

company/agency/organization	client name (if applicable)
mailing address	
contact name	contact title/position
contact phone	contact email address
entry title/description	campaign start and end dates

Entry Category

- | | | |
|--|---|--|
| <input type="checkbox"/> 1. Existing Product or Service Campaign | <input type="checkbox"/> 13. Direct Mail Advertising Creative | <input type="checkbox"/> 25. Sponsorship Marketing |
| <input type="checkbox"/> 2. New Product or Service Campaign | <input type="checkbox"/> 14. Variable Data | <input type="checkbox"/> 26. Direct Mail Campaign |
| <input type="checkbox"/> 3. Multicultural Campaign | <input type="checkbox"/> 15. Public Relations | <input type="checkbox"/> 27. Multi-Channel Campaign |
| <input type="checkbox"/> 4. Non-Profit Campaign | <input type="checkbox"/> 16. Online Marketing Campaign | <input type="checkbox"/> 28. CRM |
| <input type="checkbox"/> 5. Political Campaign | <input type="checkbox"/> 17. E-mail Marketing Campaign | <input type="checkbox"/> 29. pURL |
| <input type="checkbox"/> 6. Brand Identity | <input type="checkbox"/> 18. E-Commerce | <input type="checkbox"/> 30. Direct Response |
| <input type="checkbox"/> 7. Print Advertising Creative | <input type="checkbox"/> 19. Website | <input type="checkbox"/> 31. New Direct Marketing Initiative |
| <input type="checkbox"/> 8. Printed Collateral | <input type="checkbox"/> 20. Microsite | <input type="checkbox"/> 32. Event Marketing |
| <input type="checkbox"/> 9. Online Advertising Creative | <input type="checkbox"/> 21. Mobile Marketing | <input type="checkbox"/> 33. Integrated Multi-Media |
| <input type="checkbox"/> 10. Outdoor Advertising Creative | <input type="checkbox"/> 22. New Online Marketing Initiative | <input type="checkbox"/> 34. Digital Marketing |
| <input type="checkbox"/> 11. Radio Advertising Creative | <input type="checkbox"/> 23. Social Media Marketing | <input type="checkbox"/> 35. Social Networking |
| <input type="checkbox"/> 12. Broadcast Advertising Creative | <input type="checkbox"/> 24. Market Research | <input type="checkbox"/> 36. Promotional Items |

Award Submission Details:

Each entry should be submitted on 8.5 x 11" paper (not letterhead) and CD, with campaign name and category number clearly visible on each page of the submission. For each submission, please complete the entry form; for multiple submissions, please send in multiple entry forms. Each submission should include the following information.

- § A brief description of your entry 100-word or less, and a digital copy of your company logo (300 dpi, eps format) - for inclusion in the Spectrum Awards Program.
- § One hi-res image that encapsulates the campaign. This can be an image of a magazine ad, an image of a top-tier article, press kit image, direct mail piece, etc. This will be used during the awards event.

Please note that the expert panel of judges will be reviewing the submission on criteria listed below.

- § Summary: General description of your campaign - in 500 words or less.
- § Objectives: Description of the objectives or business problem solved by the campaign - in 500 words or less.
- § Strategies: Description/definition of the strategy/strategies implemented to meet or exceed the campaign's objectives - in 500 words or less.
- § Tactics: Description/definition of the campaign's tactics used to carry out its strategy/strategies - in 500 words or less.
- § Results: Description of results - in 500 words or less.

Collection Point

Send entries with fees or online payment receipts by courier or overnight delivery only (no mail), or drop off at the following address: World Marketing, 2850 S. Roosevelt, Ste. 102, Tempe, AZ 85282 — Please email spectrum@amaphoenix.org with questions only.

Entry Payment (check only one)

_____ Check (payable to AMA Phoenix) _____ Visa _____ MasterCard _____ American Express

credit card number	expiration date
name as it appears on card	purchase order number

- § **Entry Rate** (submissions must be received by 4/2/2009): \$65.00 Member (member # _____) \$95.00 Non-Member
- § **Final Rate** (AMA Members & Non Members - received after 4/2/2009 - final deadline 4/16/2009) \$125.00 Member & Non-Member

Total of All Entries Submitted \$ _____

signature (if typed, your name here acts as your signature)	date
---	------

Your signature verifies: The above information is accurate; acknowledges proper rights for use of any of the elements of the entry that were not original; Your agreement to submit documentation deemed necessary for review; Releases the entry for broadcast or print (allow reuse of material); Your agreement that the entry was created within the local guidelines of this competition. This entry form requires a statement of where and when the campaign first appeared in the media and must be signed by the entrant. Inability to provide this documentation will be grounds for disqualification.

