



THE MARK AWARDS
FOR MARKETING EXCELLENCE

Entry Guidelines

CTAM has moved. Please see step #5 for our new address and phone number.

This competition is a CTAM member benefit and only accepts cable industry marketing. Work from telco and satellite companies will not be accepted.

1. General Rules

Entries must consist of marketing and advertising materials first used between **March 1, 2010** and **February 28, 2011**.

Entries must be received by 6:00 pm EST on Tuesday, March 29, 2011 to qualify for the \$300 per entry fee. Extended deadline is Tuesday, April 12, at \$375 per entry fee.

Entrant must be a national or international CTAM member. If someone other than the official CTAM member is compiling the entry, please list them as the secondary contact, including name, phone and email, in Step 5 on the entry form.

An entry may be submitted in one category only.

Agencies, clients, partners, networks and affiliates should communicate regarding who is entering work to ensure that duplicate entries are not submitted. Duplicate entries will be disqualified.

You may pull **one** element from a multimedia campaign and re-enter it separately in the **same** category under the appropriate single medium. Do **not** submit elements of a multimedia campaign again in other categories, as they will be eliminated from judging.

2. Completing Entry Form

Fill out all seven steps on the online entry form according to the instructions.

Each **entry title** must be unique. If you're submitting multiple entries, do **not** use the same title twice. Do **not** enclose the title with quotation marks. Limit the entry title characters to 35 so it will fit on your statue.

When you hit "Continue" at the bottom of the first page of the form, you will be directed to the Marketing Summary. Fill in each section as described. There is a 100-word limit per section.

WARNING!

Draft your Marketing Summary in a separate Word document first to preserve your work. On rare occasions, entry form content has been lost due to working on one entry for an extended time, or other computer-related glitches. In most cases, you can cut and paste copy from Word into the form to save time.

You may save your Summary for further editing by clicking "Save for Later," or you may make payment. In either case, your entry form will be available for editing later.

The "My Entries" page lists each entry you have saved. You may edit your entry, delete it (before payment), print it, upload your media or materials, and make payment from this page.

Note: Please remember to delete any saved entries that you've decided **NOT** to enter.

3. Submitting Your Entry

Note: Do not submit media that require iPhones, iPods or other special devices to view. We **DO NOT** have the ability to view mobile apps. Send screen shots instead.

A. Multimedia Campaign Entry

***Reminder:** Multimedia Campaign is defined as marketing communications or promotions unified by a common theme or goal, containing a minimum of two, but not more than five different integrated media.*

- Submit only one example of each medium
- **Each medium must be submitted in digital format (see #4)**, with the **exception** of kits, premiums, magazines, and other three-dimensional mailed materials (**see #5**). Photographs are acceptable, but we recommend you submit the actual marketing piece.
- Submit a written translation in a Word document for Non-English entries.
- Video files should not include bars, tones or slates. If the total run time of the media exceeds five minutes, submit an edited segment no longer than two minutes total.
- See #4 for uploading and naming instructions.

B. Single Media Entry

- Submit a minimum of one or maximum of three thematically tied examples.

Exception: If the media are part of a set that can't be separated to get full impact of the marketing, such as a series of postcards that build on one another, you may submit the full set as a unit.

- **All single media must be entered in digital format (see #4)**, with the **exception** of kits, premiums, magazines, and other three-dimensional mailed materials (**see #5**). Photographs are acceptable, but we recommend you submit the actual marketing piece.
- Submit a written translation in a Word document for Non-English entries.
- Video files should not include bars, tones or slates. If the total run time of the media exceeds five minutes, submit an edited segment no longer than two minutes total.
- See #4 for uploading and naming instructions.

4. Preparing Your Media for Uploading

One file upload is permitted per entry. For entries with multiple media (multimedia campaigns), please use ZIP, RAR, or SITX files to pack media into a single upload.

Total upload size must not exceed **100MB**.

Note: When compressing your multiple media into a single file for upload, do not group multiple images (i.e. DM, OOH, Print, etc.) into one photo or collage. Please submit each medium as an individual document within your upload file. This will ensure judging accuracy and fairness. Label each one*.

IMPORTANT: *Label each medium with an abbreviation of the entry title (not to exceed 20 characters), followed by the medium. For example:

Easy Street TV Spot
Easy Street Direct Mail
Easy Street OOH

DO NOT include the following characters in your file names:

\	“	%	&	*
:	<	>	?	{
}		~	+	#

Types of files accepted:

Packed Files: ZIP, RAR, SITX

Video: AVI, WMV, WMA, ASF, MPEG, QT, MOV, FLV, MP4

Audio: WMA, MP3, WAV

Images (including banner ads): JPG, GIF, SWF, EPS, PDF, PNG

Print Materials: EPS, PS, PDF, DOC, DOCX

Web Sites: URL, links embedded in a Word Document or HTML page

Note: We encourage you to submit **video** in the highest resolution possible without exceeding the 100 MB size limit (per entry). Videos are shown on a projection screen and the higher the resolution, the better. Direct any questions about video resolution/file sizes to moustapha@ctam.com.

If you're submitting entries with **URLs or links**, test to ensure they are active. All links and URL's must remain active until the end of **August** to accommodate final judging.

Uploading Your Media

The "My Entries" page lists each entry you have saved. You may edit your entry, delete it (before payment), print it, upload your media or materials, and make payment from this page.

When you're ready to submit your media, click "Upload." Use "Select" to navigate to the file on your computer, and "Upload File" to send it. If you need to start over, click "Clear."

A progress meter will show you how your upload is coming along. You can cancel your upload at any time during the process.

Make a mistake, or leave out a file? To change, re-load, or add a file, return to "My Entries," click "Upload," and repeat the process.

To review, download, or delete your upload, click "Manage Uploads." A window will pop up with a list of all the files you have uploaded and the tools to manage them.

Note: Please remember to delete any saved entries that you've decided **NOT** to enter

5. Preparing and Shipping Exceptions (Kits, Premiums and Other Three-Dimensional Single Media)

- Submit two copies of each. (For extremely large bulky items – submit one)
- Pieces measuring more than 24" X 36", and weighing more than 15 pounds, regardless of media, will **not** be accepted. In this case, upload a digital photo (See #4).
- Submit all relevant pieces, such as the packaging, letter and brochure, where applicable.
- Submit a written translation in a word document for Non-English entries.
- Make sure boxes are no larger than 40" X 40" X 40". CTAM has no loading dock.
- Include one printed copy of your entry form.
- Send to our new address:

CTAM
Attn: Mark Awards
120 Waterfront Street
Suite 200
National Harbor, MD 20745
301.485.8900

6. Making Your Payment – Entry fees are \$300 (late entries are \$375) regardless of division or category or medium.

The simplest method of payment is by credit card on-line, at the time you submit each entry.

If you must pay by check, make it payable to "CTAM".

Print a copy of your entry form and attach to check before mailing. Multiple entries may be paid for with the same check, but printed copies of all entry forms must be attached to the check. **Do not send checks without documentation.**

CTAM
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7. What happens after the entry is submitted?

All entries become the property of CTAM and may be displayed at the CTAM Summit and on markawards.com. Entries will not be returned under any circumstance. By entering the Mark Awards competition, you agree to these rules and guidelines.

If your entry is a finalist, the primary contact will be notified by email mid-August and asked to fill out an entry credit form, listing all those to be credited for the entry. (**Note:** If you wish to submit your credits (the marketing, creative and agency teams) now, upload an additional word document with your entry, and include names, titles, and companies. You are allowed five marketing and five creative people who worked on the project. These should be the primary contributors to the success of the entry. Label the document "Entry Credits").

The finalists will be notified by mid-August and the winners will be announced during the CTAM Summit in New York, October 6th.

8. Questions

Contact Denise Motlagh
Director of Awards and Recognition
301.485.8911 or 301.485.8900
denise@ctam.com