

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 _____

City _____ State _____ Zip _____

Telephone _____ E-Mail _____

ADVERTISING AGENCY _____

Contact _____ Title _____

Delivery Address _____

City _____ State _____ Zip _____

Telephone _____ E-Mail _____

- GROUP: Hospital under 299 beds Healthcare System (Under \$750 million revenue)
 Hospital 300-599 beds Healthcare System (Over \$750 million revenue)
 Hospital Over 600 beds HMOs/PPOs/Health Insurance
 Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, Cancer, etc.)
 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

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

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

SEND TO: HEALTHCARE ADVERTISING AWARDS

3180 Presidential Drive • Suite K • Atlanta, GA 30340

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 18, 2010

Entry Fee:

\$30 per entry if postmarked by January 28, 2010
\$40 per entry if postmarked by February 18, 2010
\$50 per entry if postmarked after February 18, 2010
TOTAL CATEGORIES (Category 24 thru 28)
Entry Fee: \$65, if postmarked by January 28, 2010
\$75, if postmarked by February 18, 2010
\$85, if postmarked after February 18, 2010

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

Name on Card _____

Card Number _____

Expiration Date _____ Dollar Amount _____