AMERICAN ADVERTISING AWARDS

2026–2027 AAF-LOUISVILLE ENTRY GUIDE

To begin the process go to
https://aaflouisville.org/addys/addys-enter

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ADVERTISING
AWARDS

STEP 1: RULES & CATEGORIES

- RULES & CATEGORIES - Thoroughly review the entry rules and process. Review the full list of categories to find where your work should compete.

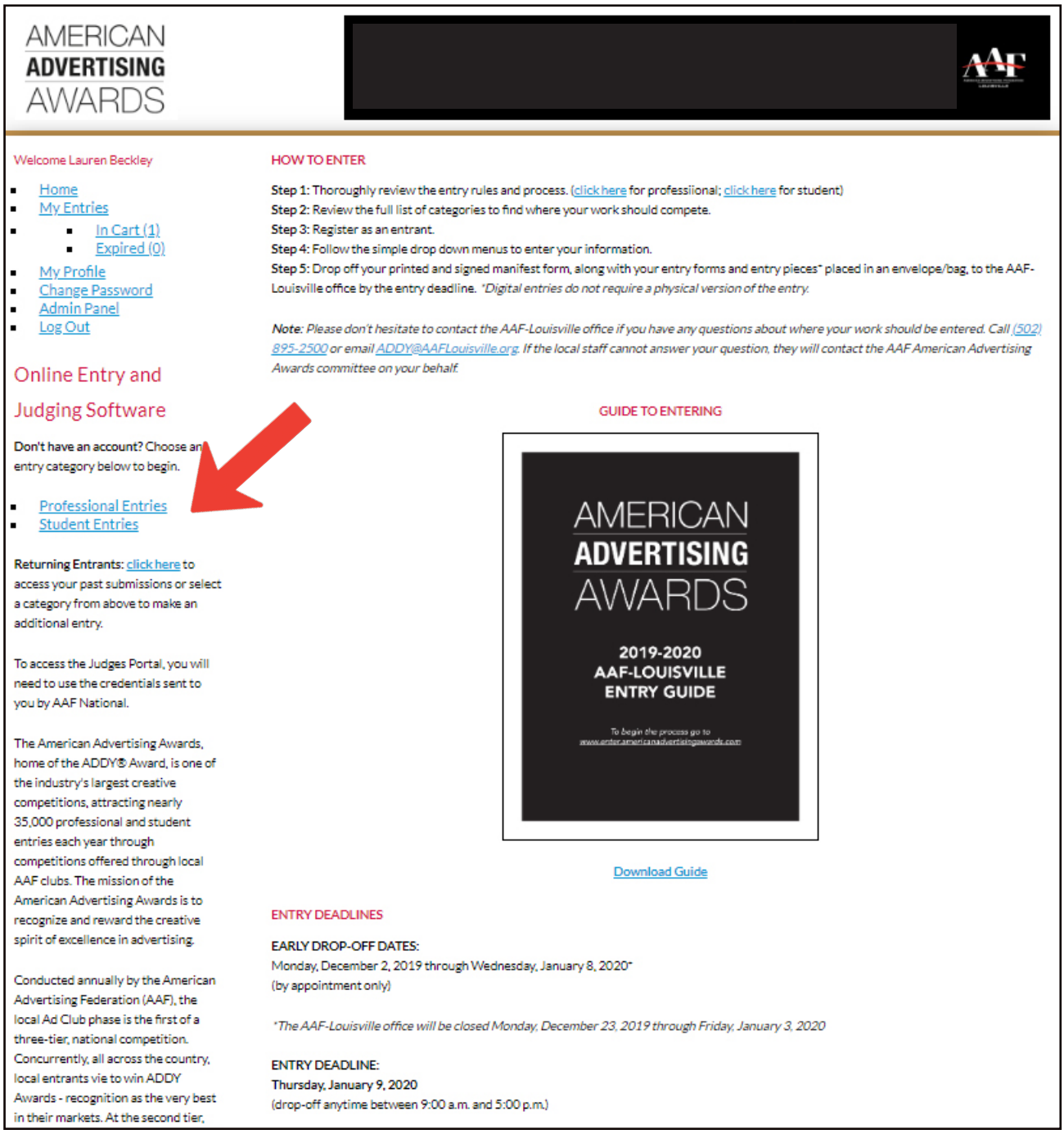




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STEP 2: LOGIN

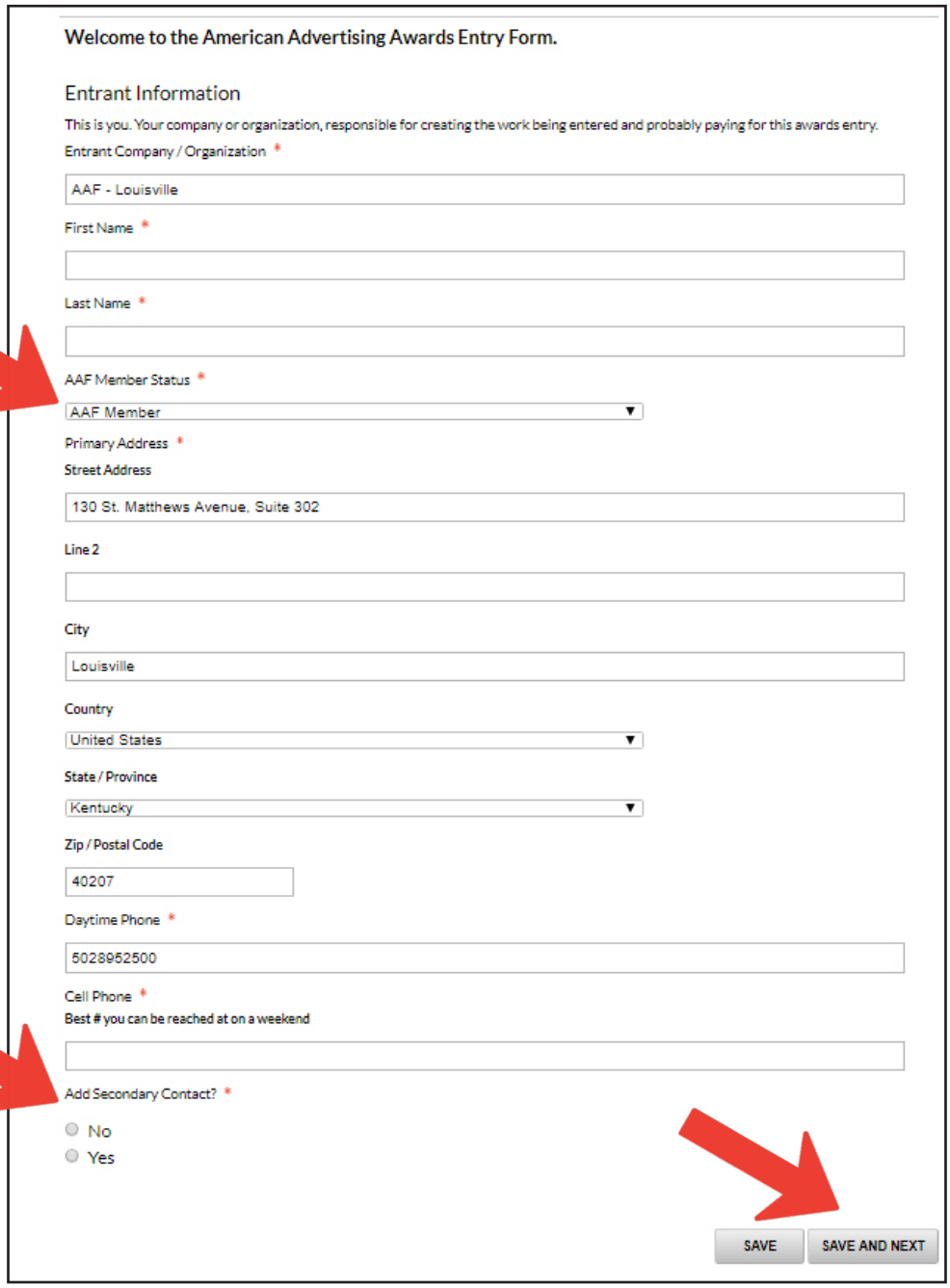
- LOGIN - Login to ***https://enter.americanadvertisingawards.com/a/organizations/05-LVL/home*** and click on either *Professional* or *Student*.



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STEP 3: ENTRANT INFORMATION

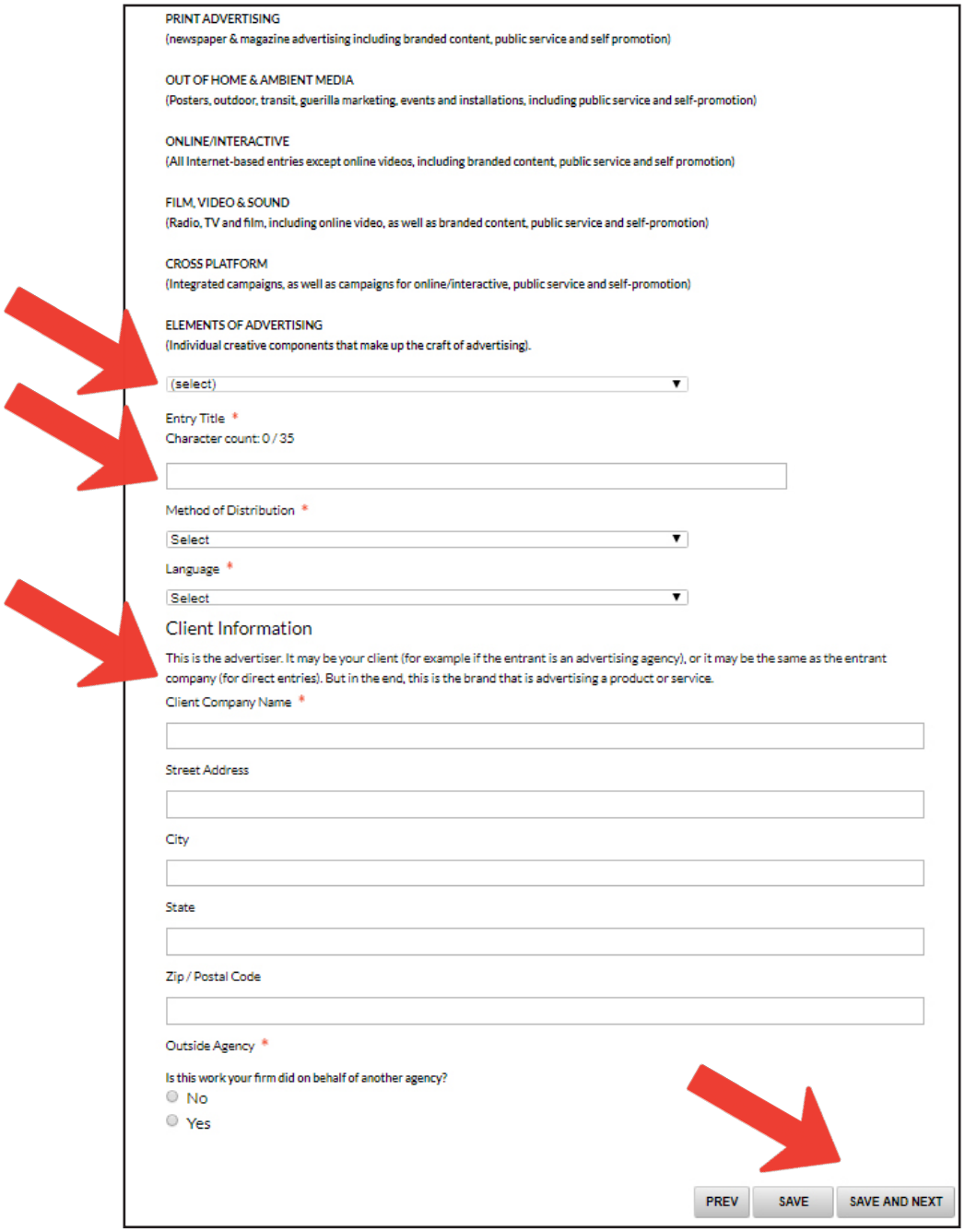
- ENTRANT INFORMATION - Complete the Entrant Information. Indicate if you are a member or non-member. If you are entering for a company make sure to list an additional contact person as back up. SAVE and go to next page.



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STEP 4: ENTRY INFORMATION

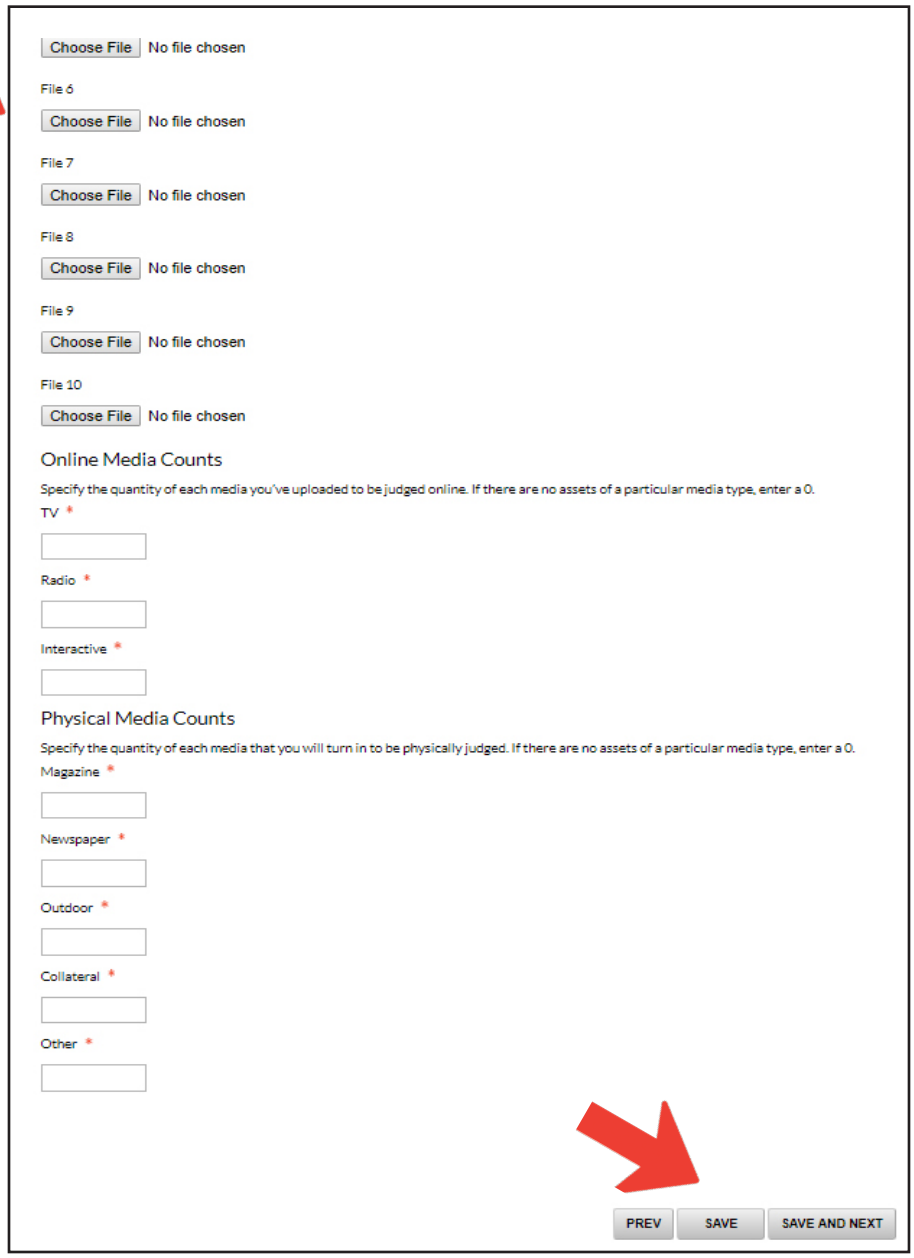
- ENTRY INFORMATION - Select the proper category. Enter the title and usage of the entry. Enter the client information. SAVE and go to next page. *Note: if making multiple entries **DO NOT** use the same title for each entry.*



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STEP 5: MEDIA

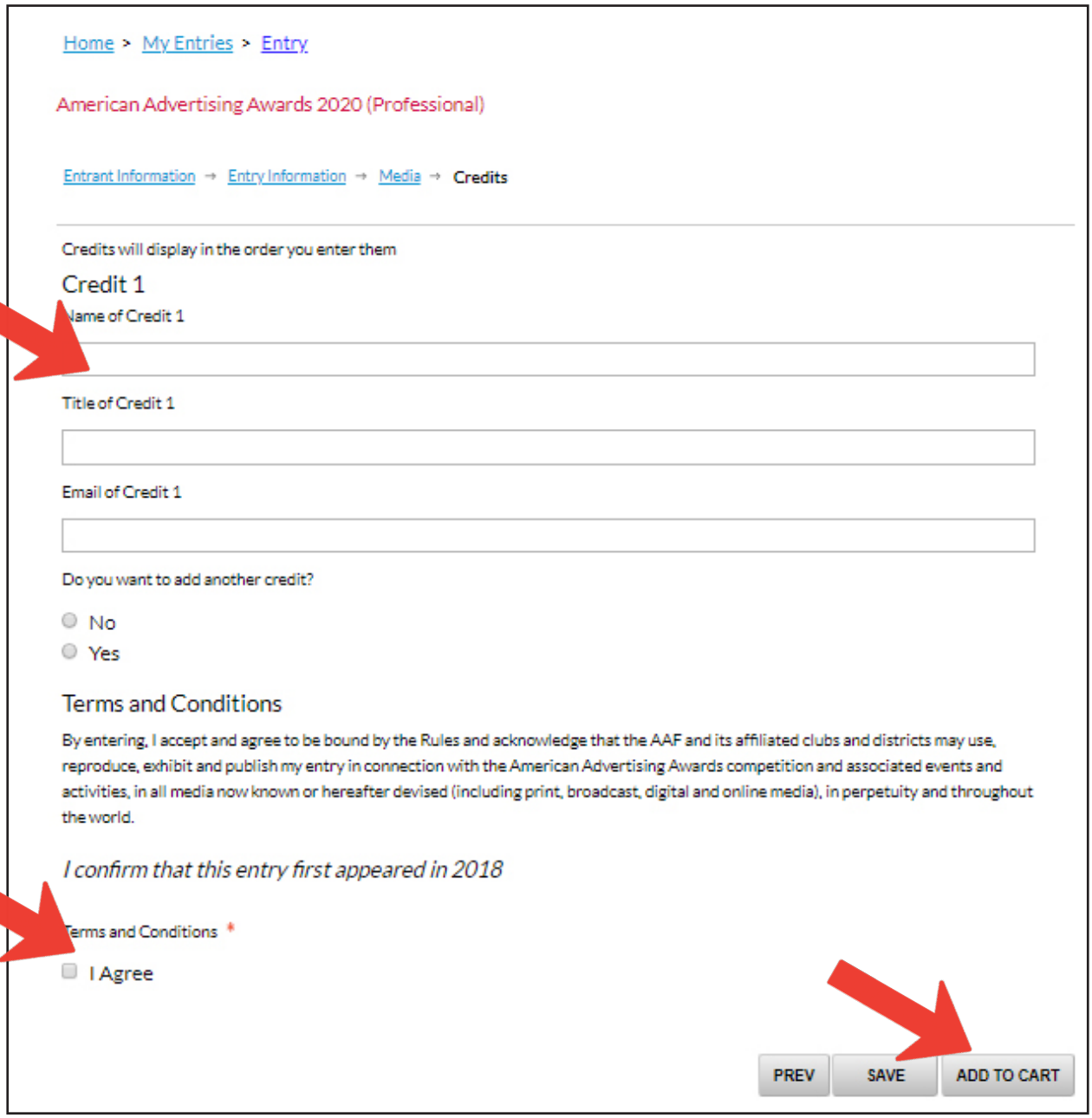
- MEDIA (FILE UPLOADS) - All files need to be uploaded. Once uploaded an image of the file will be visible for verification. Enter Media Counts. SAVE and go to next page. ***The number of file uploads has been increased to account for all digital judging. Please read each category's criteria carefully before submitting.**



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STEP 6: CREDITS

- CREDITS - Add credits for the entry. You can list up to 20 credits. PROOF READ!!! What you type is what will be listed on the award (i.e. type in lower case and that is how it will appear on your award). You MUST agree to the Terms and Conditions. Click *Add to Cart*.



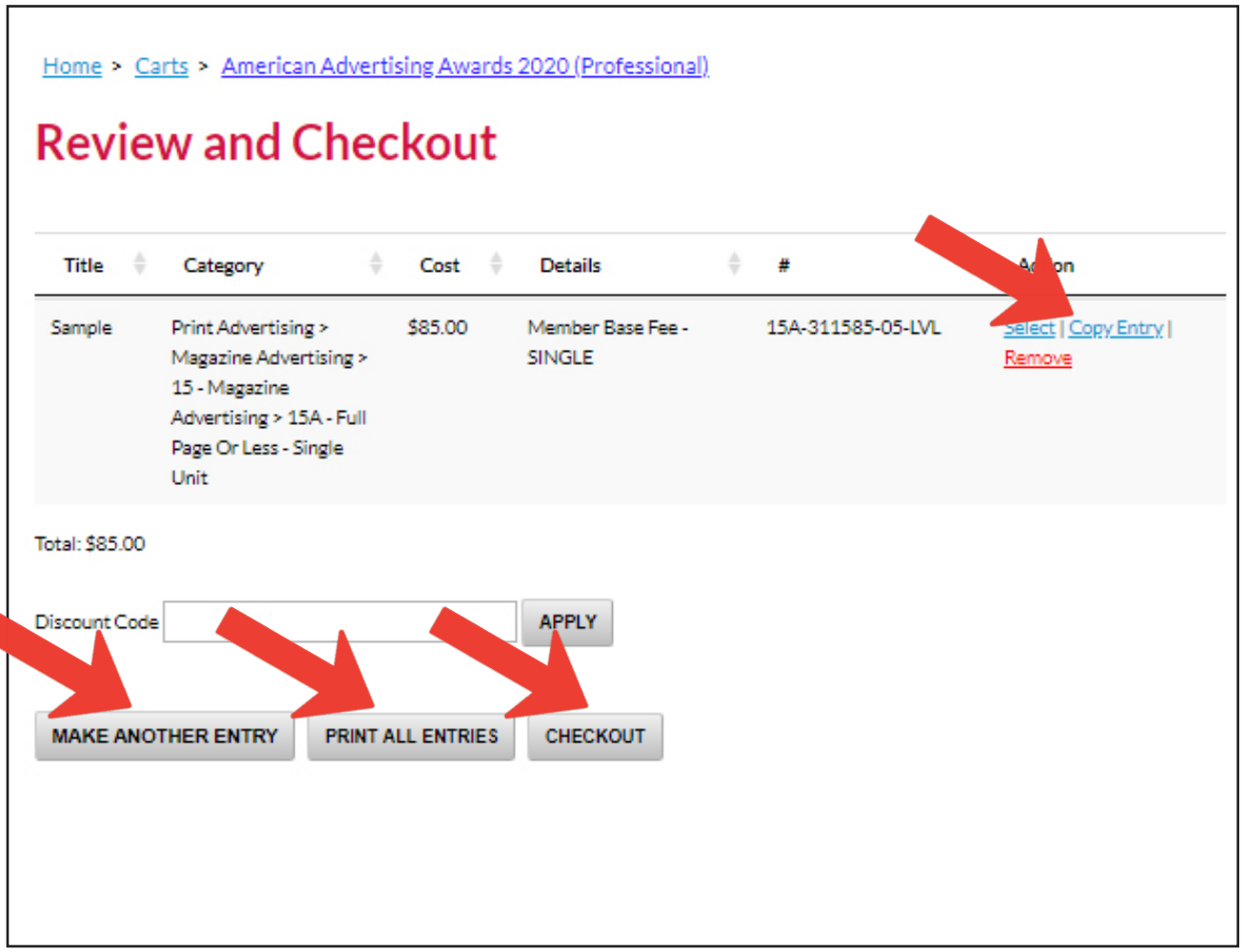
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STEP 7: REVIEW AND CHECKOUT

- REVIEW AND CHECKOUT - After adding your first entry to your cart you can *Make Another Entry*. If you have multiple entries for the same client you can *Copy Entry* and not have to re-enter the client information, just edit the entry information.

  Click *Print All Entries* to print your entry forms.

  Click *Checkout* when all entries are complete.



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STEP 8: PAYMENT

- PAYMENT - Select payment method and follow the instructions on screen.

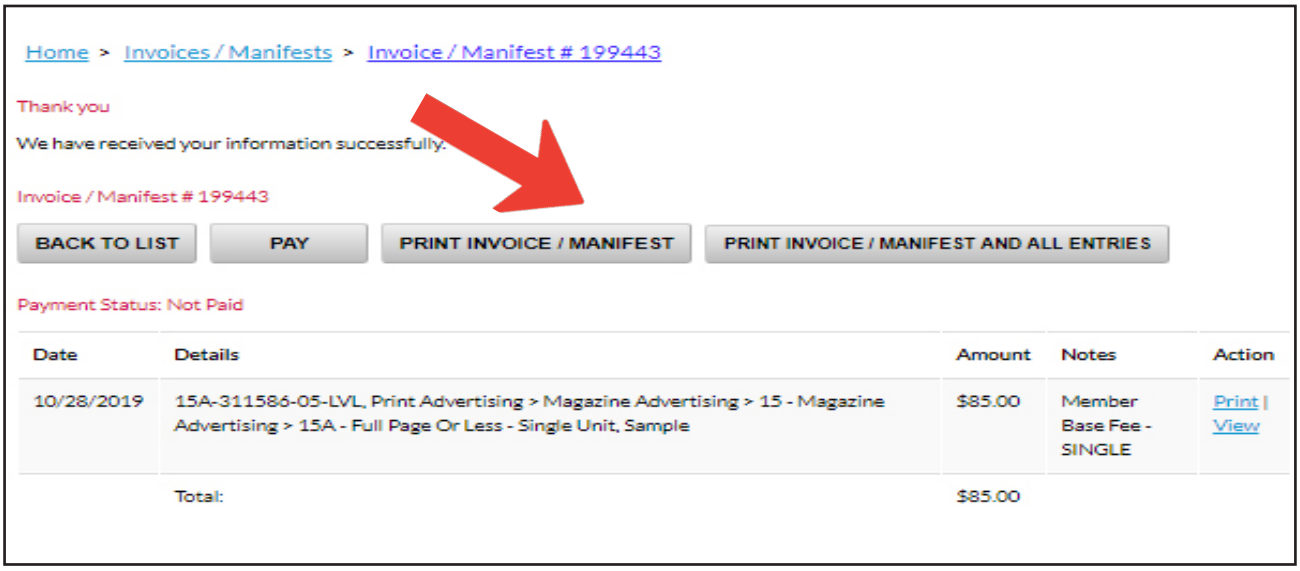
Click ***Process*** to submit and complete the online entry process. *Note: You will not be able to make changes after submitting your entry.*



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STEP 9: PRINT FORMS

- PRINT MANIFEST - Click *Print Invoice/Manifest* to print out the MANIFEST. The manifest will also be your invoice or, if paid online, your receipt.

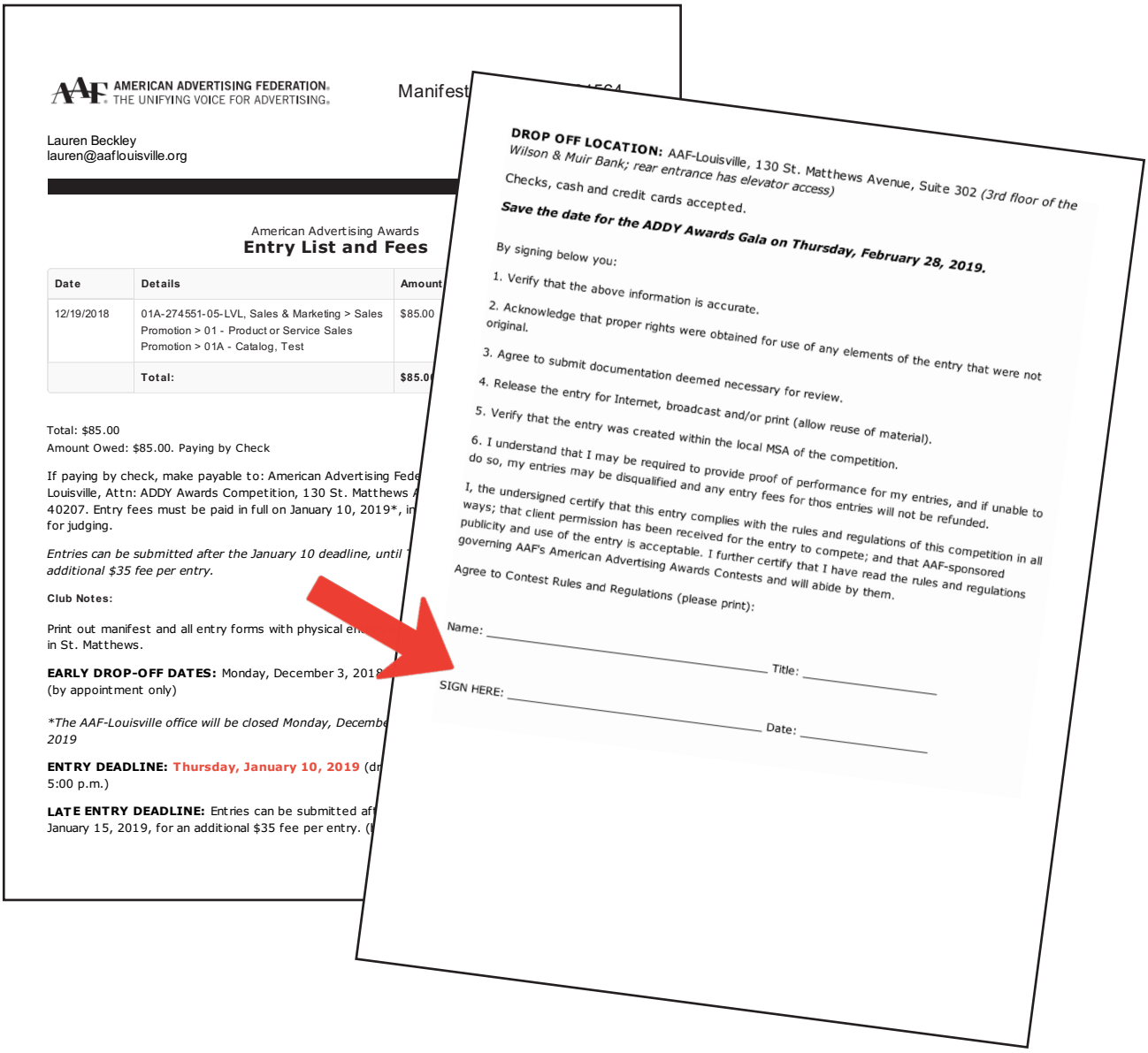


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STEP 10: MANIFEST

- MANIFEST - You must SIGN and SUBMIT the MANIFEST form with your entries.

PRINT out the MANIFEST, SIGN it, SCAN it and EMAIL it to Awards@aaflouisville.org.



AMERICAN ADVERTISING FEDERATION
THE UNIFYING VOICE FOR ADVERTISING

Manifest

Lauren Beckley
lauren@aaflouisville.org

American Advertising Awards
Entry List and Fees

Date	Details	Amount
12/19/2018	01A-274551-05-LVL, Sales & Marketing > Sales Promotion > 01 - Product or Service Sales Promotion > 01A - Catalog, Test	$85.00
	Total:	**$85.0**

Total: $85.00
Amount Owed: $85.00. Paying by Check

If paying by check, make payable to: American Advertising Fede
Louisville, Attn: ADDY Awards Competition, 130 St. Matthews A
40207. Entry fees must be paid in full on January 10, 2019*, in
for judging.

*Entries can be submitted after the January 10 deadline, until
additional $35 fee per entry.*

Club Notes:

Print out manifest and all entry forms with physical en
in St. Matthews.

EARLY DROP-OFF DATES: Monday, December 3, 2018
(by appointment only)

**The AAF-Louisville office will be closed Monday, Decembe
2019*

ENTRY DEADLINE: **Thursday, January 10, 2019** (dr
5:00 p.m.)

LATE ENTRY DEADLINE: Entries can be submitted af
January 15, 2019, for an additional $35 fee per entry. (

DROP OFF LOCATION: AAF-Louisville, 130 St. Matthews Avenue, Suite 302 *(3rd floor of the Wilson & Muir Bank; rear entrance has elevator access)*

Checks, cash and credit cards accepted.

Save the date for the ADDY Awards Gala on Thursday, February 28, 2019.

By signing below you:

1. Verify that the above information is accurate.
2. Acknowledge that proper rights were obtained for use of any elements of the entry that were not original.
3. Agree to submit documentation deemed necessary for review.
4. Release the entry for Internet, broadcast and/or print (allow reuse of material).
5. Verify that the entry was created within the local MSA of the competition.
6. I understand that I may be required to provide proof of performance for my entries, and if unable to do so, my entries may be disqualified and any entry fees for thos entries will not be refunded.

I, the undersigned certify that this entry complies with the rules and regulations of this competition in all ways; that client permission has been received for the entry to compete; and that AAF-sponsored publicity and use of the entry is acceptable. I further certify that I have read the rules and regulations governing AAF's American Advertising Awards Contests and will abide by them.

Agree to Contest Rules and Regulations (please print):

Name: _____ Title: _____

SIGN HERE: _____ Date: _____

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VIRTUAL ENTRY ONLY

- DO NOT submit a printed entry form or envelope.



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ENTRY TIPS

- UPLOAD FILE SIZE - there is no maximum file size for uploads.
- UPLOADS FOR PRINT - additional uploads for print will be available. The judges will be scoring based on the information included in these uploads. You may upload a video of printed pieces.
- There are no guidelines on how to prepare the files. It is completely up to you to decide how you want to present the artwork to the judges.
- CAMPAIGN entries must enter at least two (2) executions but no more than four (4) executions.
- INTEGRATED CAMPAIGNS must contain two (2) to six (6) media with one (1) to four (4) executions in each media. Maximum executions is ten (10) per campaign. *Example: 3 PRINT, 4 BROADCAST, 3 INTERACTIVE.*
- MULTIPLE CATEGORIES - To have an entry judged in more than one category it must be entered in each category separately.

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ENTRY TIPS

- CONTACT INFORMATION - Notifications will be sent to the ENTRANT'S email address. Make sure this email address will be valid throughout the process. Notifications go out as late as June. If the email address is no longer valid you will not receive the Silver Advancement Notification emails that are sent by district and national.

  Student Permanent Address - we know students move but we need a physical mailing address where we would mail any awards you may win as late as June.

- ENTRY TITLES - This is an entry title, not an entry synopsis. Keep it short. Remember it may very well need to be printed on an award.

- MULTIPLE TITLES - If you have an entry entered in multiple categories, do not use the same entry title in each category. Create a different title for each category so when notified that you have won such-and-such you do not have to ask "which category did that win in"?

~~The Big Deal~~	The Big Deal - Cinematography
~~The Big Deal~~	The Big Deal - Music
~~The Big Deal~~	The Big Deal - Voiceover
~~The Big Deal~~	The Big Deal - Sound Design
~~The Big Deal~~	The Big Deal - Copywriting

- ENTRY FORMS - Keep in mind that what and how you enter information on the entry form matters. All information is pulled from the system. Information typed in all lower case will appear that way on awards, in the winners book, and in the awards show.

- MEDIA COUNTS - It is very important for campaign categories that you indicate the Media Counts for each medium of the campaign. This ensures that all elements of the campaign are scored.

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ENTRY TIPS

- ELEMENTS OF ADVERTISING - **LOGO**
  When entering logos a sample of usage MUST be included.

  A short description of the logo may also be provided.



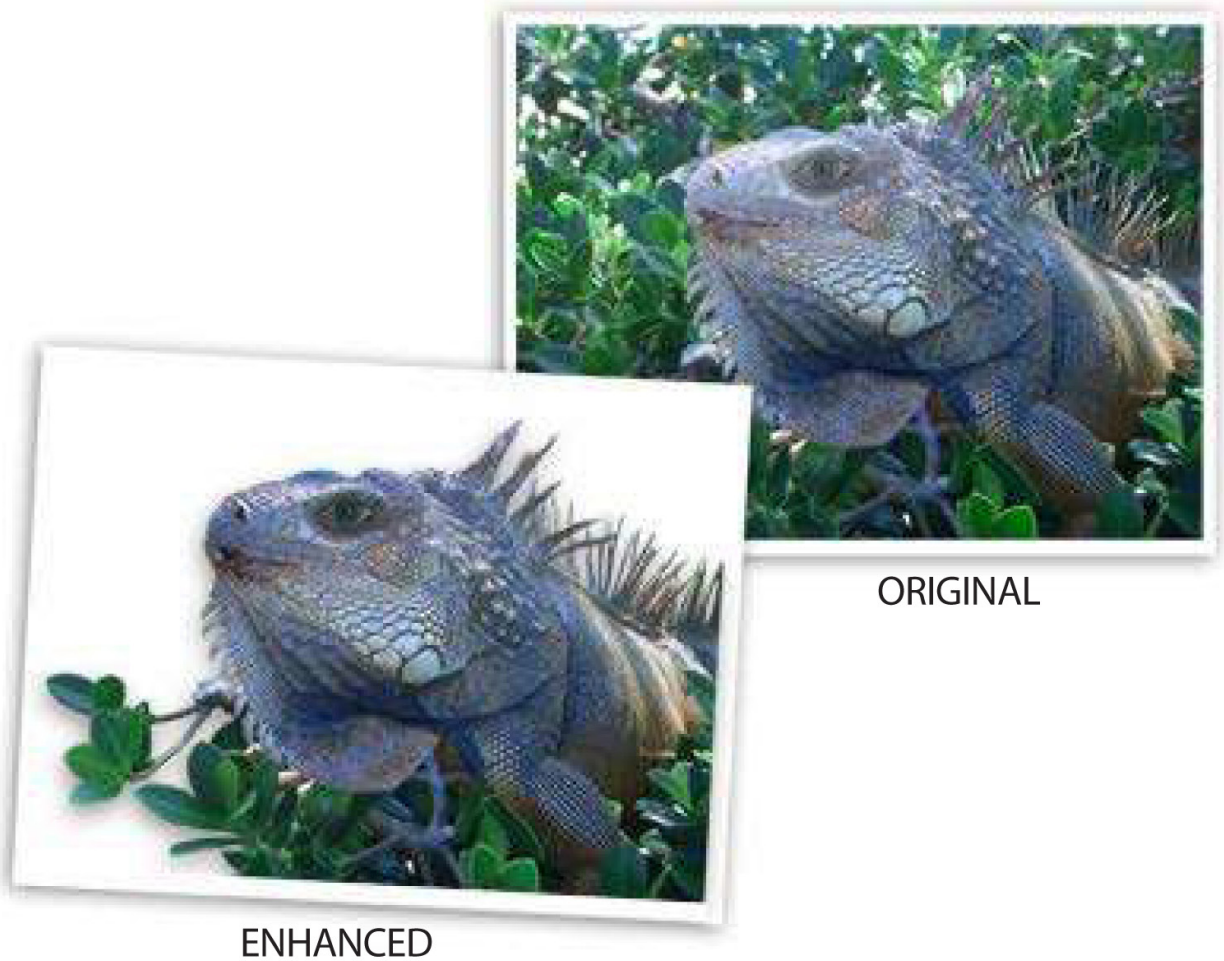


ENTRY TIPS

ELEMENTS OF ADVERTISING - DIGITALLY ENHANCED PHOTOGRAPHY

When entering digitally enhanced photos, the original photo MUST be provided so the judges can see what was changed.

Simply color correcting a photo does not qualify it as a digitally enhanced photo.



ORIGINAL

ENHANCED

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ENTRY DEADLINES

- No physical entry submissions! The entry and judging process will be virtual. Please be sure to have all entries submitted online by the dates below.

ENTRY DEADLINE

- **Tuesday, January 11, 2027**
  Entries must be submitted no later than 5:00 p.m.

LATE ENTRY DEADLINE

- Entries can be submitted after the January 11 deadline, until Thursday, January 14, 2027 at 5:00 p.m., for an additional $35 fee per entry.

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QUESTIONS

If you have any questions please contact the AAF-Louisville office:
P: 502-895-2500
E: Awards@aaflouisville.org

Thank you for your support of AAF-Louisville and the American Advertising Awards.

Good luck!