



# Communication Arts Advertising Competition 2021

Deadline: July 2, 2021

Enter online at [commarts.secure-platform.com/a](http://commarts.secure-platform.com/a)

## Advertising Categories

These categories are judged by the advertising jury and will appear in the 2021 Advertising Annual, in print and digital editions, and on [commarts.com](http://commarts.com):

### Consumer Magazine Advertising

Single ad, any size, including spreads (\$45)  
Series of ads for the same campaign, limit of five (\$90)

### Consumer Newspaper Advertising

Single ad, any size, including spreads (\$45)  
Series of ads for the same campaign, limit of five (\$90)

### Trade/Institutional Advertising

Single ad, any size, including spreads (\$45)  
Series of ads for the same campaign, limit of five (\$90)

### Posters—Outdoor

Single outdoor poster, 24-sheet or larger. JPG (\$45), Video (\$110)  
Series of outdoor posters for the same campaign, 24-sheet or larger. JPG, limit of five (\$90), Video, limit of three (\$220)

### Posters—Transit

Single transit poster (bus, subway, shelter), JPG (\$45), Video (\$110)  
Series of transit posters for the same campaign (bus, subway, shelter), JPG, limit of five (\$90), Video, limit of three (\$220)

### Posters—Point-of-Purchase

Single point of purchase poster, JPG (\$45), Video (\$110)  
Series of point of purchase posters for the same campaign, JPG, limit of five (\$90), Video, limit of three (\$220)

### Posters—Other

Single poster not covered in previous categories, JPG (\$45), Video (\$110)  
Series of posters for the same campaign not covered in previous categories, JPG, limit of five (\$90), Video, limit of three (\$220)

### Sales Promotion

Single direct mail, data sheet, sales kit, collateral material, etc. JPG, limit of three (\$45) PDF (\$60)  
Series of direct mail, data sheets, sales kits, collateral material, etc.. JPG, limit of five (\$90) PDF, limit of five (\$120)

### Self-Promotion

Single promotion for ad agencies, creatives, suppliers, art schools. JPG, limit of three (\$45), Video (\$110)  
Series of promotion for ad agencies, creatives, suppliers, art schools. JPG, limit of five (\$90), Video, limit of three (\$220)

### Self-Promotion for Ad Clubs

Single promotion/communication for Advertising clubs. JPG, limit of three (\$45), Video (\$110)  
Series of promotion/communication for Advertising clubs. JPG, limit of five (\$90), Video, limit of three (\$220)

### Television Commercials

Single television commercial (\$110)  
Series of television commercials for the same campaign, limit of three (\$220)

### Radio Commercials

Single radio commercial (\$110)  
Series of radio commercials for the same campaign, limit of three (\$220)

### Digital Advertising Online Video

Single online video (viral video, paid online commercial). URL/Video (\$110)  
Series of online videos for the same campaign (viral videos, paid online commercials). URL/Video, limit of three (\$220)

### Digital Advertising Banner Ads

Single web banner ad (static, pop-up, rich media). JPG (\$45), URL/Video (\$110)  
Series of web banner ads for the same campaign (static, pop-ups, rich media). JPG, limit of 5 (\$90), URL/Video, limit of three (\$220)

### Digital Advertising Social Media

Innovative use of one social media platform (Facebook, Pinterest, or Twitter, etc.) JPG (\$45), URL/Video (\$110)  
Innovative use of multiple social media platforms (Facebook, Pinterest, Twitter, etc.) JPG, limit of five (\$90), URL/Video, limit of three (\$220)

### Digital Advertising Mobile

Single ad on smartphones and tablets. JPG (\$45), URL/Video (\$110)  
Series of ads on smart phones and tablets for the same campaign. JPG, limit of five (\$90), URL/Video, limit of three (\$220)

### Digital Advertising Other

*Websites and other projects requiring significant user interaction should be entered in the Interactive Competition.*

Single work not covered in previous digital advertising categories, i.e. email marketing, webisode, etc. JPG (\$45), URL/Video (\$110)  
Series of work not covered in previous digital advertising categories, i.e. email marketing, webisodes, etc. JPG, limit of five (\$90), URL/Video, limit of three (\$220)

*Any work produced for a nonprofit organization for the public good, including zoos, museums, orchestras, ballet companies, etc.*

### Public Service Print Ads

Single magazine/newspaper ad (\$45)  
Series of magazine/newspaper ads, limit of five (\$90)

### Public Service Posters

Single poster (\$45)  
Series of posters, limit of five (\$90)

### Public Service Collateral

Single piece of collateral, JPG (\$45) PDF (\$60)  
Series of collateral, JPG, limit of five (\$90) PDF, limit of five (\$120)

### Public Service Television

Single television commercial or online video (\$110)  
Series of television commercials or online videos, limit of three (\$220)

### Public Service Radio

Single radio commercial (\$110)  
Series of radio commercials, limit of three (\$220)

### Public Service Non-Traditional

Single non-traditional (out-of-home, guerilla, etc.) JPG, limit of three (\$45), Video (\$110)  
Series of non-traditional (out-of-home, guerilla, etc.) JPG, limit of five (\$90), Video, limit of three (\$220)

### Integrated Campaigns

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 case studies showing 3 or more media types belong in Integrated Campaigns*

Single work not covered in previous categories (out-of-home, guerilla, etc.) JPG, limit of three (\$45), Video (\$110)

Series of work not covered in previous categories (out-of-home, guerilla, etc.) JPG, limit of five (\$90), Video, limit of three (\$220)

### Student Work

Any single advertising project created for a school assignment. JPG (\$20) Video (\$45)  
Series of advertising projects created for the same school assignment. JPG, limit of five (\$40) Video, limit of three (\$90)