Entries are judged at random. Your work is judged on creativity and what you apparently had to work with, not against the other entrants in the category. A 2-color and a 4-color brochure in the same category are not compared to each other. A small company is not compared to a Fortune 500 entrant in the same category. There can be multiple winners in a given category. Most categories are $125. All numbers followed with a “c” are considered campaigns and are $195. Achievement categories are $250.

**PRINT MEDIA**

**ADVERTISING**
1. Direct Mail Piece
2. Banner/Sign
3. Flyer
4. Magazine Ad
5. Newspaper Ad
6. Outdoor Ad
7. Point of Purchase Ad
8. Trade Show Exhibit
9. Print Advertising Campaign ($195)
10. Other ______

**PUBLICATIONS**
11. Annual Report
12. Benefits
13. Book
14. Brochure
15. Catalog
16. Corporate Social Responsibility
17. Handbook
18. Magazine
19. Newsletter
20. Program Guide
21. Viewbook
22. Other ______

**MARKETING/COLLATERAL/BRANDING**
23. Calendar
24. Holiday Card
25. Invitation
26. Media Kit
27. Postcard
28. Poster
29. Specialty Item
30. Packaging
31. T-Shirt
32. Other ______

**DESIGN**
34. Publication Overall
35. Publication Cover
36. Publication Interior
37. Illustration/Graphic Design
38. Infographic
39. Invitation
40. Logo
41. Marketing Materials
42. Menu
43. Media Kit
44. Packaging/Label
45. Postcard
46. Poster
47. Other ______

**PHOTOGRAPHY**
48. Advertising
49. Publication
50. People/Portrait
51. Other ______

**WRITING**
52. Adlerterial
53. Brand Journalism
54. Publication Overall
55. Publication Article
56. Publication Column
57. News Release
58. Speech
59. White Paper
60. Other ______

**ELECTRONIC MEDIA**
61. Marketing, PR, Advertising
62. Digital Agency
63. Medical/Healthcare
64. Nonprofit
65. Product
66. Professional Service
67. Small Business
68. Other ______

**SOCIAL MEDIA**
69. Redesign (upload old site as document)
70. Marketing/Promotion
71. Medical/Healthcare
72. Nonprofit
73. Product
74. Professional Service
75. Small Business
76. Other ______

**WEB SITE OVERALL**
77. Website
78. Mobile Website
79. Mobile Buying Experience
80. Mobile Info. Experience
81. Other ______

**WEB ELEMENT**
82. Landing Page
83. Microsite
84. Home Page
85. Portal
86. Web-based Training ($195)
87. Video for the Web
88. Web Overall
89. Blog Single Post
90. Other ______

**WEB CREATIVE**
91. Website Design
92. Infographic
93. Interactive Capabilities
94. Use of Multi-Media
95. Web Writing/Content
96. Blog Writing
97. Other ______

**VIDEO**
98. Corporate Image
99. Documentary
100. Educational
101. Educational Institution
102. Event
103. Event Marketing
104. Event Marketing
105. Small Business
106. Other ______

**MOBILE & WEB-BASED TECHNOLOGY**
107. Mobile App ($195)
108. Mobile Website
109. Mobile Buying Experience
110. Mobile Info. Experience
111. Other ______

**PUBLIC RELATIONS/COMMUNICATIONS**
112. Mail Campaign
113. Microsite
114. Home Page
115. Portal
116. Web-based Training ($195)
117. Video for the Web
118. Podcast Series ($195)
119. Blog Overall
120. Blog Single Post
121. Other ______

**SOCIAL MEDIA**
122. Social Media Campaign (Multiple Platforms) ($195)
123. Social Ad Campaign ($195)
124. Social Content Campaign (Multiple Platforms) ($195)
125. Consumer Engagement Campaign (Multiple Platforms) ($195)
126. Facebook
127. Facebook Engagement
128. LinkedIn
129. Instagram
130. TikTok
131. Twitter
132. Social Influencer
133. Game/Contest/Promotion
134. Social Video
135. Other ______

**ACHIEVEMENT**
136. Achievement
137. TikTok
138. Twitter
139. Social Influencer
140. Game/Contest/Promotion
141. Social Video
142. Other ______

**DIGITAL ADVERTISING**
143. Digital Ad Campaign
144. Display Ad
145. Video Ad or Pre-Roll
146. Other ______

**DIGITAL PUBLICATIONS/MESSAGING**
147. E-Annual Report
148. E-Book/Book
149. E-Brochure
150. E-Calendar
151. E-Mail Communication
152. E-Mail Campaign
153. E-Newsletter/E-Zine
154. E-Invitation
155. Other ______

**PODCAST**
156. Corporate Image
157. Documentary
158. Educational
159. Educational Institution
160. Event
161. Fund Raiser
162. Government
163. Informational
164. Internal Communication
165. Marketing (Product)
166. Marketing (Service)
167. Medical/Health
168. Meeting Open/Closed
169. Nonprofit
170. Powerpoint
171. Public Relations
172. Recruitment
173. Other ______

**NEW CATEGORY**
174. Video Series ($195)
175. Video Series ($195)
176. Video Series ($195)
177. YouTube Video
178. TV PSA
179. TV Ad
180. TV Ad Campaign ($195)
181. Other ______

**SOCIAL MEDIA**
182. Social Media Campaign (Multiple Platforms) ($195)
183. Social Ad Campaign ($195)
184. Social Content Campaign (Multiple Platforms) ($195)
185. Consumer Engagement Campaign (Multiple Platforms) ($195)
186. Facebook
187. Facebook Engagement
188. LinkedIn
189. Instagram
190. Original Music
191. Other ______

**BUSINESS TO BUSINESS**
192. Corporate Image
193. Documentary
194. Educational
195. Educational Institution
196. Event
197. Event Marketing
198. Event Marketing
199. Event Marketing
200. Other ______

**TEAM**
201. Team's Specific Project Achievement ($250)
202. Team's Body of Work Achievement ($250)

**PRO BONO**
After a paid entry, there is no entry fee for work done pro bono for nonprofits. One entry per pro bono client.

**INFORMATIONAL**
203. Individual's Specific Project Achievement ($250)
204. Individual's Body of Work Achievement ($250)

**PUBLIC RELATIONS/COMMUNICATIONS**
205. Individual's Specific Project Achievement ($250)
206. Team's Body of Work Achievement ($250)

**DIRECT RESPONSE**
207. Individual's Specific Project Achievement ($250)
208. Team's Body of Work Achievement ($250)

**ACHIEVEMENT**
Special recognition for individuals and teams for their body of work.

**E-COMMERCE**
209. Individual's Specific Project Achievement ($250)
210. Team's Body of Work Achievement ($250)

**REDUX**
211. Individual's Specific Project Achievement ($250)
212. Team's Body of Work Achievement ($250)

**DIFFERENCE**
213. Individual's Specific Project Achievement ($250)
214. Team's Body of Work Achievement ($250)

**REDUX**
215. Individual's Specific Project Achievement ($250)
216. Team's Body of Work Achievement ($250)

**DIFFERENCE**
217. Individual's Specific Project Achievement ($250)
218. Team's Body of Work Achievement ($250)

**NEW CATEGORY**
My project doesn't fit any of the categories
219c. Write your own category on entry form ($195)

**PRO BONO**
After a paid entry, there is no entry fee for work done pro bono for nonprofits. One entry per pro bono client.

**GENERAL CATEGORY**
220c. Write your own category on entry form ($195)

**PRO BONO**
After a paid entry, there is no entry fee for work done pro bono for nonprofits. One entry per pro bono client.

**ACHIEVEMENT**
Special recognition for individuals and teams for their body of work.

**INFORMATIONAL**
221c. Write your own category on entry form ($195)
222c. Write your own category on entry form ($195)