



# Communication Arts Design + Advertising Competitions 2019

Deadline: May 3, 2019

Enter online at [submit2.commarts.com](http://submit2.commarts.com)

## Design Categories

These categories are judged by the design jury and will appear in the 2019 Design Annual, in print and digital editions, and on [commarts.com](http://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)



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## Advertising Categories

These categories are judged by the advertising jury and will appear in the 2019 Advertising Annual, in print and digital editions, and on [commarts.com](http://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)