



## **OH SNAP! IT'S THAT TIME AGAIN...**

Break out the roller blades, crank up Boyz II Men and take a nice big swig of Crystal Pepsi because it's time to kick it old school. The Richmond Show is back for another year of giving mad props to the dopest work around. So if your ads are totally, like, all that and a bag of chips, then show us what you've got. And don't forget to join us in April for the RAD Show; it'll be the raddest show in town!

**CALL FOR ENTRIES**  
**DEADLINE: *FEBRUARY 3RD***

## **ELIGIBILITY**

To be eligible for entry, all materials must have been created (concepted) in the state of Virginia and either published, broadcast, posted, or distributed for the first time between **January 1, 2011 and December 31, 2011**. Entries may originate from an individual or organization that has created, produced or directed the material. The Richmond Show Committee and The Advertising Club of Richmond may request proof of initial publication, airing, posting, or distribution to be submitted before judging and/or inclusion in show or show website. Single entries may also be submitted as part of a campaign.

Public service entries may be submitted only in the Public Service Category. The Richmond Show Committee and judges reserve the right to move entries to categories deemed more appropriate than those in which pieces were entered.

## **ENTRY FEES**

**Deadline: February 3, 2012**

**Single entry, \$50**

**Campaign, \$75**

*Students, Refer to student pricing in Student Category list.*

## **LEGAL**

All entries become the property of The Advertising Club of Richmond, Inc. and will not be returned. The entrant grants The Advertising Club of Richmond the right to show, copy or play the entries for purposes of judging, displaying winning entries, publishing a website, and promoting the Richmond Show.

## **PREPARATION OF ENTRY FEES**

Please prepare entries as noted below. In addition, please provide a copy of each entry form with your remittance form and check in a separate envelope marked “entry fees.”

### **SEND ALL MATERIALS WITH “ENTRY FEES” ENVELOPE TO THE FOLLOWING ADDRESS:**

ATTN: CHRISTINA DICK  
THE MARTIN AGENCY  
ONE SHOCKOE PLAZA | RICHMOND, VIRGINIA | 23219-4132

QUESTIONS? PLEASE CONTACT: EDWARDBBALDWIN@GMAIL.COM

**CHECKS SHOULD BE MADE OUT TO THE ADVERTISING CLUB OF RICHMOND.**

## **SPONSORSHIP OPPORTUNITIES & VIP SEATING**

Interested in VIP seating or sponsoring this year’s Richmond Show?

PLEASE CONTACT:

JUSTIN CHAMPION AT JCHAMP86@GMAIL.COM

CANDACE NICOLLS AT CANDACE.NICOLLS@GMAIL.COM

## **ADDITIONAL INFO**

If you do not follow the instructions given for the entry process, your entry may be disqualified, please type your entry. If you have questions about the Richmond Show, please call Edward Baldwin at 804.350.5101.



# ADVERTISING SHOW

## 1. PRINT

- a. Consumer Magazine Single
- b. Consumer Magazine Campaign
- c. Trade Magazine, Single
- d. Trade Magazine, Campaign
- e. Newspaper, Single
- f. Newspaper, Campaign
- g. Outdoor/Transit, Single
- h. Outdoor/Transit, Campaign
- i. Direct Mail, Single
- j. Direct Mail, Campaign

## 2. BROADCAST

- a. Radio, Single, <\$25K
- b. Radio, Single, >\$25K
- c. Radio, Campaign
- d. Consumer TV, Single, <\$100K
- e. Consumer TV, Single, >\$100K
- f. Consumer TV, Campaign, <\$300K
- g. Consumer TV, Campaign, >\$300K

## 3. NON-TRADITIONAL

- a. Single
- b. Campaign

## 4. INTEGRATED

(Must include at least 2: Print, Broadcast, Non-Traditional, Interactive)

## 5. SELF-PROMOTION

- a. Print, Single or Campaign
- b. Broadcast, Single or Campaign
- c. Non-Traditional, Single or Campaign
- d. Integrated

## 6. ONLINE VIDEO

(Any video done exclusively for online viewing)

- a. <\$50K
- b. >\$50K

## 7. PUBLIC SERVICE

- a. Print, Single
  - b. Print, Campaign
  - c. Broadcast, Single
  - d. Broadcast, Campaign
  - e. Non-Traditional
  - f. Integrated
- (Must include at least 2: Print, Broadcast, Non-Traditional, Interactive)



# DESIGN SHOW

## 8. PHOTOGRAPHY & ILLUSTRATION

## 9. PUBLICATION DESIGN

## 10. COMMUNICATION DESIGN

- a. Annual Reports
- b. Brochures, Catalogs, Company Literature, Newsletters
- c. Logos and Trademarks
- d. Brand and Identity Systems

## 11. PROMOTIONAL DESIGN & ADVERTISING

- a. Self-Promotion, Single or Campaign
- b. Direct Mail & Print Advertising (Excluding Posters), Single or Campaign
- c. Posters, Single or Campaign
- d. Packaging
- e. Other (POS, Environmental, Signage, etc...)

## 12. PUBLIC SERVICE

(Work done in any Design Show category for a non-profit or charity)



# **INTERACTIVE SHOW**

## **13. COMPLETE SITES**

- a. HTML, <\$20K
- b. HTML, >\$20K
- c. Flash, <\$20K
- d. Flash, >\$20K

## **14. MICRO SITES**

- a. HTML
- b. Flash

## **15. BANNER ADVERTISING**

- a. <\$10K
- b. >\$10K

## **16. MOBILE**

(Anything done for mobile phone delivery)

## **17. INTERACTIVE OTHER**

- a. Games
- b. Web Apps
- c. Social Media
- d. Viral

## **18. INTEGRATED ELECTRONIC CAMPAIGN**

(At least 3 of the above Interactive categories)

# PRODUCTION SHOW

## 19. MOTION GRAPHICS DESIGN & EFFECTS

- a. Single
- b. Campaign

## 20. 3D ANIMATION

- a. Single
- b. Campaign

## 21. SOUND DESIGN

- a. Single
- b. Campaign

## 22. ORIGINAL SCORE

- a. Single
- b. Campaign

## 23. EDITORIAL

- a. Single
- b. Campaign

## 24. OVERALL PRODUCTION QUALITY

- a. Single
- b. Campaign

## STUDENT

Any of the above categories, please check the "STUDENT" box when submitting.

### STUDENT ENTRY FEES:

SINGLE, UP TO 3 AT NO CHARGE,  
\$15 FOR EACH ADDITIONAL  
CAMPAIGN,

1 CAMPAIGN AT NO CHARGE, \$30 FOR  
EACH ADDITIONAL



# PREPARATION OF ENTRIES

## PRINT

Submit all entries mounted on black board with no less than a 1" border. Pieces larger than 18"x24" may be submitted unmounted. Campaigns may be mounted on one board or taped together accordion style. A print campaign consists of at least 3 ads. The same ad may not be entered in both consumer and trade categories.

In addition to the mounted work, we also require that you include a JPG file of each entry. To ensure the best image quality, the short side of the JPG should be 1000 pixels. All files may be placed on the same disc, which must be labeled with agency/company information.

## RADIO

Submit each entry on an individual CD in MP3 format, at 128 kb/sec or better quality. Label each disc and attach a copy of the entry form to the CD or case. For a campaign entry, please put all spots on one disc. Campaigns consist of at least 3 spots.

## TELEVISION

Submit each entry on an individual CD/DVD in Quicktime H.264 video @ 1500 kbps, progressive, multi-pass with audio at 44.1 kHz, stereo. For 4:3 aspect ratio, please use 640x480 for output resolution. For 16:9 aspect ratio, please use 853x480 for output resolution. For any questions about this, please email Edward Baldwin at [edwardbbaldwin@gmail.com](mailto:edwardbbaldwin@gmail.com). Label each disc and attach a copy of the entry form to the CD/DVD or case. For a campaign entry, please put all spots on one disc. Campaigns consist of at least 3 spots. Two 15 second commercials will not be considered as one commercial.

## DESIGN (other than print pieces)

Submit actual piece with entry form attached or photograph of piece mounted on black board with no less than a one inch border.

## INTERACTIVE

All entry forms must be accompanied by a URL that displays the work being submitted—the URL may be of a live site or a private site address. All creative will be viewed in Firefox, Chrome or Safari. If your entry is optimized for a browser version, please indicate what browser it is optimized for.

## INTEGRATED ADVERTISING

All entries must be submitted via video. Submit each entry on an individual CD/DVD in Quicktime H.264 video @ 1500 kbps, progressive, multi-pass with audio at 44.1 kHz, stereo. For 4:3 aspect ratio, please use 640x480 for output resolution. For 16:9 aspect ratio, please use 853x480 for output resolution. For any questions about this, please email Edward Baldwin at [edwardbbaldwin@gmail.com](mailto:edwardbbaldwin@gmail.com). Label each disc and attach a copy of the entry form to the CD/DVD or case. Integrated advertising videos must include at least 2: print, broadcast, non-traditional, interactive. Video entries should not exceed 5 minutes.



# ENTRY FORM

ATTACH ONE FORM TO EACH ENTRY AND INCLUDE ONE COPY OF EACH FORM WITH YOUR REMITTANCE FORM.

CATEGORY NUMBER & LETTER: \_\_\_\_\_

CATEGORY TITLE: \_\_\_\_\_

AGENCY: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

EMAIL: \_\_\_\_\_

CLIENT: \_\_\_\_\_

TITLE/DESCRIPTION: \_\_\_\_\_

CREATIVE DIRECTOR: \_\_\_\_\_

ART DIRECTOR: \_\_\_\_\_

COPYWRITER: \_\_\_\_\_

DESIGNER: \_\_\_\_\_

PHOTOGRAPHER: \_\_\_\_\_

ILLUSTRATOR: \_\_\_\_\_

STUDIO ARTIST: \_\_\_\_\_

ACCOUNT MANAGER: \_\_\_\_\_

PLANNER: \_\_\_\_\_

PRODUCER: \_\_\_\_\_

DIRECTOR: \_\_\_\_\_

EDITOR: \_\_\_\_\_

PRODUCTION COMPANY: \_\_\_\_\_

DEVELOPER: \_\_\_\_\_

MUSIC: \_\_\_\_\_

URL: \_\_\_\_\_

OTHER: \_\_\_\_\_

It is important to note that the information you fill out here is used to order awards. Therefore, any misspelled names or names left off of this list are not the responsibility of The Richmond Ad Club.

STUDENT ENTRY (CHECK HERE) \_\_\_\_\_

# REMITTANCE FORM

AGENCY: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

## ENTRY FEES:

\_\_\_\_\_ SINGLE ENTRIES @ \$50 EACH = \_\_\_\_\_

\_\_\_\_\_ CAMPAIGN ENTRIES @ \$75 EACH = \_\_\_\_\_

## LATE FEES: *(required if submitted between Feb.3 and Feb. 11)*

SINGLE OR CAMPAIGN ENTRIES @ \$15 EACH = \_\_\_\_\_

## STUDENT ENTRY FEES:

\_\_\_\_\_ ENTRIES AT NO COST (UP TO 3 SINGLES, 1 CAMPAIGN)

\_\_\_\_\_ SINGLE ENTRIES @ \$15 EACH = \_\_\_\_\_

\_\_\_\_\_ CAMPAIGN ENTRIES @ \$30 EACH = \_\_\_\_\_

**PLEASE MAKE CHECKS PAYABLE TO THE ADVERTISING CLUB OF RICHMOND.  
SEND REMITTANCE FORM AND COPIES OF ALL THE ENTRY FORMS WITH A CHECK IN A SEPARATE ENVELOPE  
MARKED "ENTRY FEES" ALONG WITH ALL MATERIALS TO THE FOLLOWING ADDRESS:**

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