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:
___School under 2,000 students
___School with 2,000-4,999 students
___School with 5,000-9,999 students
___School with 10,000-19,999 students
___School with 20,000 or more students
___Business, Trade/Vocational School
___Graduate School (MBA, Law, Med, etc.)
___Secondary School

CATEGORY:

1. Newspaper Advertising
   __1A. Single Ad
   __1B. Series
   __1C. Insert
2. Magazine Advertising
   __2A. Single Ad
   __2B. Series
3. __Publication/Internal
4. __Publication/External
5. __Direct Mail Advertising
6. __Outdoor Transit/Billboard
7. __Newsletter
8. __Annual Report
9. __Poster
10. __Student Viewbook
11. __Brochure
12. __Class Schedules
13. __Imprinted Materials: T-Shirts, Hats Pens, Mouse Pad, etc.
14. __Internet/World Wide Web Site
15. __Logo/Letterhead Design
16. __Other (Calendars, Special Publications)
17. __Catalog
18. __Search Pieces
19. Television Advertising
    __20A. Single Spot
    __20B. Series
20. __Video/CD Rom Viewbook
21. __New Media/Social Media
22. Radio Advertising
    __22A. Single Spot
    __22B. Series
23. __Total Recruitment Package
24. __Total Public Relations Program
25. __Total Advertising Campaign

ENTRY DEADLINE: DECEMBER 9, 2011
Entry Fee:
$30 per entry if postmarked by November 30, 2011
$40 per entry if postmarked by December 9, 2011
$50 per entry if postmarked after December 9, 2011
TOTAL CATEGORIES (Category 23, 24, and 25)
Entry Fee: $65, if postmarked by November 30, 2011
$75, if postmarked by December 9, 2011
$85, if postmarked after December 9, 2011

Make checks payable to: Higher Education 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 Educational 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: EDUCATIONAL ADVERTISING AWARDS
3180 Presidential Drive • Suite K • Atlanta, GA 30340
Phone: 770-457-6106 **Fax:** 770-457-4606