



Communication Arts Design + Advertising Competitions 2018

Deadline: May 4, 2018

Enter online at submit2.commarts.com

Design Categories

These categories are judged by the design jury and will appear in the 2018 Design Annual, in print and digital editions, and on commarts.com:

Packaging

- 6A** Single package, label, shopping bag, audio, video, or software package, etc. (\$45)
- 6B** Series of packages or a packaging line, labels, shopping bags, audio, video, or software packages, etc., limit of five (\$90)

Identity

- 7A** Trademark (\$45)
- 7B** Corporate identity manual or style guide or brand strategy guide or seasonal retail identity manual Print/JPG (\$90) PDF (\$120)
- 7C** Integrated branding program (comprehensive program may include identity, business papers, collateral, packaging, signage, website, etc.), at least ten pieces. Case study video should be no longer than three minutes (\$300)

Business Papers

A single business card belongs in 20F.

- 8A** Letterhead, envelope & business card from the same company (\$45)
- 8B** Company business-paper series (invoice, purchase order, label, envelope, letterhead, etc. from the same company) at least five pieces, limit of ten (\$90)

Company Literature

- 9A** Annual report for publicly-traded companies Print/JPG (\$45) PDF (\$60)
- 9B** Annual report for nonprofit organizations Print/JPG (\$45) PDF (\$60)
- 9C** Institutional/corporate/social responsibility/booklet or brochure Print/JPG (\$45) PDF (\$60)
- 9D** Product or service booklet or brochure Print/JPG (\$45) PDF (\$60)
- 9E** Product catalog Print/JPG (\$45) PDF (\$60)
- 9F** School catalog Print/JPG (\$45) PDF (\$60)
- 9G** Exhibition catalog Print/JPG (\$45) PDF (\$60)
- 9H** Miscellaneous company literature (conference literature, announcement, company invitation/greeting card, etc.) (\$45)
- 9I** Series of miscellaneous company literature (conference literature, announcements, company invitations/greeting cards, etc.), limit of five (\$90)

Poster/Design

- 10A** Single poster for exhibition, institutional, theater, gallery, etc. (\$45)
- 10B** Series of posters for exhibitions, institutional, theater, gallery, etc., limit of five (\$90)

Editorial

- 11A** Consumer/trade magazine (cover, page, spread or multi-page section) (\$45)
- 11B** Consumer/trade magazine (complete issue) Print/JPG (\$90) PDF (\$120)
- 11C** Newspaper (page, spread or multi-page section) (\$45)
- 11D** House organ/newsletter/association (cover, page, spread or multi-page section) (\$45)
- 11E** House organ/newsletter/association (complete issue) Print/JPG (\$90) PDF (\$120)

Books

- 12A** Whole book (trade/textbook/children/reference, etc.) Print/JPG (\$45) PDF (\$60)
- 12B** Book cover or jacket (\$45)
- 12C** Cover/jacket series, limit of five (\$90)

Self-Promotion

- 14A** Promotion for design firms, printers, paper companies, art schools, illustrators, photographers. Print/JPG (\$45), Video (\$110)
- 14B** Series of promotion for design firms, printers, paper companies, art schools, illustrators, photographers. Print/JPGs, limit of five (\$90), Video, limit of three (\$220)
- 14E** Promotion/communication for art/design clubs, Print/JPG (\$45), Video (\$110)
- 14F** Series of promotion/communication for art/design clubs, Print/JPGs, limit of five (\$90) Video, limit of three (\$220)

Motion Graphics

- 17A** Single movie, station or program title, Flash animation, music video, tradeshow/demonstration video, etc. (\$110)
- 17B** Series of movie, station or program titles, Flash animations, music videos, demonstration videos, etc., limit of three (\$220)

Public Service

- 18G** Any single work produced for a nonprofit organization for the public good, including zoos, museums, orchestras, ballet companies, etc. Print/JPG (\$45), Video (\$110)
- 18H** Series of work produced for a nonprofit organization for the public good, including zoos, museums, orchestras, ballet companies, etc. Print/JPGs, limit of five (\$90), Video, limit of three (\$220)

Environmental Graphics

- 19A** Signage, interiors, architectural graphics, museum exhibit, tradeshow exhibit, point-of-purchase display, etc., limit of ten images (\$90)
- 19B** Digital Installations of interiors, architectural graphics, museum exhibit, tradeshow exhibit, point-of-purchase display, etc. Video (\$110)

Miscellaneous/Design

Company announcements and invitations belong in 9H

- 20A** Personal greeting card/birth announcement/invitation (\$45)
- 20B** Series of personal greeting cards/birth announcements/invitations, limit of five (\$90)
- 20C** Calendar (\$45)
- 20D** Menu (\$45)
- 20E** Series of menus from the same restaurant (e.g., lunch, wine list, breakfast, etc.), limit of five (\$90)
- 20F** Single work not covered in previous categories. Print/JPG (\$45), Video (\$110)
- 20G** Series of work not covered in previous categories. Print/JPGs, limit of five (\$90), Video, limit of three (\$220)

Student Work

- 21A** Any single design project created for a school or personal assignment. Print/JPG (\$20) Video (\$45)
- 21B** Series of design work created for the same school or personal assignment. Print/JPGs, limit of five (\$40) Video, limit of three (\$90)



Communication Arts Design + Advertising Competitions 2018

Deadline: May 4, 2018

Enter online at submit2.commarts.com

Advertising Categories

These categories are judged by the advertising jury and will appear in the 2018 Advertising Annual, in print and digital editions, and on commarts.com:

Consumer Magazine Advertising

- 1A** Single ad, any size, including spreads (\$45)
- 1B** Series of ads for the same campaign, limit of five (\$90)

Consumer Newspaper Advertising

- 2A** Single ad, any size, including spreads (\$45)
- 2B** Series of ads for the same campaign, limit of five (\$90)

Trade/Institutional Advertising

- 3A** Single ad, any size, including spreads (\$45)
- 3B** Series of ads for the same campaign, limit of five (\$90)

Poster/Advertising

- 4A** Single outdoor poster, 24-sheet or larger. Print/JPG (\$45), Video (\$110)
- 4B** Series of outdoor posters for the same campaign, 24-sheet or larger. Print/JPGs, limit of five (\$90), Video, limit of three (\$220)
- 4C** Single transit poster (bus, subway, shelter), Print/ JPG (\$45), Video (\$110)
- 4D** Series of transit posters for the same campaign (bus, subway, shelter), Print/ JPGs, limit of five (\$90), Video, limit of three (\$220)
- 4E** Single point of purchase poster, Print/JPG (\$45), Video (\$110)
- 4F** Series of point of purchase posters for the same campaign, Print/JPGs, limit of five (\$90), Video, limit of three (\$220)
- 4G** Single poster not covered in previous categories, Print/JPG (\$45), Video (\$110)
- 4H** Series of posters for the same campaign not covered in previous categories, Print/ JPGs, limit of five (\$90), Video, limit of three (\$220)

Sales Promotion/Advertising

- 13A** Single direct mail, data sheet, sales kit, collateral material, etc. Print/JPG (\$45) PDF (\$60)
- 13B** Series of direct mail, data sheets, sales kits, collateral material, etc.. Print/JPG limit of five (\$90) PDF, limit of five (\$120)

Self-Promotion

- 14C** Single promotion for ad agencies, creatives, suppliers, art schools. Print/JPG (\$45), Video (\$110)
- 14D** Series of promotion for ad agencies, creatives, suppliers, art schools. Print/JPGs, limit of five (\$90), Video, limit of three (\$220)

- 14G** Single promotion/communication for Advertising clubs. Print/JPG (\$45), Video (\$110)

- 14H** Series of promotion/communication for Advertising clubs. Print/JPGs, limit of five (\$90), Video, limit of three (\$220)

Television Advertising

- 15A** Single television commercial (\$110)
- 15B** Series of television commercials for the same campaign, limit of three (\$220)

Radio Advertising

- 16A** Single radio commercial (\$110)
- 16B** Series of radio commercials for the same campaign, limit of three (\$220)

Digital Advertising

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

- 17C** Single online video (viral video, paid online commercial). URL/Video (\$110)
- 17D** Series of online videos for the same campaign (viral videos, paid online commercials). URL/Video, limit of three (\$220)
- 17E** Single web banner ad (static, pop-up, rich media). JPG (\$45), URL/Video (\$110)
- 17F** Series of web banner ads for the same campaign (static, pop-ups, rich media). JPGs, limit of 5 (\$90), URL/Video, limit of three (\$220)
- 17G** Innovative use of one social media platform (Facebook, Pinterest, or Twitter, etc.) JPG (\$45), URL/Video (\$110)
- 17H** Innovative use of multiple social media platforms (Facebook, Pinterest, Twitter, etc.) JPGs, limit of five (\$90), URL/Video, limit of three (\$220)
- 17I** Single ad on smart phones and tablets. JPG (\$45), URL/Video (\$110)
- 17J** Series of ads on smart phones and tablets for the same campaign. JPGs, limit of five (\$90), URL/Video, limit of three (\$220)
- 17K** Single work not covered in previous digital advertising categories, i.e. e-mail marketing, webisode, etc. JPG (\$45), URL/Video (\$110)
- 17L** Series of work not covered in previous digital advertising categories, i.e. e-mail marketing, webisodes, etc. JPGs, limit of five (\$90), URL/Video, limit of three (\$220)

Public Service

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

- 18A** Single magazine/newspaper ad (\$45)
- 18B** Series of magazine/newspaper ads, limit of five (\$90)
- 18C** Single poster (\$45)
- 18D** Series of posters, limit of five (\$90)
- 18E** Single piece of collateral Print/JPG (\$45) PDF (\$60)
- 18F** Series of collateral, Print/JPG limit of five (\$90) PDF, limit of five (\$120)
- 18I** Single television commercial or online video (\$110)
- 18J** Series of television commercials or online videos, limit of three (\$220)
- 18K** Single radio commercial (\$110)
- 18L** Series of radio commercials, limit of three (\$220)
- 18M** Single non-traditional (out-of-home, guerilla, etc.) Print/JPG (\$45), Video (\$110)
- 18N** Series of non-traditional (out-of-home, guerilla, etc.) Print/JPGs, limit of five (\$90), Video, limit of three (\$220)

Integrated Campaign

- 19C** 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 documentaries of integrated campaigns belong in 19C.

- 20H** Single work not covered in previous categories (out-of-home, guerilla, etc.) Print/JPG (\$45), Video (\$110)
- 20I** Series of work not covered in previous categories (out-of-home, guerilla, etc.) Print/JPGs, limit of five (\$90), Video, limit of three (\$220)

Student Work

- 21C** Any single advertising project created for a school or personal assignment. Print/JPG (\$20) Video (\$45)
- 21D** Series of advertising projects created for the same school or personal assignment. Print/JPGs, limit of five (\$40) Video, limit of three (\$90)