



Call for Entries

Eligibility

Any business-to-business creative that ran between January 1, 2007 and December 31, 2007 is eligible – including multimedia and Web-based materials, as long as they appeared during this period (it does not matter when the work was originally produced).

Submissions will be accepted from agencies, publications, advertisers, freelancers, producers, directors, photographers, illustrators, printers, etc. BMA membership is not a requirement. Non-U.S. entries are welcomed (English-language creative only).

Entering the Show

Please complete the entry form and attach it (or copies) to the back of each piece you submit. The final mounted size of all campaign pieces must be the same. Entries should be enclosed in an envelope or separate package so that all elements can be stored together.

Format Requirements

Print – Please submit all individual entries mounted on black illustration board, leaving no more than a one-inch border.

Broadcast – Please submit all TV entries on VHS or DVD; radio commercial entries may be submitted on CD or audio cassette.

Online/Web – Please submit entries on CD.

Trade Show – Please submit entries as mounted photographs or drawings.

Send packages to arrive on or before April 4, 2008 to:

ACE Awards c/o BPA Worldwide
Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259

Finalists will be notified. Awards show date and location will be announced via email.

AWARD CATEGORIES

Integrated Marketing Campaign

Refers to marketing campaigns utilizing 3 or more tactics, print advertising, Web/online, public relations, event, direct, etc.

1. Integrated Marketing Campaign with a budget less than \$100,000
2. Integrated Marketing Campaign with a budget more than \$100,000

Print Advertising

3. Brand Corporate ads
 - a. Single ad, full page or larger (including spreads)
 - b. Single ad, fractional
 - c. Campaign (minimum 3 ads, any size)
4. Product ads
 - a. Single ad, full page or larger (including spreads)
 - b. Single ad, fractional
 - c. Campaign (minimum 3 ads, any size)

Online Advertising/Web Sites

5. Integrated Online Campaign (a campaign utilizing two or more of the online media below)
6. Online ads
 - a. Fixed space online ad
 - b. Fixed space online ad campaign (minimum 3 ads, any size)
 - c. Rich media online ad
 - d. Rich Media online ad campaign (minimum 3 ads, any size)
7. Web sites
 - a. Commerce web site (b-to-b sites designed to sell products or services online)
 - b. Product web site (b-to-b site designed to merchandise the sale of a particular product or provide customer support)
8. Emerging media (ie: online viral marketing, wireless)
9. Interactive application (executive file delivered online)

Broadcast

10. Video
11. TV single spot
12. TV campaign (any length, 3 or more spots)
13. Radio single spot
14. Radio campaign (any length, 3 or more spots)

Direct Mail

15. Flat single
16. Flat campaign (minimum 3 pieces)
17. Dimensional single
18. Dimensional campaign (minimum 3 pieces)

Promotional Materials

19. Brochure
20. Product/Services catalog
21. Annual report
22. Newsletter
23. Collateral materials
24. Media kit
25. Miscellaneous (ie: invitations, programs, posters, self-promo, etc)

Event Marketing

26. Trade show exhibit (submit photos, summary of exhibit)
27. Show/event program or materials (ie: event-based sell sheets, guides, etc)

Brand Design

28. Logo
29. Brand identity materials (ie: letterhead, business cards, envelopes, folder, etc.)

Public Relations

30. Single effort
31. Campaign

Best Concept Killed by a Client

32. Your best unseen efforts, any media

Inventive Media

33. Your best client solution that doesn't fit in a pre-existing category

Best In Show

Judges will award a Best-In-Show winner based on work submitted.



ENTRY FORM

Please include a copy of this form with each entry you submit. Submissions must be received by **April 4, 2008**.

Company _____

Contact _____

Phone Number _____

Street _____

City _____ State _____ ZIP _____

Telephone _____

Email _____

Entry Category (letter and number) _____

Entry Client _____

Entry Description/Title _____

Entry Target Audience _____

Entry Objectives _____

Creative Director _____

Art Director/Copywriter _____

Other Credits _____

ENTRY FEES

Integrated Marketing Campaign **\$200**

First Single Submission **\$150**

Single Submissions #2-#10 **\$110**

Single Submissions #11 and up **\$85**

Please write **one check** for the total number of entries payable to **BMA of NYC**. Enclose your check with your submissions in a separate envelope, indicating the total number of entries and the amount of the check.

FOR ADDITIONAL INFORMATION

Contact: Ned Clausen, President, BMA of NYC – clausenandpartners@msn.com

Or visit www.bmanyc.org/ace