

2011 ADDY CATEGORY CHANGES:

Remember all category changes are in RED in the Rules & Categories document (on the site and can be downloaded). This is si the readers digest version.

1. Direct Mail - proof of mailing must accompany the entry (self-mailer, indicia, envelope, etc.) and must be included as proof of usage.
2. Collateral Material - Stationery Package has been broken back out to Flat Printed and Multiple Process.
3. Interactive Media - Online Annual Report has been added.
4. Advertising Industry Self Promotion - we now have Printed Newsletter and Online Newsletter.
5. Elements of Advertising, LOGO - a sample of usage **MUST** be included.
6. Elements of Advertising, PHOTOGRAPHY - Digitally Enhanced. A sample of the original photo **and** the digitally enhanced photo **MUST** be supplied for proper judging.
7. In Elements of Advertising, entries may only be entered in the CBSA, DMA or MSA in which it was created, **not by the agency using the element**. The creator's address will determine into which local show the work is entered. If an affiliated competition does not exist where the creator lives, the District will direct the entrant to the nearest affiliated competition.

Things to remember:

1. Category numbers are different from year to year. If you added local only categories in the software last year, they will not move with the new category numbers. You need to delete them from where they are and insert them into the correct area.
2. Do not send original or irreplaceable artwork. **It will not be returned once it gets to district.** Tell your students!
3. Pieces entered into Advertising for the Arts & Sciences, Public Service or Industry Self Promotion cannot be entered in any other category.

4. Each **Elements of Advertising** entry **MUST** include a sample, showing how the element was actually used.

5. Audio CD's only, No Cassettes. **Must be able to play on a consumer use player.**

6. Television & Video – DVD Only. **Must be able to play on a consumer use player.**

7. **Do not** put labels on the CDs & DVDs. Use a CD/DVD safe pen to write the entry number on the disc.

8. Don't forget you may add Local Only categories. They are only judged at the local level but are a great source of revenue.