

2010 ADDY® for

Dummies

What are the ADDYS®?

The Rio Grande Valley Advertising Federation ADDY® Awards Competition is the first of a three-tiered national competition conducted annually by the American Advertising Federation (AAF). The ADDY® Awards Competition is the industry's largest and most representative competition for creative excellence.

Entry into the ADDY® Awards Competition supports our entire industry, because AAF and its local and district membership use the proceeds to enhance advertising through programs such as internships, advocacy groups and advertising education.

How do I enter?

Go to www.aaf-rgv.org and click to enter. It will walk you through the process of registration as an entrant. **** IMPORTANT**** Also at ADDY competition site is a link to the Rules and Guidelines. You can download them directly from the site. Included in this document are all the rules, requirements and categories. It may seem tedious to read, but most, if not all, of your questions on entering the ADDYS will be answered.

What is the deadline to enter?

Deadline is Friday, December 4, 2009 for Students entries.

This is the deadline students have your entries entered on the competition site. You have until Monday, January 4th to deliver your entries to the drop off at Freedom Communications newspaper locations

Deadline is Monday, January 4, 2010 for Early Deadline Discounts.

This is the deadline you have to get your entries entered on the competition website site (www.aaf-rgv.org).

You have until Tuesday, January 5th to deliver your entries to the drop off at Freedom Communications newspaper locations

LATE/ FINAL DEADLINE, Friday, January 8:

All entries must be entered online by Friday at 5pm, as well as all entries dropped off at one of the drop points by 4pm. **NO EXCEPTIONS.**

No Discounts apply.

Where do I take my entries?

The drop off locations is at Any Freedom Communications, Inc. newspaper:

Brownsville	The Brownsville Herald
Harlingen	The Valley Morning Star
SPI	The Island Breeze
Weslaco	The Mid-Valley Town Crier
McAllen	The Monitor

****IMPORTANT**** *This year, we ask that all entrants to please include a CD with hi-rez jpegs or pdfs of all entries for use in winners book.*

What does it Cost?

Student Entrant Fees:

Single entry	\$20
Campaign	\$20
Late Entry	\$30 (either single or campaign)

Club Member Entrant Fees:

Single entry	\$45
Campaign	\$60

Non- Club Member Entrant Fees:

Single entry	\$55
Campaign	\$70

Club Member **LATE** Entrant Fees:

Single entry	\$55
Campaign	\$70

Non-Club Member **LATE** Entrant Fees:

Single entry	\$65
Campaign	\$70

Not a member of AAF - RGV? With all the cool people are members. Sign up on this site to get started.

When are the ADDY Awards?

2010 ADDY Awards are on Saturday, February 20. If you're interested in reserving a table or being a sponsor contact Richard Guerrero @ 956.430.6283 or Angie Juarez @ 956.682.5563

FAQs

Can I mount my entries on some kind of board?

No. Entries must be submitted inside an appropriately sized envelope. Transparent envelopes are preferred. For all instructions as to preparing entries, see page 6 pf the Rules and Guidelines booklet.

If your entry is selected for either the gold or silver category, your entry will be submitted to district and the club will forward your original entry to the district event.

How do I pay?

After you've completed your entries on the competition site, you will print out and sign the manifest. On the manifest, you'll see the option for check or credit card. You either enter your credit card into the sheet, or you bring a check with the entries.

Is it really that big of a deal if my broadcast entries have production slates at the beginning?

It is if you want them to be judged. All entries are supposed to be void of any reference to the entrant, not including the actual entry form accompanying the piece. And, while we at the local level may show leniency, it will not happen as your entry moves up to district level. It would be a shame to win Gold locally, and then have your entry disqualified at the district level, wouldn't it? So do yourself a favor, follow the guidelines, see page 6 on the Rules and Guidelines booklet, and we'll all be happy.

I'm entering some print and / or broadcast in Spanish. Will our judges be fluent in Spanish enough to understand?

Not really. Your best bet is to include an English translation of the ad in print. In broadcast – what worked well last year was the ad ran in Spanish then in English. You can use a script with your entry, or you can place subtitles in your spots, your option. If you include a script – please make sure it is void of entrant info, logo, etc.

When is the judging? Will I be notified if I won anything?

The judging will take place on January 13, 2010 at the Harlingen judging location. Anyone can attend the judging as long as you're quiet, and make no comments if your entry is being judged. If you would like to sit in on the judging, contact the ADDY chair for details on location. Once the scores have been totaled and verified, notifications will be take place on January 20-23.

Can I get my entries back?

We typically do not return entries. AAF –District 10 dictates that all Gold and Silver winners are sent to the district convention, regardless of whether the Silvers are actually entered. As for the remaining entries, if there is a special request for returning a specific entry, please contact the ADDY Chair to see if it's possible.

Will there be a winner's book this year?

Yes! To expedite this, we ask that you drop-off your entries, you include a CD with the hi-res jpeg's or pdf's of your entries for use in the book.

When and where is the District Convention?

Dallas, TX