



Communication Arts Design + Advertising Competitions 2017

Deadline: May 5, 2017

Enter online at submit2.commarts.com

Design Categories

These categories are judged by the design jury and will appear in the 2017 Design Annual, in print and digital editions, and on commarts.com:

Packaging

6A Single package, label, shopping bag, audio, video, or software package, etc. (\$45)
6B Series of packages or a packaging line, labels, shopping bags, audio, video, or software packages, etc., limit of five (\$90)

Identity

7A Trademark (\$45)
7B Corporate identity manual or style guide or brand strategy guide or seasonal retail identity manual (\$90)
7C Integrated branding program (comprehensive program may include identity, business papers, collateral, packaging, signage, website, etc.), at least ten pieces. Case study video should be no longer than three minutes (\$300)

Business Papers

A single business card belongs in 20F.

8A Letterhead, envelope & business card from the same company (\$45)
8B Company business-paper series (invoice, purchase order, label, envelope, letterhead, etc. from the same company) at least five pieces, limit of ten (\$90)

Company Literature

9A Annual report for publicly-traded companies (\$45)
9B Annual report for nonprofit organizations (\$45)
9C Institutional/corporate/social responsibility/booklet or brochure (\$45)
9D Product or service booklet or brochure (\$45)
9E Product catalog (\$45)
9F School catalog (\$45)
9G Exhibition catalog (\$45)
9H Miscellaneous company literature (conference literature, announcement, company invitation/greeting card, etc.) (\$45)
9I Series of miscellaneous company literature (conference literature, announcements, company invitations/greeting cards, etc.), limit of five (\$90)

Poster/Design

10A Single poster for exhibition, institutional, theater, gallery, etc. (\$45)
10B Series of posters for exhibitions, institutional, theater, gallery, etc., limit of five (\$90)

Editorial

11A Consumer/trade magazine (cover, page, spread or multi-page section) (\$45)
11B Consumer/trade magazine (complete issue) (\$90)
11C Newspaper (page, spread or multi-page section) (\$45)
11D House organ/newsletter/association (cover, page, spread or multi-page section) (\$45)
11E House organ/newsletter/association (complete issue) (\$90)

Books

12A Whole book (trade/textbook/children/reference, etc.) (\$45)
12B Book cover or jacket (\$45)
12C Cover/jacket series, limit of five (\$90)

Self-Promotion

14A Promotion for design firms, printers, paper companies, art schools, illustrators, photographers. Print or JPG (\$45), Video (\$110)
14B Series of promotion for design firms, printers, paper companies, art schools, illustrators, photographers. Print or JPGs, limit of five (\$90), Video, limit of three (\$220)
14E Promotion/communication for art/design clubs, Print or JPG (\$45), Video (\$110)
14F Series of promotion/communication for art/design clubs, Print or JPGs, limit of five (\$90), Video, limit of three (\$220)

Motion Graphics

17A Single movie, station or program title, Flash animation, music video, tradeshow/demonstration video, etc. (\$110)
17B Series of movie, station or program titles, Flash animations, music videos, tradeshow/demonstration videos, etc., limit of three (\$220)

Public Service

18G Any single work produced for a nonprofit organization for the public good, including zoos, museums, orchestras, ballet companies, etc. Print or JPG (\$45), Video (\$110)
18H Series of work produced for a nonprofit organization for the public good, including zoos, museums, orchestras, ballet companies, etc. Print or JPGs, limit of five (\$90), Video, limit of three (\$220)

Environmental Graphics

19A Signage, interiors, architectural graphics, museum exhibit, tradeshow exhibit, point-of-purchase display, etc., limit of ten images (\$90)
19B Digital Installations of interiors, architectural graphics, museum exhibit, tradeshow exhibit, point-of-purchase display, etc. Video (\$110)

Miscellaneous/Design

Company announcements and invitations belong in 9H

20A Personal greeting card/birth announcement/invitation (\$45)
20B Series of personal greeting cards/birth announcements/invitations, limit of five (\$90)
20C Calendar (\$45)
20D Menu (\$45)
20E Series of menus from the same restaurant (e.g., lunch, wine list, breakfast, etc.), limit of five (\$90)
20F Single work not covered in previous categories. Print or JPG (\$45), Video (\$110)
20G Series of work not covered in previous categories. Print or JPGs, limit of five (\$90), Video, limit of three (\$220)

Student Work

21A Any single design project created for a school or personal assignment. Print or JPG (\$20) Video (\$45)
21B Series of design work created for the same school or personal assignment. Print or JPGs, limit of five (\$40) Video, limit of three (\$90)



Communication Arts Design + Advertising Competitions 2017

Deadline: May 5, 2017

Enter online at submit2.commarts.com

Advertising Categories

These categories are judged by the advertising jury and will appear in the 2017 Advertising Annual, in print and digital editions, and on commarts.com:

Consumer Magazine Advertising

1A Single ad, any size, including spreads (\$45)
1B Series of ads for the same campaign, limit of five (\$90)

Consumer Newspaper Advertising

2A Single ad, any size, including spreads (\$45)
2B Series of ads for the same campaign, limit of five (\$90)

Trade/Institutional Advertising

3A Single ad, any size, including spreads (\$45)
3B Series of ads for the same campaign, limit of five (\$90)

Poster/Advertising

4A Single outdoor poster, 24-sheet or larger. Print or JPG (\$45), Video (\$110)
4B Series of outdoor posters for the same campaign, 24-sheet or larger. Print or JPGs, limit of five (\$90), Video, limit of three (\$220)
4C Single transit poster (bus, subway, shelter), Print or JPG (\$45), Video (\$110)
4D Series of transit posters for the same campaign (bus, subway, shelter), Print or JPGs, limit of five (\$90), Video, limit of three (\$220)
4E Single point of purchase poster, Print or JPG (\$45), Video (\$110)
4F Series of point of purchase posters for the same campaign, Print or JPGs, limit of five (\$90), Video, limit of three (\$220)
4G Single poster not covered in previous categories, Print or JPG (\$45), Video (\$110)
4H Series of posters for the same campaign not covered in previous categories, Print or JPGs, limit of five (\$90), Video, limit of three (\$220)

Sales Promotion/Advertising

13A Single direct mail, data sheet, sales kit, collateral material, etc. (\$45)
13B Series of direct mail, data sheets, sales kits, collateral material, etc., limit of five (\$90)

Self-Promotion

14C Single promotion for ad agencies, creatives, suppliers, art schools. Print or JPG (\$45), Video (\$110)
14D Series of promotion for ad agencies, creatives, suppliers, art schools. Print or JPGs, limit of five (\$90), Video, limit of three (\$220)

14G Single promotion/communication for Advertising clubs. Print or JPG (\$45), Video (\$110)

14H Series of promotion/communication for Advertising clubs. Print or JPGs, limit of five (\$90), Video, limit of three (\$220)

Television Advertising

15A Single television commercial (\$110)
15B Series of television commercials for the same campaign, limit of three (\$220)

Radio Advertising

16A Single radio commercial (\$110)
16B Series of radio commercials for the same campaign, limit of three (\$220)

Digital Advertising

Websites and other projects requiring significant user interaction should be entered in the Interactive Competition.

17C Single online video (viral video, paid online commercial). URL or Video (\$110)
17D Series of online videos for the same campaign (viral videos, paid online commercials). URL or Video, limit of three (\$220)

17E Single web banner ad (static, pop-up, rich media). JPG (\$45), URL or Video (\$110)
17F Series of web banner ads for the same campaign (static, pop-ups, rich media). JPGs, limit of 5 (\$90), URL or Video, limit of three (\$220)

17G Innovative use of one social media platform (Facebook, Pinterest, or Twitter, etc.) JPG (\$45), URL or Video (\$110)
17H Innovative use of multiple social media platforms (Facebook, Pinterest, Twitter, etc.) JPGs, limit of five (\$90), URL or Video, limit of three (\$220)

17I Single ad on smart phones and tablets. JPG (\$45), URL or Video (\$110)
17J Series of ads on smart phones and tablets for the same campaign. JPGs, limit of five (\$90), URL or Video, limit of three (\$220)

17K Single work not covered in previous digital advertising categories, i.e. e-mail marketing, webisode, etc. JPG (\$45), URL or Video (\$110)

17L Series of work not covered in previous digital advertising categories, i.e. e-mail marketing, webisodes, etc. JPGs, limit of five (\$90), URL or Video, limit of three (\$220)

Public Service

Any work produced for a nonprofit organization for the public good, including zoos, museums, orchestras, ballet companies, etc.

18A Single magazine/newspaper ad (\$45)
18B Series of magazine/newspaper ads, limit of five (\$90)
18C Single poster (\$45)
18D Series of posters, limit of five (\$90)
18E Single piece of collateral (\$45)
18F Series of collateral, limit of five (\$90)
18I Single television commercial (\$110)
18J Series of television commercials, limit of three (\$220)
18K Single radio commercial (\$110)
18L Series of radio commercials, limit of three (\$220)
18M Single non-traditional (out-of-home, guerilla, etc.) Print or JPG (\$45), Video (\$110)
18N Series of non-traditional (out-of-home, guerilla, etc.) Print or JPGs, limit of five (\$90), Video, limit of three (\$220)

Integrated Campaign

19C Campaign must include a minimum of three different media types (e.g., print, broadcast, online, guerilla, etc.) Video documentaries of the campaign should be no longer than three minutes (\$300)

Non-Traditional Advertising

Video documentaries of integrated campaigns belong in 19C.

20H Single work not covered in previous categories (out-of-home, guerilla, etc.) Print or JPG (\$45), Video (\$110)
20I Series of work not covered in previous categories (out-of-home, guerilla, etc.) Print or JPGs, limit of five (\$90), Video, limit of three (\$220)

Student Work

21C Any single advertising project created for a school or personal assignment. Print or JPG (\$20) Video (\$45)
21D Series of advertising projects created for the same school or personal assignment. Print or JPGs, limit of five (\$40) Video, limit of three (\$90)