



## MILWAUKEE 99 ENTRY GUIDELINES 2011

### GUIDELINES

As the judges move through the categories, they will be making selections representing the 99 best entries, per their 100% discretion.

Beginning in 2011, in an effort to create a more diverse representation of Milwaukee's creative work, we are instituting a new guideline: If an advertising campaign wins in its category and an advertising single wins (that was entered separately but was also entered as part of that campaign with a series) the ad in the single category will be taken out of the 99 and replaced with another award entry.

For example, if a piece wins in the Consumer Newspaper Single category, but also wins in the Consumer Newspaper Campaign, the Consumer Newspaper Single piece will be taken out of the 99.

This will be done at the judges' 100% discretion.

Awards include medal winners (Gold, Silver and Bronze) and merit winners. A Best of Show will also be determined and announced at the Milwaukee 99 Show. Work created for the United Adworkers is NOT eligible for Best of Show.

### ELIGIBILITY

All work must have been created and have been printed, published or broadcast between May 31<sup>st</sup>, 2010 and May 31<sup>st</sup>, 2011. Work submitted in last year's show is ineligible.

### DEADLINE

The deadline for entries is Monday, June 20<sup>th</sup>, 2011

Entries should be delivered to Tanner-Monagle, 1120 North Market Street, Milwaukee, WI 53202.

Entries should be addressed to the attention of "Adworkers-Milwaukee 99".

### ENTRY FEES

#### MEMBERS:

\$45 for Single

\$60 for Campaign

#### NON-MEMBERS:

\$55 for Single

\$80 for Campaign

### PREPARATION OF ENTRIES

Two entry forms per entry.

Tape on to back of each print piece and/or DVD/CD and submit the other along with payment.

Entry forms are located at [www.adworkers.com](http://www.adworkers.com).

## PRINT

Submit unmounted proofs or tear sheets. Allowed to include 2" of white space around ad if desired.

Tape one copy of entry form to back of piece. If it's a print campaign, label each piece with an entry number on the back in the upper right hand corner. Indicate each label "1 of 2" or "2 of 2", etc.

Send brochures, folders, books, catalogs, etc. in bound form.

Outdoor entries must be submitted on 11 x 17 (or smaller) outputs and accompanied by a photo of it posted (*typically provided by the outdoor company*).

Tape one copy of entry form to back.

## TELEVISION

Submit on DVD. No slates, bars or tones. If a campaign, DVD must have menu listing spot titles. To facilitate judging, television entries should appear on separate DVD's per category (*Example: All :30 or under singles on one. All more than :30 campaigns on another, etc.*). Make sure DVD's are properly labeled with the following: Category, Company and Entrant Title. Place DVD's in paper DVD sleeve.

Tape a copy of the entry form to sleeve.

## RADIO

Submit radio spot(s) on CD, as mp3 files, in paper CD sleeve. All singles on one CD and all campaigns on another. Tape a copy of entry form to sleeve.

## DIGITAL

For all interactive/digital entries, email URL link(s) to Heidi Sterricker at [heidi@adworkers.com](mailto:heidi@adworkers.com) and please provide all appropriate entry information in email message. When submitting all other award entries, please make sure the Digital entry forms are included as well. ALL URL's MUST BE ACTIVE. Any URL's that are inactive will be disqualified. For websites that may no longer be live, please submit test server URL's. Do NOT send your digital entries on a disk.

ALL Digital entries MUST be submitted on 11 x 17 (or smaller) outputs. For websites, please print out up to 3 screen shots.

## STUDENT COMPETITION

Concurrent with the judging of the show, submitted student work will be judged by the United Adworkers Board of Directors. Student entries should follow the same submission guidelines outlined above. Each student entry is \$5.00.

### **Student Categories:**

- Design
- Photography
- Illustration
- Digital

## DELIVER ALL ENTRIES TO:

Tanner-Monagle

1120 North Market Street

Milwaukee, WI 53202

414-727-8190

Attn: Adworkers-Milwaukee 99

## IMPORTANT!!

As part of your submissions please include a CD or DVD with PDF's of ALL print entries (*these will be used for the showcase awards book*). Prepare PDF's to fit in a maximum of 8 inches wide at 300 dpi. If this is problematic for collateral pieces (*those with multiple pages, various folds, etc.*) a PDF is not required, as it will be photographed after the judging to be better displayed in the awards book.

If you do not submit a CD or DVD with PDF's of ALL print entries, a charge of \$100 will be added to your entry fees.

## PLEASE INCLUDE:

One copy of each completed form and attach a second copy to the actual entry. Check made payable to Adworkers must accompany entry. Entries cannot be returned. If paying by credit card, fill out the form below.

## QUESTIONS ABOUT ENTRIES

Heidi Sterricker at [heidi@adworkers.com](mailto:heidi@adworkers.com)  
414-975-8979

## PAYMENT

COST PER ENTRY (*no refunds*):

MEMBERS:

\$45 for Single  
\$60 for Campaign

NON-MEMBERS:

\$55 for Single  
\$80 for Campaign

Check (*payable to United Adworkers*)       Credit Card

Credit Card Type (circle one):    Visa    Mastercard    American Express

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVI Code: \_\_\_\_\_  
(Visa/MC: 3 digit code)  
(Amex: 4 digit code)

Name as it appears on the card: \_\_\_\_\_

Email Address\* \_\_\_\_\_  
(\*required for receipt of UAW correspondence)

I hereby authorize United Adworkers to charge my credit card in the amount of \$ \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_