



## magazine - consumer

1. Single Ad (any size - b/w or color)
2. Campaign\* (any size - b/w or color)

## magazine - trade

3. Single Ad (any size - b/w or color)
4. Campaign\* (any size - b/w or color)

## newspaper - consumer or trade

5. Single Ad (less than full page)
6. Single Ad (full page or spread)
7. Campaign\* (less than full page)
8. Campaign\* (full page or spreads)
9. FSI (free standing inserts)

## radio

10. Single Spot
11. Campaign\*

## television

12. Local Cable (:30 or :60 Single)
13. Local Cable (:30 or :60 Campaign\*)
14. National Cable or Broadcast (:30 or :60 Single)
15. National Cable or Broadcast (:30 or :60 Campaign\*)

## video

Entries should be submitted on CD-Rom in either Quick-Time, an AVI, Windows Media File or an MPEG file.

16. Non-Broadcast Video (including Training, Instructional & Sales Presentation)

## direct response

17. Direct Mail - Consumer (campaign\* or single)
18. Direct Mail - Business-to-Business (campaign\* or single)

## media design

19. Magazine, Newspaper and Supplement Design

## promotion and collateral material

20. Product or Service Brochure
21. Sales Kit/Media Kit
22. Catalog
23. Package Design
24. Trade Show Booth (submit photos of finished booth)
25. P.O.P. - Point of Purchase - (campaign or single - displays, counter cards, etc.)
26. Outdoor (billboard, transit, bus shelter)
27. Posters, Calendars
28. Special Events, Programs
29. Announcements, Cards, Invitations
30. Newsletters

## corporate design

31. Identity (logo/trademark)
32. Stationery Package (letterhead, envelope, business card)
33. Annual Report
34. Company Newsletter

## public relations

35. Campaign or Special Event (brief description and results) - please do not submit original news clippings or your only copy. Awards will be based on results and media placement.

## photography

36. Commercial or Editorial (advertising, brochure, poster, etc.)

## illustration

37. Commercial or Editorial (advertising, brochures, posters, etc.)

## printing

38. Any category can be entered as a printed piece. (Judging will be based solely on printing quality and complexity.)

## interactive media

39. Web site -Business to Consumer Site ( B to C )
40. Web site - Business to Business Site ( B to B )
41. E-Commerce - Business to Consumer Site ( B to C )
42. E-Commerce - Business to Business Site ( B to B )
43. Social Networking Site
44. Web site - Self Promotion
45. Web site - Non-Profit
46. Microsite/Landing Page
47. E-mail Marketing
48. Online Advertising
49. Mobile - Promotional Campaign
50. Mobile Applications
51. iPad Applications
52. Blog
53. Multimedia - Please provide CD-Rom or DVD-Rom, PC or Mac compatible. Include instructions for opening, file name and any other relevant information.
54. Podcast
55. Social Media

## integrated campaign

56. Multi-channel campaign (three or more channels)

## student entry

57. Student Ad/Design Project. Any student project can enter for any category. Work done by students as interns for a Company or Individual is not applicable.

## public service

Projects must be created for a client. Self-promotion is not applicable in this category. No compensation or barter permitted for creative work.

58. Print Advertising (newspaper or magazine)
59. Television (PSAs - public service announcements)
60. Radio (PSAs - public service announcements)
61. Printed Material (PSAs - direct mail, brochures, etc.)
62. Outdoor & Posters (larger than 17 x 22, submit photo)
63. Non-Broadcast video
64. Web Site
65. Electronic Media

## pro bono

66. Projects must be created for a client. Self-promotion is not applicable in this category. No compensation or barter permitted for creative work.

## the flagpole

67. Any submission category: a salute to work never produced.

\* Campaign = Three or more pieces

## R E S E R V A T I O N

F O R B I G W A W A R D S G A L A B A N Q U E T

## deadline: Friday, May 25th

All reservations must be prepaid and received by May 25, 2012.

**NO ADMISSIONS AT THE DOOR. PLEASE MAKE YOUR RESERVATIONS EARLY.**

### Banquet:

In recognition of this year's entrants and winners, the ACW will hold its awards banquet at Abigail Kirsch at Tappan Hill, 81 Highland Avenue, Tarrytown, New York.

- **Date:** Wednesday, June 6, 2012
- **Time:** 6 - 7 p.m. Cocktails and Entries Gallery Preview  
7 - 9:30 p.m. Banquet, Speakers and Awards Ceremony
- For information call ACW at 914-202-3116 or email info@acw.org

### Banquet Fees:

Table of 10 .....\$975 total  
Members and their guests .....\$118 total  
Non-Member .....\$138 total  
Students .....\$50 total

**Mail your check for complete amount payable to ACW or Advertising Club of Westchester, to:**  
Advertising Club of Westchester, 405 Tarrytown Rd, # 1504, White Plains NY, 10607

### OR:

**Fax back the form with your credit card info to 914-620-1716**

Name: \_\_\_\_\_

Affiliation: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Guests Name(s): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Check payable to ACW enclosed: \$ \_\_\_\_\_

I wish to charge my credit card: (Check one)

    **VISA**  **DISCOVER**

Card No.: \_\_\_\_\_ Exp Date: \_\_\_\_\_

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

\_\_\_\_\_ Tables of 10 @ \$975 \_\_\_\_\_ Non-Member @ \$138

\_\_\_\_\_ Member/Member Guests @ \$118 \_\_\_\_\_ Student @ \$50

## E N T R Y F O R M

## deadline: Friday, March 2nd

**Fill out and attach to back of each entry. This form should be copied as many times as needed for each entry form. (Please print or type information clearly).**

Member (2012 Dues Paid)  Non-Member

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Fax: \_\_\_\_\_ Web Site: \_\_\_\_\_

Client: \_\_\_\_\_

Title of Entry: \_\_\_\_\_

\_\_\_\_\_

Main Category: \_\_\_\_\_

Subcategory/Number: \_\_\_\_\_

Creative Director: \_\_\_\_\_

Art Director: \_\_\_\_\_

Designer: \_\_\_\_\_

Photographer: \_\_\_\_\_

Illustrator: \_\_\_\_\_

Copywriter: \_\_\_\_\_

Director/Producer: \_\_\_\_\_

Other: (Printer, Talent, etc.) \_\_\_\_\_

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## B I G W M A S T E R S U M M A R Y S H E E T

Please include this form with your entry. If you require more spaces, please make additional copies of the form and attach the additional copies to this sheet. Sequentially number each sheet as Page \_\_\_\_ of \_\_\_\_.

On the form, please list each entry submitted with the price as listed, and check the Jpg box to indicate you have included your jpgs. Enclose your check, payable to ACW, with your Master Summary Sheet(s).

NOTE: A separate entry, and a separate Entry Form, must be submitted for any piece entered in more than one category.

### Send Entries To:

COLOR GROUP LABS  
168 Saw Mill River Rd.  
Hawthorne, NY 10532

### Hours: Mon. - Fri. 9 a.m. - 5:30 p.m.

(Located on Route 9A, across from the Saw Mill Multiplex  
Cinema, Exit 25 going North off Saw Mill River Parkway)

### Mark the package with your name, company address,

**and ACW Big W 2012 ENTRY.**

**Deadline: Friday, March 2nd, 2012**

**Late Deadline: Friday, March 16th, 2012**

Advertising Club of Westchester, Inc.

405 Tarrytown Road, # 1504

White Plains, NY 10607

**Tel: 914-202-3116 / Fax: 914-620-1716**

**Email: info@acw.org**

Category	Sub Category #	Title	Jpg Enclosed	Entry Fee
			<input type="checkbox"/>	
			<input type="checkbox"/>	
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### Registration Fee:

Members .....\$35

Non-Members .....\$60

Students .....No Charge

### Entry Fee:

Members .....\$40 ←

Non-Members .....\$60 ←

Students .....\$10 ←

LATE FEE \$75

### Registration Fee: \$

Total: \$

Page \_\_\_\_ of \_\_\_\_

**Note: By becoming an ACW member now, you can save on registration, entry and gala fees...plus get all the other benefits of membership. Call 914-202-3116 for Information.**



ADVERTISING CLUB OF WESTCHESTER

ADVOCATE | CREATE | WIN