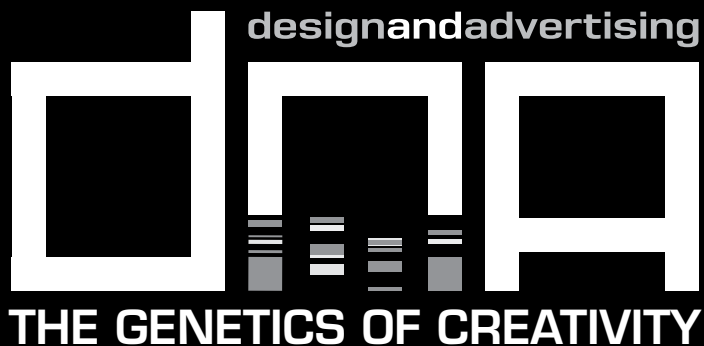


PLEASE JOIN US AT THE AWARDS CEREMONY!

Winners of the 2008 Student ADDYs will be announced at the GFAF ADDY Awards Ceremony on Saturday, March 1, 2008 — 5:30 pm at the Lynfield Event Complex in Frederick, Maryland. It's a great way to meet professionals in the design and advertising industry, and view their work at the same time!

Check www.gfafaddyawards.com if you would like more information about the awards gala.



Make Your Mark! Enter Now!

2008 GFAF STUDENT ADDY COMPETITION

Call For Entries Deadline: Friday, 2•8•08



ENTRY CATEGORIES:

- SALES PROMOTION— PACKAGING AND POINT OF PURCHASE
- COLLATERAL MATERIAL— STATIONERY PACKAGE, BROCHURE, ANNUAL REPORT, POSTER
- DIRECT MARKETING • OUT-OF-HOME • NON-TRADITIONAL ADVERTISING
- CONSUMER or TRADE MAGAZINE AD • MAGAZINE AD CAMPAIGN
- INTERACTIVE MEDIA— WEB SITE, INTERACTIVE CD/DVD, ONLINE ADVERTISING (POP UP/ BANNER/ EMAIL/ OTHER)
- EDITORIAL DESIGN— COVER, EDITORIAL SPREAD OR FEATURE, SERIES (COVERS OR SPREADS)
- EDITORIAL DESIGN— PHOTOGRAPHY, ANIMATION • RADIO • TELEVISION • CAMPAIGNS (MIXED MEDIA)
- LOGO, ILLUSTRATION





designandadvertising



THE GENETICS OF CREATIVITY

The 2008 GFAF Student ADDY Competition

Deadline: Friday, February 8, 2008*

The ADDY Awards Student Competition is a national competition. That means that work entered at your local level can move on to District and National judging—just like the work being entered by pros throughout the USA. Start by entering the Greater Frederick Advertising Federation's local competition. **Enter online at www.gfafaddyawards.com/student by Thursday, February 7, 2008.** Contact Lisa Sheirer 301-846-2637, or email LSheirer@frederick.edu for more information.

Categories**

SALES PROMOTION

- 1A. Packaging
- 1B. Point of Purchase

COLLATERAL MATERIAL

- 2A. Stationery Package
- 2B. Brochure, Annual Report
- 2C. Poster

3. DIRECT MARKETING

4. OUT-OF-HOME

5. NON-TRADITIONAL ADVERTISING

- 6A Single CONSUMER or TRADE MAGAZINE AD

- 6B. MAGAZINE AD CAMPAIGN (2–4 ads)

NEWSPAPER

- 7A. Ad
- 7B. Insert
- 7C. NP Ad or Insert Campaign (2–4 ads)

INTERACTIVE MEDIA

- 8A. Web Site
- 8B. Interactive CD/DVD
- 8C. Online advertising (pop up/banner/ email/other)

EDITORIAL DESIGN

(any two-page spread) One editorial spread or feature per entry. Not intended for submission of entire book or magazine.

- 9A. Cover

- 9B. Editorial Spread or Feature

- 9C. Series (Covers or spreads)

- 9C. Series (Covers or spreads)

10. RADIO

11. TELEVISION (TV)

12. CAMPAIGNS (mixed media)

ELEMENTS OF ADVERTISING

- 13A. Logo
- 13B. Illustration
- 13C. Photography
- 13D. Animation

How To Enter

DEADLINES

Enter online at www.gfafaddyawards.com/student and complete your online entry forms by Thursday, February 7, 2008. Student registration begins Monday, February 4, 2008. All hand-delivered entries must be received by 5:00 pm Friday, February 8, 2008.

DELIVERY OF ENTRIES

Entries should be mailed to Lisa Sheirer, Frederick Community College, 7932 Opossumtown Pike, Frederick, MD 21702 or can be dropped off at Lisa Sheirer's Office F124, Frederick Community College, 7932 Opossumtown Pike, Frederick, MD. **Between Monday, February 4 and Friday, February 8, 2008 from 3:00 to 5:00 pm.** No freight charges will be paid by recipient. **All entries must be received by 5:00 pm Friday, February 8, 2008.** NO exceptions will be allowed. All entries become the property of GFAF and will not be returned. Do NOT send original or irreplaceable artwork. It will not be returned.

ENTRY FEE

\$20 per entry. One check for the total amount of entry fees must accompany submissions (make check payable to Greater Frederick Advertising Federation, unless you have submitted payment via credit card at the time of online entry. To do this please visit GFAF's Web site at www.gfafaddyawards.com and navigate to the payment area. No fees will be returned. These entry fees are separate from the admission fee to the awards gala.

ELIGIBILITY REQUIREMENTS

- Applicants must be enrolled full or part-time in an accredited U.S. educational institution.
- Work may be developed specifically for this competition or submitted from previous projects or competitions. Work developed for PAYING CLIENTS will not be accepted with the exception of work created by clubs as fund raisers or work created for student publications.
- Work must be created while entrant is a student not employed in the advertising industry. Student interns are eligible.

AUTOFORWARDING

Work that wins a Gold ADDY will progress from local to District and finally National competition with no additional fees to club or student. Silver ADDY winners may choose to forward work at their cost with fees set at District and National levels.

ENTRY SUBMISSION AND IDENTIFICATION

This year the GFAF/AAF will try and make entering the ADDYs easier for the entrants, judges and producers of ADDY shows on levels of competition. You will no longer be required to mount your entries to black board. However, there are still steps required to make sure your work is kept in good shape, properly labeled, judged properly, and your entrants get proper credit. First, you will need to decide if you are going to invest in clear plastic envelopes or use any number of paper envelopes commercially available.

If you use paper, we suggest you try and find an envelope with clasp closure system, not an adhesive one. Remember, your entry will be opened and closed many times during its judging.

Note, the larger label is permanently affixed (we suggest 3M's Supper 77 spray glue) to the exterior of the envelope and the smaller label to the back of the piece itself. An extra, loose copy of the entry form is included in the envelope. This is the "perfect" way to enter a piece in the show with a paper envelope. Use larger or smaller envelopes as needed to secure the piece (or pieces...mixed or single media campaigns) you are entering.

Using a plastic envelope offers many advantages. Since it is translucent there is no need to affix an entry label to the exterior of the envelope. Simply include two loose copies in the envelope.

Finally, the best way to enter an interactive piece, radio or TV spot, is using a CD or DVD. Remember, this year we will NO LONGER BE ACCEPTING TAPES OF ANY KIND. All radio MUST be on CD. All TV MUST be on DVD. No exceptions. The DVD must be playable on a consumer DVD player. If it has a single spot it should auto play. If there are multiple spots IT MUST have a DVD navigation system included allowing spots to be played individually. A QuickTime Movie burned onto a DVD is NOT acceptable.

Remember when you are entering a web site it is a critical to include a screen capture of the front page of the site so that the ADDY committee and judges are sure they are reviewing the right site. The CD copy of the site is a "last resort" and will only be used if the URL is down, there are server issues, etc. This ensures that the judges will be able to see at least some parts of the site "no matter what happens".

* Student online entry forms must be completed by Thursday, February 7, 2008. All hand-delivered entries must be received by 5:00 pm Friday, February 8, 2008.

** For definitions refer to mirrored categories in the professional ADDY glossary, go to www.addycompetition.com and download the rules and guidelines PDF. Questions? Contact Lisa Sheirer 301-846-2637, or e-mail LSheirer@frederick.edu.