

REGISTRATION

Entry # _____

(For Official Use)

1. Please type or print all information below. Make sure everything is complete and correctly spelled.
2. Attach TWO copies of the registration form to each entry submitted. (Entry form may be photocopied.)
3. IMPORTANT: Be sure you have marked the GROUP and CATEGORY information.
4. Place your entry payment in a separate envelope that's easily visible upon opening your package.

ENTRY TITLE _____
(Name/Title/Headline of Piece Being Entered)

INSTITUTION _____

Contact _____ Title _____

Delivery Address _____ Mail Code _____

City _____ State _____ Zip _____

Telephone _____ E-Mail _____

ADVERTISING AGENCY _____

Contact _____ Title _____

Delivery Address _____

City _____ State _____ Zip _____

Telephone _____ E-Mail _____

- GROUP:**
- | | |
|---|--|
| <input type="checkbox"/> Hospital under 299 beds | <input type="checkbox"/> Healthcare System (Under \$900 million revenue) |
| <input type="checkbox"/> Hospital 300-599 beds | <input type="checkbox"/> Healthcare System (Over \$900 million revenue) |
| <input type="checkbox"/> Hospital Over 600 beds | <input type="checkbox"/> HMOs/PPOs/Health Insurance |
| <input type="checkbox"/> Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, Cancer, Ortho, etc.) | |
| <input type="checkbox"/> Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.) | |

CATEGORY:

1. Newspaper Advertising
 - 1A. Single Ad
 - 1B. Series
 - 1C. Insert
2. Magazine Advertising
 - 2A. Single Ad
 - 2B. Series
3. Publication/In House
4. Publication/External
5. Employee Communication Program
6. Direct Mail Advertising
7. Outdoor Transit/Billboard
8. Newsletter
9. Annual Report
10. Poster
11. Physician Referral Program
12. Brochure
13. Logo/Letterhead Design
14. Calendar
15. Patient Handbook
16. Other: Misc. Collateral, Special Promotional Materials
17. Imprinted Materials—T-Shirts, Hats, Pens, Mouse Pads, etc.
18. Professional Recruitment Advertising
19. Web Site/Home Page

20. Television Advertising
 - 20A. Single Spot
 - 20B. Series
21. New Media
22. Special Video Production
23. Radio Advertising
 - 23A. Single Spot
 - 23B. Series
24. Special Event
25. Health Promotion Program
26. Total Public Relations Program
27. Total Advertising Campaign (Without Television)
28. Total Advertising Campaign (With Television)

ENTRY DEADLINE: FEBRUARY 17, 2012

Entry Fee:

\$30 per entry if postmarked by January 27, 2012
\$40 per entry if postmarked by February 17, 2012
\$50 per entry if postmarked after February 17, 2012
TOTAL CATEGORIES (Category 24 thru 28)

Entry Fee: \$65, if postmarked by January 27, 2012
\$75, if postmarked by February 17, 2012
\$85, if postmarked after February 17, 2012

Make checks payable to: Healthcare Marketing Report

- My check is enclosed
 My check is being sent under separate cover
 Charge by: VISA®/MasterCard®/American Express

PLEASE CHECK ONE: A gold or silver framed Healthcare Advertising Award should be sent to: Winning Institution
 Winning Agency

Name on Card _____

Card Number _____

Expiration Date _____ Dollar Amount _____

***Only complete one credit card payment form and enclose in envelope marked "Payment Enclosed"**

SEND TO: HEALTHCARE ADVERTISING AWARDS

3180 Presidential Drive • Suite K • Atlanta, GA 30340