

rules



how to enter

Select the category that is best suited to your piece from the Categories List you have downloaded at www.cadc.org/voices. If you need help deciding which category is best, please call the CADC office at 860.663.1264.

eligibility

To be representative of work produced in this region, at least **one aspect of the creative execution** must have been accomplished in Connecticut. The piece **must** be entered in the category that represents that aspect. For example, if only the Photography was done for an Annual Report by a Connecticut creative then it must be entered in the Photography category, not in the Annual Reports category. **All work produced between April 24, 2009 and April 30, 2010 is eligible.**

awards

The judges may select as many awards of **Gold, Silver, and Excellence** as they see fit. In addition to the category awards, **Best of Show** will be awarded providing there is a single piece which stands out above the rest. Also, the **Richard Hess Spirit of Creativity Award** may be given to that piece which best exemplifies innovation or excellence in concept or execution in any entry that does not win for Best of Show. Also, the judges may choose **Judges' Awards** for those pieces that stand out above the rest but do not win for the Richard Hess Spirit of Creativity Award or Best of Show.

*Note: Individual pieces can be entered into as many categories as you like, but will only be able to win awards in **two** design categories and **one** photography/illustration category. The judges will decide which categories are most suited for each individual piece to win.*

preparation of entries

Entry Forms

Confirmation of Submission forms from online registration at www.cadc.org/voices must be printed and taped to the back of the entry at the top right-hand corner. Removable adhesive tape is recommended. Payment by credit card must be made online with submissions. Payments by check must be sent in with physical entries. Please staple a check for the total amount, made payable to CADC, to the printed confirmation Form. You can download/view all necessary forms at www.cadc.org/voices.

CADC will not be responsible for original artwork. **Entries will not be returned. No exceptions.** All specific entrant information will be removed prior to judging and replaced with CADC coding applied against a master list providing total impartiality. Please do not affix personal or company names to entries other than on the Entry Form. This applies particularly to leaders and CD-ROMs.

Print Advertising

Affix the completed Entry Form to the back taped along the top right-hand corner only. Pieces are not to be mounted.

Trademark and Stationery

Stationery systems (letterhead, envelope, and business card) should be put into a separate envelope for each system, with an additional business card sample stapled to the outside of the envelope, along with the completed Entry Form.

preparation of entries (continued)

Posters

Affix completed Entry Form to the back of the poster by taping along the top right-hand corner only. Poster should be submitted in an envelope for protection, and may be folded once, for judging only. Do not submit any rolled posters.

Packaging

Submit actual packaging or 8 inch x 10 inch photographic print(s). **No Slides.** If entries submitted are 8 inch x 10 inch photographic print(s), put each entry in a separate envelope with a completed Entry Form stapled to the outside of the envelope.

Point-of-Purchase, Outdoor / Transit, or Architectural Graphics

If entries submitted are 8 inch x 10 inch photographic print(s), put each entry in a separate envelope with a completed Entry Form stapled to the outside of the envelope.

Brochures, Booklets, and Catalogs

Affix one completed Entry Form to the back, taping the form along the top right-hand corner only.

Web and Interactive Design

Digital entries should be in MAC format only, PC format will not be accepted. For website entries, type URL into entry form. All websites must have a live URL for viewing. Include passwords and special instructions. Interactive entries are to be submitted on CD-ROM only. Websites and multimedia CD-ROMs will be viewed prior to Judging Weekend.

Broadcacasat, Broadcastst/Video Design

All Radio, Television, Broadcast Design should be submitted on CD or DVD. No agency or production credits should appear on clips.

entry fees

For single pieces or campaigns submitted as one entry, the fee is \$55 per entry for members, \$75 per entry for non-members, and \$10 for current students (students must include a copy of a current student I.D. card or registration form).

Discounts: If submitting 11 or more pieces, the fee per entry is \$50 for members and \$70 for non-members.

Ad Club of Connecticut: The member fees are extended to active members of the Ad Club of Connecticut.

Late Fees: For all entries received after April 30, 2008, please add a \$25 late fee.

deadlines

All entries **MUST** be received by April 30, 2010, 5 p.m. to avoid late fee.

Entries that must arrive after the deadline are to be delivered by hand or messenger to co:lab by Thursday, May 6, 2010, 5:00 p.m. Please add the \$25 late fee.

If you have any questions, please call the CADC office at 860.663.1264.

deliveries

Mail or deliver entries to:

co:lab

1429 Park St. Suite 207
Hartford, CT 06106
860.951.7782

ATTN: Troy Monroe

NOTE: *Late Entries may be delivered by hand or messenger between Friday, April 30 and Thursday, May 6, 2010 from 9:00 a.m. – 5:00 p.m. **only** to the above address. Please remember to include your late fee!*

*The following drop-off points **will not** accept entries received after 5:00 p.m., April 30, 2010.*

Outthink

Suite 110 Witch Hazel Works
8 Railroad Ave.
Essex, CT 06426
860.767.2777

ATTN: Lorena Iturrino

Mascola // Group

434 Forbes Ave.
New Haven, CT 06512
203.469.6900

ATTN: Nick Healy

WSAA

49 Richmondville Ave
Suite 109
Westport, CT 06880
203.222.9224

ATTN: Anthony Acock

categories



advertising

Consumer: Promoting a product or a service. Does not include consumer, institutional, corporate, or public service ads.

Business-to-Business Advertising: For any product or service to distributors, retailers, or business end users. Does not include consumer, institutional, corporate, or public service ads.

Institutional/Corporate/Public Service: Intended for the purpose of enhancing stature or image, including corporate citizenship or sponsorship; for soliciting funds; or to encourage behavioral change whether it be physical, emotional, or environmental. Not a product or service promotion.

Pro Bono/Creative: Work donated to a cause.

No catalogs. Please see categories 38-40 for catalogs. For interactive advertisements please see category 46.

- 1 **Consumer Magazine Ads:** Individual ads.
- 2 **Consumer Magazine Ad Series:** Submit a minimum of 3 and a maximum of 5.
- 3 **Consumer Direct Mail:** Circulars, folders, or other promotional materials designed for direct response via mail distribution.
- 4 **Newspaper Ads:** Individual ads.
- 5 **Newspaper Ad Series:** Any size. Submit a minimum of 3 and a maximum of 5.
- 6 **Business-to-Business Ads:** Individual ads.
- 7 **Business-to-Business Ad Series:** Submit a minimum of 3 and a maximum of 5.
- 8 **Business-to-Business Direct Mail:** Circulars, folders, or other promotional materials designed specifically for direct response via mail distribution.
- 9 **Institutional/Corporate/Public Service Ads:** Individual ads.
- 10 **Institutional/Corporate/Public Service Ad Series:** Submit a minimum of 3 and a maximum of 5.
- 11 **Institutional/Corporate/Public Service Direct Mail:** Circulars, folders, or other promotional materials designed for direct response via mail distribution.
- 12 **Outdoor/Transit Ads:** Billboards (painted or printed, two sheet and larger), bus or car cards. Submit 8 inch x 10 inch photographic print(s) only. No slides.
- 13 **Campaign/Combined Media:** Allows mixing media for a single campaign. For example a print ad, direct mail flier, and point-of-purchase piece. If entry includes a website or other new media, please submit sample page print outs and its URL or a CD. You must submit at least 3, but no more than 5 pieces.
- 14 **Pro Bono/Creative Ads**

broadcast

- 15 **Radio Commercial:** Individual spot.
- 16 **Radio Series:** Submit three from a series.
- 17 **Television Commercial:** Individual spot.
- 18 **Television Series:** Submit three from a series.

broadcast/video graphics or animation

- 19 **Single Graphic or Animation**
- 20 **Total Show Package**

promotion

- 21 **Point-of-Purchase:** Posters, counter cards, displays, three dimensional pieces, etc. Submit actual item or 8 inch x 10 inch photographic print(s) only. No slides.
- 22 **Sales Promotion:** Anything used to further the sales of a product or service, other than those designed for direct response via mail distribution. For interactive sales promotion see category 47.
- 23 **Self-Promotion:** Advertising, brochures, posters, direct mail, etc., promoting the services of the company or individual who created the entry. For interactive self promotion see category 50.

graphic design

Corporate: Work for or by a company or other organization offering financial or other services, marketing, or manufacturing capabilities or products.

Institutional/Public Service: Work for or by schools, colleges, universities, religious groups or institutions, museums, galleries, hospitals, and other not-for-profit organizations.

Pro Bono/Creative: Work donated to a cause.

- 24 **Corporate Annual Report:** Year-end financial report.
- 25 **Institutional/Public Service Annual Report:** Year-end financial report.
- 26 **Covers:** Books, brochures, albums, etc.
- 27 **Books:** Complete entity.
- 28 **Consumer Periodicals:** Magazines, newspapers, complete issue or individual section.
- 29 **Corporate/Institutional/Public Service Periodicals:** In-house publications, newspapers, magazines, complete issue or individual section, section covers, or individual feature pages.
- 30 **Employee Publications:** Non-periodicals, manuals, reports, etc.
- 31 **Packaging:** Submit actual packaging or 8 inch x 10 inch photographic print(s) only. No slides.
- 32 **Stationery:** Letterhead, envelopes, business cards.
- 33 **Trademarks/Logos/Identity Programs:** Please include company name and type of business.
- 34 **Architectural Graphics/Signage:** Complete programs or individual elements. Submit 8 inch x 10 inch photographic print(s) only. No slides.
- 35 **Consumer Brochures/Folders**
- 36 **Business-to-Business Brochures/Folders**
- 37 **Corporate/Institutional/Public Service Brochures/Folders**
- 38 **Consumer Catalogs**
- 39 **Business-to-Business Catalogs**
- 40 **Corporate/Institutional/Public Service Catalogs**
- 41 **Consumer Posters**
- 42 **Corporate/Institutional/Public Service Posters**
- 43 **Announcements/Invitations/Greeting Cards**
- 44 **Miscellaneous:** Calendars, menus, matchbook covers, etc.
- 45 **Pro Bono/Creative Graphic Design**

online and interactive design

For website entries, include passwords and special instructions. All website entries must have a live URL for viewing. Other interactive entries are to be submitted on CD-ROM only.

- 46 **Interactive Advertising:** Interactive ads, point of sale kiosks, sales presentations.
- 47 **Interactive Sales Promotion:** Any screen based materials used to further the sales of a product or service.
- 48 **Business Information Design:** Product/service demonstrations, training, online catalogs, internal/external communications.
- 49 **Educational and Museum Information Design:** Education tools, museum / exhibition, public service.
- 50 **Self-Promotion Interactive Design:** Email campaigns, promotional games, etc.
- 51 **Business Websites:** Websites for businesses and professional organizations.
- 52 **Creative Vendor Websites:** Websites for designers, art directors, and vendors who provide creative services.
- 53 **Pro Bono/Creative for Interactive and Online Materials**

promotional / informational film and video design / production

Corporate: Work for or by a company or other organization offering financial or other services, marketing, or manufacturing capabilities or products.

Institutional/Public Service: Work for or by schools, colleges, universities, religious groups or institutions, museums, galleries, hospitals, and other not-for-profit organizations.

Pro Bono/Creative: Work donated to a cause.

Video entries are to be submitted on CD-Rom in Quicktime format or live URL for viewing.

- 54 **Corporate/Institutional/Public Service Video — Individual**
- 55 **Corporate/Institutional/Public Service Video — Series**
- 56 **Pro Bono Video — Individual**
- 57 **Pro Bono Video — Series**
- 58 **Video — Miscellaneous:** Music videos, presentations, short films used for promotion, etc.

photography/illustration

Work submitted in these categories will be judged on the merits of photography or illustration only. Submit published pieces only.

- 59 **Photography:** Complete issues or individual elements.
- 60 **Illustration:** Complete issues or individual elements.

printing

This category is for jobs printed in Connecticut and will be judged for printing production. Entries that had no creative done in Connecticut will not be eligible for the Best of Show, Richard Hess Spirit of Creativity Award or Judges' Awards. Entries will be judged for printing only.

- 61 **Printed Materials:** Any project printed in Connecticut to be judged on process and print quality only.

student

All student print category entries should be mounted on black mat board with a border of 2 inches on the top and sides and 3 inches on the bottom. Unpublished student print work may be entered as comprehensives. All work will be judged on the quality of concept, execution, and presentation.

Digital entries should be in MAC format only, PC format will not be accepted. For website entries, include URL on entry form. Include passwords and special instructions. All website entries must have a live URL for viewing. Other interactive entries are to be submitted on CD-ROM only.

- 62 **Print/Published:** Student pieces that have been printed.
- 63 **Print/Unpublished:** Any unpublished design project intended for print.
- 64 **Online & Interactive/Published:** Any published project for interactive display, created for digital distribution on a CD-Rom or World Wide Web.
- 65 **Online & Interactive/Unpublished:** Any unpublished project for interactive display, created for digital distribution on a CD-Rom or World Wide Web.

entry form



It is preferred that you submit entries online at www.cadc.org/voices.

If this isn't possible, please complete this form and attach a check for the total amount, made payable to CADC.

Should your entry be chosen, these credits will appear along with your work in the exhibit and in the 2010 CADC Awards Show website. Credits will be shown exactly as they appear on this form. Please be sure that all who contributed to your award are properly credited with correct spelling, proper names, and professional identities.

If you have more than one entry, please print and fill out a form for each entry. Please remember to compose your brief Statement of Purpose.

Note: Individual Pieces can be entered into as many categories as you like, but will only be able to win awards in two design categories and one photography/illustration category. The award show judges will decide which categories are most suited for each individual piece to win.

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Contact

Firm

Phone

Email

Address

Member Non-Member Student

CADC CTRL #

Category #

Entry Title

Agency/Studio

Creative Director

Designer(s)

Art Director(s)

Copywriter(s)

Illustrator(s)

Photographer(s)/Stock House

Programmer(s) *(Online & Interactive Only)*

Printer

Paper Stock

Client

Statement of Purpose

Other
