

# INSTRUCTIONS

1. All qualified entries must relate to educational marketing and comply with the competition's requirements. Those entrants failing to follow directions will have their submissions disqualified.
2. Entries must have been run or produced during the 2011 calendar year.
3. There is no limit to the number of entries an institution or agency may submit.
4. Attach **TWO COPIES** of the registration form to each entry submitted. Entry form may be photocopied.
5. **EARLYBIRD ENTRY FEE**—Early Bird Special entry fee of only \$30 per entries and \$65 for Total Categories (23, 24 and 25) received by November 30, 2011. **REGULAR** entry fee of \$40 and \$75 for Total Categories received by December 9, 2011. **LATE** entry fee up until January 13, 2012 is \$50 per entry and \$85 for Total Categories.

**Early Bird  
Special  
ONLY  
\$30  
Per Entry  
Before  
November 30th**

A combined check for multiple entries may be submitted. **Make checks payable to: Higher Education Marketing Report.** Please place your entry payment in a separate envelope that is marked—"Payment Enclosed."

6. Address all properly prepared entries to:  
**Educational Advertising Awards**  
3180 Presidential Drive, Suite K  
Atlanta, GA 30340
7. Entries cannot be returned and become the property of **Higher Education Marketing Report**. Entries will be retained for possible use in the upcoming **Higher Education Advertising Yearbook**.

## Format Requirements

**PRINT MATERIALS:** Publication prints, press proofs, print reproductions are acceptable. Photographs or color print outs may be submitted in the outdoor transit/billboard category.

**For categories of newspaper, magazine, logo/letterhead, poster, outdoor transit/billboards:** Each piece should be neatly mounted on display board with **TWO COPIES** of the registration form attached to the back of the board. Size of the display board should be approximately the same size as the entered material, allowing up to a two-inch border.

**For categories of direct mail, search pieces, student viewbooks, annual reports, newsletters, other, external/internal publications, brochures, imprinted materials, and catalogs:** Materials should be placed in an envelope, with **TWO COPIES** of the registration form stapled to the outside of the envelope.

**NEW MEDIA/SOCIAL MEDIA:** Entries may be submitted on a disk, PDF or print outs. New Media/Social Media includes: podcasts, pop-up

advertising, blog sites, E-mail blasts, flash media, social network sites, facebook, etc.

**RADIO ADVERTISING:** Entries in this category must be submitted on a CD. Multiple entries of the same type (i.e., More than one single spot) may be placed on one CD; however, **TWO COPIES** of the registration form must be attached for each entry. For ease of reference, please attach the forms in the order in which the spots are heard on the CD. Do not mix single spot and series entries on one CD.

**TV ADVERTISING/SPECIAL VIDEO:** Entries in these categories must be submitted on a DVD and playable on a standard DVD player. Attach **TWO COPIES** of the registration form around the outside of the DVD container. If more than one spot is to be submitted, please attach **TWO COPIES** of the registration form for each entry and place in the order the spots are to be seen. Do not mix singles and series entries on one DVD.

**TOTAL RECRUITMENT CAMPAIGN, TOTAL PUBLIC RELATIONS PROGRAMS, AND TOTAL ADVERTISING CAMPAIGNS:** Each medium used in the campaign must be prepared as required above. Place all materials in a large envelope with **TWO COPIES** of the registration form stapled to the outside.

**WEB SITE/HOME PAGE:** Enclose the complete address on CD or color print out.

## Judging

Each entry submitted in the Twenty-Seventh Annual Educational Advertising Awards will be evaluated against other entries in the same group and category by a national panel of marketing, advertising, and academic professionals. Judging is based on overall creativity of the piece, marketing execution and impact of message.

## Awards

Gold and Silver winning entrants will receive the one framed Educational Advertising award. Duplicate awards may be ordered for a fee following receipt of award. Please indicate on the registration form who is to receive the winning award (institution or advertising agency). Bronze and merit winners will receive certificates. Copies of the certificates will be sent to **BOTH** the winning institution and the advertising agency.

## Notification

Winners in the Twenty-Seventh Annual Educational Advertising Awards will be posted on our web site on March 1, 2012.

Our web site address is:

[www.hmrpublicationsgroup.com](http://www.hmrpublicationsgroup.com)  
**Questions Call  
770-457-6106**