing (Text Messaging)
- 34H Internet Commercials (Run on the Internet only)
- 34I Webisodes

- 35 Web/Online Campaign (2–4 of the above)

### Interactive Multimedia (CD/DVD)

- 36A B-to-B
- 36B Consumer
- 36C Interactive Multimedia Campaign

## RADIO

### Local (one metro)

- 37A :30
- 37B :60 or more
- 38 Campaign

### Regional/National

- 39A :30
- 39B :60 or more
- 40 Regional/National Campaign

### Radio Self-Promotion

- 41A Single
- 41B Campaign

## TELEVISION (TV)

### Local (one DMA)

- 42A :15 or less
- 42B :30
- 42C :60 or more

- 43 Campaign

### TV Self-Promotion

- 44A Single
- 44B Campaign

### Regional/National TV, Single Spots

(See glossary for definition of services in each category.)

- 45A Consumer Products
- 45B Consumer Outlets
- 45C Consumer Services

### Regional/National TV Campaign

- 46A Consumer Products
- 46B Consumer Outlets
- 46C Consumer Services

- 47 Infomercials

### Cinema Advertising

- 48A Movie Trailers
- 48B In-theatre Commercials or slides

## MIXED MEDIA

### (Cross Platform) Campaign

- 49 B-to-B, Local
- 50 B-to-B, Regional / National
- 51 Consumer, Local
- 52 Consumer, Regional / National

## ADVERTISING FOR THE ARTS & SCIENCES

### Collateral

- 53A Stationery Package
- 53B Annual Report
- 53C Brochure/Sales Kit
- 53D POP or POS Materials (Other than Posters)
- 53E Poster
- 53F Newsletter
- 53G Cards, Invitations or Announcements (Special Event Material)

### Print

- 54A Magazine
- 54B Newspaper

### Broadcast/Electronic

- 55A TV
- 55B Radio
- 55C Audio/Visual
- 55D Interactive

- 56 Out-of-Home

- 57 Non-Traditional (See glossary for definition)

- 58 Direct Marketing, Specialty Items

### Campaign

- 59A Single Medium Campaign (for categories 53–58)
- 59B Mixed/Multiple Media Campaign (for categories 53–58)

## PUBLIC SERVICE

### Collateral

- 60A Stationery Package
- 60B Annual Report
- 60C Brochure/Sales Kit
- 60D POP or POS Materials (Other than Posters)
- 60E Poster
- 60F Newsletter
- 60G Cards, Invitations or Announcements (Special Event Material)

### Print

- 61A Magazine
- 61B Newspaper

### Broadcast/Electronic

- 62A TV
- 62B Radio
- 62C Audio/Visual
- 62D Interactive

- 63 Out-of-Home

- 64 Non-Traditional (See glossary for definition)

- 65 Direct Marketing, Specialty Items

### Campaign

- 66A Single Medium Campaign (for categories 60–65)
- 66B Mixed/Multiple Media Campaign (for categories 60–65)

## 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.)*

- 67A Collateral (brochures, posters, etc.)

- 67B Stationery Package

- 67C Print

- 67D Newsletter

- 67E Broadcast

- 67F Interactive

- 67G Out-of-Home

- 67H Non-Traditional (See glossary for definition)

- 67I Direct Marketing, Specialty Items

- 67J Cards, Invitations or Announcements (Special Event Material)

- 68 Ad or Marketing Club

- 69A Single Medium Campaign (for categories 67 & 68)

- 69B Mixed/Multiple Media Campaign (for categories 67 & 68)

## ELEMENTS OF ADVERTISING

- 70 Logo

### Illustration

- 71A Single
- 71B Illustration Campaign

### Photography

- 72A Black and White
- 72B Color
- 72C Digitally Enhanced
- 72D Photo Campaign

### Animation or Special Effects

- 73A Video or Film
- 73B Internet

### Sound

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

- 75 Cinematography