



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)



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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)