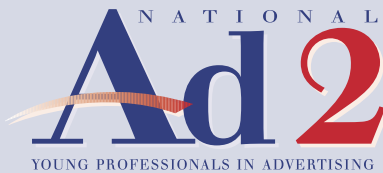




Work created for NSAC competitions will be eligible for entry into the Student ADDYs in the year following their presentation.

The National Student ADDYs are sponsored by the American Advertising Federation and



What's better than fame and glory? That's right, cold, hard cash. The Student "Best of Show" winning entrant will receive a cash prize of \$1,000 from National Ad 2.

For information go to www.ad2.org

S T U D E N T ADDY®

THE FUTURE OF ADVERTISING

Suggest Local Entry Fee: \$20

Eligibility requirements:

- Applicants must be enrolled full or part-time in an accredited U.S. educational institution
- Work may be developed specifically for this competition or submitted from previous projects or competitions. Work developed for paying clients will not be accepted with the exception of work created by clubs as fund raisers or work created for student publications.
- Work must be created while entrant is a student not employed in the advertising industry. Student interns are eligible.

Student Autoforwarding: Work that wins a GOLD ADDY will progress from local to District and finally national competition with no additional fees to club or student. Silver ADDY winners may choose to forward work at their cost with a suggested fee of \$20 per tier.

Categories:

For definitions refer to mirrored categories in the professional ADDY glossary.

SALES PROMOTION

- 1A. Packaging
- 1B. Point of Purchase

COLLATERAL MATERIAL

- 2A. Stationery Package
- 2B. Brochure, Annual Report
- 2C. Poster

3. DIRECT MARKETING

4. OUT-OF-HOME

5. TRADE or CONSUMER MAGAZINE AD

- 5A. Magazine Ad Campaign (2 to 4 ads)

NEWSPAPER

- 6A. AD
- 6B. Insert
- 6C. NP Ad/Insert Campaign (2 to 4 ads)

INTERACTIVE MEDIA

- 7A. Web Site
- 7B. Interactive CD/DVD
- 7C. Online advertising (pop up/banner)

8. Editorial Design

9. RADIO

10. TELEVISION (TV)

ELEMENTS OF ADVERTISING

- 11A. Logo
- 11B. Illustration
- 11C. Photography
- 11D. Animation

12. CAMPAIGNS (mixed media)

Additional Local Only Categories may be added at the discretion of the local or District organization.

