

Media Definitions

2.9.2011

Choose the appropriate medium based on your entry. **Multiple (integrated) media combined in one category fall under multimedia campaigns, while single media will be listed separately.** The lists under each division and category will show all media available for that category (see **Division and Category List**).

Please note: The following are available individually in some categories but not all. If your medium isn't an available option, it can still be entered in a "Multimedia Campaign" entry as one of the two to five media required.

This chart and the descriptions below should help you decide which medium is appropriate:

If your medium is a(n)...	Enter it in...
Banner, display, skyscraper and other rich media	Online Ads; Digital Media
Bug, Bumper, Stinger, ID (<:15)	*Multimedia Campaign only
Direct Mail	Direct Mail
Email	Direct Mail
Events and Trade Show Booths	Experiential Marketing or Events
FSI	Print
Gift	Premium
Interstitial, Trailer, Extra (>:60), Other video (>:60)	Interstitial
Kit	Kit
Magazine	Print
Billboards, transits, POP, LED panels, retail outlet displays, signage, wraps	Out of Home
Podcasts, viral videos, games, mobile, blogs, ezines, social media, webisode and vlogs	Any Other Digital Media; Digital Media
Premium	Premium
Print Ad in Newspapers or Magazines	Print
Radio	*Multimedia Campaign only
Sweepstakes	*Multimedia Campaign only
TV Spot or Promo (15, 30, 60)	TV Spot or Promo; Integrated TV Spot
Video	Video
Video Tutorial	TV Spot or Promo or Other Video
Video-On-Demand (VOD)	TV Spot or Promo or Other Video
Websites and Microsites	Web sites and Microsites; Digital Media
	(or call or email denise@ctam.com , 301.485.8911

***Multimedia Campaign (Integrated Media)** – Multiple media marketing or promotions, containing a minimum of two, but not more than five different, integrated media. For example, a combination of a TV Spot, Direct Mail and online ad; OR Radio spot, Web site, print ad, podcast and email. If your multimedia campaign had more than five elements, submit your best five examples. **For video format:** if the total run time of the media exceeds five minutes, submit an edited segment no longer than two minutes total.

Direct Mail – Any marketing materials mailed or shipped directly to the consumer or affiliate, either by traditional mail services or electronically (email), designed to inform or solicit a call-to-action. Entries may include packages or sets of various media, as long as the package is not intended for "turn-key" affiliate use (see **Kit**).

Submission Note: While photos are acceptable, we recommend you submit the actual mail pieces.

Experiential Marketing – "Live" marketing with which the audience directly interacts with the product. May include, but is not limited to, any kind of participatory events, hospitality, trade show booths, kiosks, interactive presentations and

performances, guerilla marketing or other experiential marketing. **For video format:** if the total run time of the media exceeds five minutes, submit an edited segment no longer than two minutes total. **For photos:** up to ten images of trade show booths or events, up to five images for kiosks, performances, guerilla marketing or other.

Interstitial – A long-form promo, trailer, special video content or “extra” of any length longer than 60 seconds. Does not include 15, 30 or 60-second TV Spots (see **TV Spot or Promo**) or any media shorter than 15 seconds. If the total run time of the media exceeds five minutes, submit an edited segment no longer than two minutes total.

Integrated TV Spot - TV spot produced with the programming and MSO messaging fully integrated. Does not include donut or taggable spots. Typically, 15, 30 or 60-second TV spots, promos, or other short-form media.

Kit – Any collection of materials delivered as a “turn-key” package and designed to be used by the recipient to market a network, program, feature or service, with or without customization. The kit may include, but is not limited to, a cover letter, TV spots, collateral materials, premiums, fact sheets, logos, press releases, photographs and other media. Other packaged materials designed primarily as information for the recipient should be entered as Direct Mail (see **Direct Mail**).
Submission Note: While photos are acceptable, we recommend you submit the actual kit.

Digital Media – Marketing communications or promotions first delivered over the Internet, or designed or created specifically for digital platforms. May include Web sites, microsites, banner ads, skyscraper ads, other rich media, podcasts, games, blogs, vlogs, mobile, viral videos, social media, ezines, webisodes and other digital advertising or promotions. Does NOT include email (see Direct Mail). **For video format:** if the total run time of the media exceeds five minutes, submit an edited segment no longer than two minutes total. **Note:** if you can’t provide a link to live digital media, such as websites, submit up to five screen grabs or equivalent digital images.

Out of Home – Marketing appearing outside the home, including but not limited to, billboards, LED panels, wraps, transit media and any other place-based media.

Premium – Specially designed marketing and promotional support materials. These may include tchotchkeys, giveaways, prizes, gifts, and other similar media.
Submission Note: While photos are acceptable, we recommend you submit the actual premiums.

Print – Print media devoted to marketing communications and distributed to consumers or affiliates. May include FSI’s, books, product guides, magazines, newsletters, and calendars.

Radio – Short-form radio commercials or promotions, usually of 15, 30, or 60-seconds in duration.

Retail Outlet Display – End-cap displays, signage and other promotional media of any type placed in retail outlets.

Sweepstakes – (Defined for the purpose of this competition), a sweepstakes is a medium that supports the marketing objectives, and should be entered as one medium in a multimedia campaign.

TV Spot or Promo – Typically, 15, 30 or 60-second TV spots, promos, or other short-form media. Does not include any media longer than 60 seconds (see **Interstitial or Video Tutorial**) or shorter than 15 seconds.

Video –Long-form video produced to educate and inform target audiences. Includes cable video presented at the Television Critics Association (TCA) Tours. If the total run time of the media exceeds five minutes, submit an edited segment no longer than two minutes total.

Video-On-Demand – Any marketing promotion, extra or other marketing content produced exclusively for viewing on the cable On Demand platform. If the total run time of the media exceeds five minutes, submit an edited segment no longer than two minutes total.

Video Tutorial – A long-form video that educates the customer about products and services. Does not include 15, 30 or 60-second TV Spots (see **TV Spot or Promo**). If the total run time of the media exceeds five minutes, submit an edited segment no longer than two minutes total.