



**DATE:** FRIDAY, JANUARY 8TH, 2010 FROM 10 A.M. TO 6 P.M.

**LOCATION:** VENTURE PUBLISHING 10259 – 105 STREET, EDMONTON AB

**QUESTIONS:** AWARDS@ADCLUBEDM.COM **WEB:** WWW.THEACEAWARDS.CA

**TWITTER:** @ADCLUBEDM

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PLEASE READ INSTRUCTIONS RELATING TO THE PREPARATION OF DIGITAL FILES CAREFULLY BEFORE SUBMITTING YOUR ENTRY

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## GENERAL RULES

The ACE Awards has adopted an environmentally-friendly entry process, eliminating the need for mounting samples of creative for judging, photographing and display. Judges will evaluate unmounted samples, and ACE on Display and ACE Winners Book material will be prepared using digital copies of the work, which are required on entry.

All entries will be displayed during ACE on Display and the ACE Awards show. Display and winners book material will be prepared by the ACE Awards committee using digital copies supplied according to the entry process. If you want your work back, please arrange to pick up your entries following the ACE Awards on March 6, 2010. Following this time, entries will be recycled or donated to local design programs.

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PLEASE READ AND FOLLOW THE DIRECTIONS BELOW FOR SUBMISSION OF ENTRIES AND PREPARATION OF DIGITAL FILES

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### PREPARATION OF WORK FOR JUDGING:

- ⌘ Submit only original, unmounted samples of all work, for each category the work is entered in (submit in a plain envelope if necessary).
- ⌘ You must attach an identifying “entry label” to each piece you are submitting, and label all individual elements of an entry as necessary. Labels indicate the entry number (eg. C745, the number generated for you by the online entry process) and entry element number (eg. 1 of 3)
- ⌘ Judges will evaluate entries blind, please ensure no identifying marks appear on the front of any entries.
- ⌘ Do not mount tapes or jewel cases for television, video or radio submissions – please see the entry guidelines for all broadcast categories below.
- ⌘ Please refer to individual category rules for special instructions related to the preparation of entries (if applicable).

### PREPARATION OF DIGITAL FILES

- ⌘ Winning entries will NOT be photographed after judging.
- ⌘ All entries must be submitted along with a digital version, as a hi-res, press-optimized, printable PDF (300 DPI), maximum dimension 11" along any side (11" x 11" maximum square).
- ⌘ Please consider that this item will be published. Digital entries showing crop marks, die cuts, etc. may not be optimal. If necessary, photograph your work and submit the photograph digitally with your entry.
- ⌘ With entries comprising multiple pieces, number of pieces shown at ACE on Display or in the Winners Book may be at the discretion of the ACE Awards Chairs.
- ⌘ Digital entries may be submitted on CD or DVD with samples and payment on call for entries day of January 8, 2010, or by FTP to the ACE Awards website by midnight January 10, 2010.
- ⌘ Use a permanent marker directly on all CDs or DVDs to identify your entry(s) and your agency/entrant name. Do not write on the jewel case.
- ⌘ Use the following naming convention on your CD or DVD, or in files for upload to FTP:
  - ⌘ Create a numbered folder on a CD/DVD or locate the category on the FTP site (eg. 01\_PSPrint)
  - ⌘ Place a PDF copy of the entry named entry number\_descriptor.pdf (eg. 213\_MADDcalendar.pdf)

# ACE AWARD CATEGORIES

## CREATIVE AWARDS

1. Advertising Campaign
2. Annual Report
3. Brochure
4. Corporate Identity
5. Direct Marketing
6. Exhibit/Point of Purchase
7. Fearless Client Award
8. Magazine Single
9. Magazine Series
10. Newspaper Single
11. Newspaper Series
12. Non-traditional/Guerrilla
13. Outdoor
14. Packaging
15. Poster Single
16. Poster Series
17. Public Service/Not-for-Profit Print
18. Public Service/Not-for-Profit Broadcast
19. Public Service/Not-for-Profit Interactive (Websites, Viral, etc)
20. Radio Single
21. Radio Series
22. Self-Promotion
23. Television Single Production >\$50,000
24. Television Single Production <\$50,000
25. Television Series
26. Transit
27. Video
28. Web: Website/Microsite
29. Web: Digital Single or Campaign Advertisement (banners, etc.)
30. Web: Other Digital Interactive (eg. Viral, games, CD-ROM, etc)

## CRAFT AWARDS

1. Art Direction
2. Copywriting
3. Illustration Computer
4. Illustration Traditional
5. Printing
6. Photography
7. Sound Design
8. Television Production
9. Video Production
10. Environmental Impact

PLEASE NOTE: Craft Entries are not eligible to win the Peoples' Choice or Best of Show.

# SPECIALTY CATEGORIES

## FELLOWSHIP AWARD

Nominate a deserving peer that demonstrates dedication to our industry and leads by example. A committee of past Advertising Club of Edmonton Presidents selects the recipient. For more information, contact Past President Dennis Lenarduzzi [dlenarduzzi@redtheagency.com]

## \*PEOPLES' CHOICE AWARD

This award category depends on sponsorship. If sponsored, the research company will select one creative category to take to Edmonton residents for their selection. The winner will be determined through market research.

## STUDENT AWARD

Details regarding the student award to be announced.

## BEST OF SHOW

## CREATIVE ENTRY RULES

- ⌘ The entrant must be an Edmonton and area agency, design shop, client or supplier.
- ⌘ The creative was developed in Edmonton by the entrant.
- ⌘ The creative ran in the 2009 calendar year.
- ⌘ The creative has not been previously entered in the ACE Awards.
- ⌘ The entry must be submitted in compliance with the rules for Call for Entries (preparation of work and digital files), by the deadlines published.
- ⌘ Where applicable, publication means the creative work has appeared in a form of mass media exposed to a substantial audience. ACE Awards chairs reserve the right to request additional proof of publication following entry.
- ⌘ Entries that do not meet the above criteria will be disqualified.
- ⌘ Judges will reward work that is fresh and relevant.
- ⌘ Judges reserve the right to not give out an award.

## CRAFT ENTRY RULES

- ⌘ The entrant must be an Edmonton and area agency, design shop, client or supplier.
- ⌘ The work was executed in Edmonton by the entrant.
- ⌘ The work ran in the 2009 calendar year.
- ⌘ The work has not been previously entered in the ACE Awards.
- ⌘ The entry must be submitted in compliance with the rules for Call for Entries (preparation of work and digital files), by the deadlines published.
- ⌘ Where applicable, publication means the creative work has appeared in a form of mass media exposed to a substantial audience. ACE Awards chairs reserve the right to request additional proof of publication following entry.
- ⌘ Entries that do not meet the above criteria will be disqualified.
- ⌘ Judges will reward exceptional execution.
- ⌘ Judges reserve the right not to give out an award.

# SPECIFIC CATEGORY ENTRY GUIDELINES

## ADVERTISING Campaign

- ☞ Includes the use of two or more mediums.
- ☞ Clip together original tearsheets/samples of all items being entered
- ☞ Entry number must appear on reverse of all items.
- ☞ You may provide a short brief (100 words or less) to be used for ACE on Display. This information will NOT be made available to the judges.

## ANNUAL REPORT, BROCHURE, AND DIRECT MARKETING

- ☞ Insert Annual Report/Brochure/Direct Marketing piece in a clear acetate sleeve.
- ☞ Entry number must appear on a label on the reverse of the piece.

## CORPORATE IDENTITY

- ☞ Mount logo and samples of use on black art card (this is an exception to the unmounted policy for this category).
- ☞ Entry number must appear on reverse of art card.

## EXHIBIT/POINT OF PURCHASE

- ☞ Submit an 8" x 10" colour photo print of the exhibit or point of purchase piece in context.
- ☞ Submit sample of point of purchase piece.
- ☞ Entry number must appear on reverse of photograph and POP piece (if provided).

## FEARLESS CLIENT AWARD

- ☞ Submit sample work and the reason why this client is deserving of this award (in 50 words or less ON PLAIN WHITE PAPER).
- ☞ Entry number must appear on reverse of sample and description.

## MAGAZINE SINGLE

- ☞ Submit a colour tear sheet as your entry.
- ☞ Entry number must appear on reverse of piece.

## MAGAZINE SERIES

- ☞ Submit colour proofs; include a tear sheet with the entry; bulldog clip and place the tear sheet and proofs in an envelope.
- ☞ Entry number must appear on reverse of piece.

## NEWSPAPER SINGLE

- ☞ Submit a colour proof; include a tear sheet with the entry; place the tear sheet in an envelope; paper clip it to your entry form.
- ☞ Entry number must appear on reverse of piece.

## NEWSPAPER SERIES

- ☞ Submit colour proofs; include a tear sheet with the entry; bulldog clip and place the tear sheet in an envelope; paper clip it to your entry form.
- ☞ Entry number must appear on reverse of piece.

## STUDENT COMPETITION

- ☞ Post-secondary students in relevant programs will be briefed; entry rules will be announced December 1.

## NON-TRADITIONAL/GUERRILLA

- ☞ Submit an 8" x 10" colour photo print, must be photographed in context; include an un-mounted proof. Includes bus wraps, coasters, t-shirts, etc.
- ☞ Entry number must appear on reverse of piece.
- ☞ You may provide a short brief (100 words or less) to be used for ACE on Display. This information will NOT be made available to the judges.

## OUTDOOR

- ☞ Submit an 8" x 10" colour photo print; include a colour proof.
- ☞ Entry number must appear on reverse of photo.

## PACKAGING

- ☞ Submit an 8" x 10" colour photo print; include a sample/proof.
- ☞ Entry number must appear on reverse of photo.

## POSTER SINGLE

- ☞ Submit an 8" x 10" colour photo print in context and a sample piece.
- ☞ Includes restaurant/bar, elevator and mall posters.
- ☞ Entry number must appear on reverse of photo.

## POSTER SERIES

- ☞ Submit 8" x 10" colour photo prints in context and a sample piece.
- ☞ Includes restaurant/bar, elevator and mall posters.
- ☞ Entry number must appear on reverse of piece.

# FEES

## SINGLE/SERIES/ CRAFT

ACE member \$65 (+GST)  
Non-member \$95 (+GST)

## Campaign

ACE member \$80 (+GST)  
Non-member \$110 (+GST)

## PSA

ACE member \$45 (+GST)  
Non-member \$70 (+GST)

## ENVIRONMENTAL Impact

ACE member \$45 (+GST)  
Non-member \$70 (+GST)

## STUDENT Competition

Free of Charge  
Information on this award will be available December 1, 2009 on the Advertising Club website.

# BROADCAST

## Public Service Broadcast – Radio

- ☞ Script submitted as a PDF file; submit spot(s) as an MP3 file; each entry to be submitted as an individual MP3 file for single entries or compiled as a single MP3 file containing all ads in the series.
- ☞ Each entry must be sent to Douglas Woolgar Productions, the ACE Awards show producer at [ddouglas@shaw.ca](mailto:ddouglas@shaw.ca) with the Entry Category and Entry Number in the subject line of the email.

NOTE: You must send your entry by email after you have registered your entry(s) and paid the entry fee at the Call for Entries on January 8, 2010. At that time you will receive your entry number that must be included in the subject line of each entry emailed. Entries must be received at Douglas Woolgar Productions at [ddouglas@shaw.ca](mailto:ddouglas@shaw.ca) by 4:00pm on January 9, 2010. (Any entry received after that date/time will not be judged.)

## Public Service Broadcast – TV

- ☞ Storyboard and/or script submitted as a PDF file; submit spot(s) as a Full-Frame, (720 pixels x 480 pixels,) (QuickTime format file, on either a CD-ROM or DVD-ROM data disk, (NOT an encoded DVD unless running time is over 10 minutes)
- ☞ Entries to be submitted on individual data disks for single entries or compiled on a single data disk for series entries

## Radio Single and Radio Series

- ☞ Script submitted as a PDF file; submit spot(s) as an MP3 file; each entry to be submitted as an individual MP3 file for single entries or compiled as a single MP3 file containing all ads in the series
- ☞ Each entry must be sent to Douglas Woolgar Productions, the ACE Awards show producer at [ddouglas@shaw.ca](mailto:ddouglas@shaw.ca) with the Entry Category and Entry Number in the subject line of the email.

NOTE: You must send your entry by email after you have registered your entry(s) and paid the entry fee at the Call for Entries on January 8, 2010. At that time you will receive your entry number that must be included in the subject line of each entry emailed. Entries must be received at Douglas Woolgar Productions at [ddouglas@shaw.ca](mailto:ddouglas@shaw.ca) by 4:00pm on January 9, 2010. (Any entry received after that date/time will not be judged.)

## Sound Design

- ☞ Script submitted as a PDF file; submit spot(s) as an MP3 file; each entry to be submitted as an individual MP3 file for single entries or compiled as a single MP3 file containing all ads in the series.
- ☞ Each entry must be sent to Douglas Woolgar Productions, the ACE Awards show producer at [ddouglas@shaw.ca](mailto:ddouglas@shaw.ca) with the Entry Category and Entry Number in the subject line of the email.

NOTE: You must send your entry by email after you have registered your entry(s) and paid the entry fee at the Call for Entries on January 8, 2010. At that time you will receive your entry number that must be included in the subject line of each entry emailed. Entries must be received at Douglas Woolgar Productions at [ddouglas@shaw.ca](mailto:ddouglas@shaw.ca) by 4:00pm on January 9, 2010. (Any entry received after that date/time will not be judged.)

# TELEVISION

## Television Single (<\$50,000 and >\$50,000) and Series

- ☞ Storyboard and/or script submitted as a PDF file; submit spot(s) as a Full-Frame, (720 pixels x 480 pixels,) QuickTime format file, on either a CD-ROM or DVD-ROM data disk, (NOT an encoded DVD unless running time is over 10 minutes).
- ☞ Entries are to be submitted on individual data disks for single entries or can be compiled on a single data disk for series entries.

## Television Production

- ☞ Storyboard and/or script submitted as a PDF file; submit spot(s) as a Full-Frame, (720 pixels x 480 pixels,) QuickTime format file, on either a CD-ROM or DVD-ROM data disk, (NOT an encoded DVD unless running time is over 10 minutes).
- ☞ Entries are to be submitted on individual data disks for single entries or can be compiled on a single data disk for series entries.

# VIDEO

## Video Creative

- ☞ Storyboard and/or script submitted as a PDF file; submit spot(s) as a Full-Frame, (720 pixels x 480 pixels,) QuickTime format file, on either a CD-ROM or DVD-ROM data disk, (NOT an encoded DVD unless running time is over 10 minutes).
- ☞ Entries are to be submitted on individual data disks for single entries or can be compiled on a single data disk for series entries.

## Video Production

- ☞ Storyboard and/or script submitted as a PDF file; submit spot(s) as a Full-Frame, (720 pixels x 480 pixels,) QuickTime format file, on either a CD-ROM or DVD-ROM data disk, (NOT an encoded DVD unless running time is over 10 minutes).
- ☞ Entries are to be submitted on individual data disks for single entries or can be compiled on a single data disk for series entries.

## Web (all categories)

- ☞ Submit colour proofs of a screen shot of the index page or a colour proof of the web advertisement.
- ☞ If site/campaign is still active, submit a URL; if site/campaign is not active, submit the entire site on a CD-ROM. Includes websites and advertisements.

# CRAFT

## ART DIRECTION

Follow creative entry guidelines

## COPYWRITING

Follow creative entry guidelines

## ENVIRONMENTAL IMPACT

Submit a colour proof and explanation of no more than 100 words describing how the entry was produced with environmental mitigation in mind

## ILLUSTRATION COMPUTER

Submit a colour proof

## ILLUSTRATION TRADITIONAL

Submit a colour proof

## PRINTING

Follow creative entry guidelines

## PHOTOGRAPHY

Submit an 8" x 10" colour photo print

## SOUND DESIGN

Follow creative entry guidelines

## TELEVISION PRODUCTION

Follow creative entry guidelines

## VIDEO PRODUCTION

Follow creative entry guidelines

# SPECIALTY

## FELLOWSHIP AWARD

For nomination information, please contact Past President Dennis Lenarduzzi [dlenarduzzi@redtheagency.com]

FOR MORE INFORMATION ON ANY OF THE CATEGORIES OR ENTRY REQUIREMENTS,  
CONTACT MARIKO MIYAGISHIMA OR KIRSTEN LINDQUIST, ACE AWARDS CO-CHAIRS,  
AWARDS@ADCLUBEDM.COM