

Get Discovered! You're a Star!



NEW JERSEY
The New Jersey Communications Advertising & Marketing Association
cam

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ASTRA AWARDS
2011 CALL FOR ENTRIES
ENTRY DEADLINE: MARCH 21, 2011

www.NJCAMA.org

Enter the 2011 ASTRA Awards and watch your star rise! You give your best every day to meet and transcend strategic and creative challenges. On one special day of the year, we honor the area's top professionals at the New Jersey Communications, Advertising and Marketing Association (NJ CAMA) 2011 ASTRA Awards!

Launch excitement into your business and propel your clients' success into the stratosphere. ASTRA Award winners span all marketing communications disciplines, from innovative designs and websites, to social media and outside-the-box marketing and public relations solutions. Take home an ASTRA and watch your brand grow along with your clients' recognition in this competitive marketplace.

Any individual, company or organization engaged in the creation of advertising, communications and marketing in New Jersey is eligible to enter their best work from 2010. There is no limit to the number of entries a person or organization may enter as long as the work appeared, aired or was published for the first time between Jan. 1 and Dec. 31, 2010.

Mark your calendars and jet to the big event on Wed., June 8, 2011, at Jasna Polana in Princeton. Need more information? Email astras@njcama.org.

ELIGIBILITY

All entries must have been conceived and created within New Jersey or for companies in New Jersey. (Either the agency or organization marketed must be based in New Jersey). All entries must have appeared, aired or been published for the first time in the media between January 1, 2010 and December 31, 2010.

Entries will not be returned. All entries submitted in the competition, with the exceptions of Public Service advertising, industry (advertising) Self-Promotion and Dashed Dreams, must have been created and disseminated in the normal course of business, whereby the advertiser has paid for the media placement. Entries which meet the criteria of public service or industry self-promotion can only be entered in these categories. See category descriptions for further details.

WHERE TO SEND ENTRIES:

NJ CAMA ASTRA ENTRIES
c/o Merrill Lynch, ATTN: Larry Trink
1700 Merrill Lynch Drive, 1st floor
Pennington, NJ 08534
Phone: 609-274-7257

ENTRIES MUST:

1. Meet all eligibility requirements
2. Be submitted in the correct category
3. Be correctly identified
4. Include a completed and signed entry form
5. Conform to defined mounting and submission requirements
6. Conform to all applicable copyright laws

Entries not meeting these requirements will be disqualified from the competition.

AWARDS

Gold ASTRA Awards may be awarded in each category of competition at the discretion of the judges. Second place Silver ASTRA Awards may also be awarded in each category of the competition at the discretion of the judges. All decisions of the judges are final.

ENTRY IDENTIFICATION

The Category number (and letter where applicable) must appear in the top right corner on the face of all mounted entries or on the television or radio CD/jump drive container. Include this information on each component of a multi-media campaign. No other information should appear on the face of entries.

ENTRY FEES

NJ CAMA Members - \$60 per entry • Non-Members - \$90 per entry

DISCOUNT INCENTIVES FOR NJ CAMA MEMBERS:

Enter 5 for \$300 and your 6th entry is **FREE**

Enter 10 for \$600 and your 11th and 12th entries are **FREE**

2011 NJ CAMA MEMBERSHIP FEES

Individual Membership \$100 • Company Membership \$225

Checks should be made payable to ASTRA AWARDS-NJ CAMA. Entry fee must accompany entry. Entries received without payment will be disqualified. Winners will be notified prior and will be honored on Wednesday, June 8, 2011 at Jasna Polana in Princeton, NJ.

ENTRY FORMAT

- **PRINT ENTRIES** (Including Out-of-Home, Magazine, Newspaper, Business/Trade Publications) must be submitted in the following format: Mount all single entries on 20" x 30" black mounting board. For campaign entries, if more than one board is needed, securely hinge/fasten them together vertically (bottom taped to top of next board, etc.). Single medium campaign entries must include at least two, but no more than three, components. If an entry is larger than 20" x 30", mount an 8" x 10" glossy photo on black mounting board. Affix entry form to the back of the mounting board in upper right-hand corner.
- **COLLATERAL** Single entries may be submitted in one of the following formats:
 1. Submit one 8" x 10" photo on 20" x 30" black mounting board.
 2. Submit one sample mounted on 20" x 30" black mounting board. Affix entry form to the back of the mounting board in upper right-hand corner.
 3. Submit one sample with entry form affixed to the bottom or back of the sample.
- **COLLATERAL CAMPAIGN ENTRIES** May be submitted in one of the following formats:
 1. Submit 8" x 10" photos on 20" x 30" black mounting board. If more than one board is needed, securely hinge/fasten them together.
 2. Submit samples mounted on 20" x 30" black mounting board. If more than one board is needed, securely hinge/fasten them together. Affix entry form to the back of the mounting board in upper right-hand corner.
 3. Submit one sample with entry form affixed to the bottom or back of the sample. Ship all samples together. Single medium campaign entries must include at least two, but no more than three, components.
- **BROADCAST ENTRIES** Submit radio commercials/audio entries on CD or USB flash drive. Submit television commercials/video entries in DVD format. Use a separate DVD for each single entry. For campaign entries, enter all components on one DVD. Label each DVD with the category, agency and advertiser and, for campaign entries, the number of spots in the campaign. Affix entry form to the case. Single medium campaign entries must include at least two, but no more than three, components. Sales Presentations may include up to a representative 5 minutes in length. Transfer all Sales Presentation entries to DVD format only.
- **MULTIPLE MEDIA CAMPAIGNS** Must use at least two, but no more than six, media. The maximum number of components per medium is three, and the total number of components in the multi-media entry must not exceed six. Television and radio components of campaigns may be no longer than 60 seconds each. All the components of a campaign must be shipped together. Label each component with the number of the total for each campaign, (i.e., #1 of 6, #2 of 6, #3 of 6...). Refer to the appropriate entry format instructions for mounting and submission requirements.
- **ELECTRONIC ENTRIES** These will be judged online. For each entry, attach a separate sheet to the entry form listing the Web address (URL) where it can be viewed. If you are unable to supply a web address or URL, please supply 5 CDs with copies of each entry.

SALES PROMOTION

Given the nature of many of these categories, a pocket must be constructed and attached to the mounting board so that the entry is secured but can be easily removed for judging.

1. PRODUCT SALES PRESENTATION
 - A. Catalog
 - B. Sales Kit/Folder
 - C. Menu
2. PACKAGING
3. POINT-OF-PURCHASE
 - A. Display
 - B. Trade Show Exhibit
4. AUDIOVISUAL — Sales Presentation collateral material
5. STATIONERY PACKAGE
6. ANNUAL REPORT
 - A. For-Profit Organization
 - B. Non-Profit Organization
7. BROCHURE — FOR-PROFIT ORGANIZATION
 - A. Less than 8 pages
 - B. More than 8 pages
8. BROCHURE — NON-PROFIT ORGANIZATION
 - A. Less than 8 pages
 - B. More than 8 pages
9. NEWSLETTERS
10. MAGAZINE
 - A. Magazine
 - B. Cover only
 - C. Book jacket
11. POSTER
 - A. Single
 - B. Campaign
12. SPECIAL EVENT MATERIAL
 - A. Invitation
 - B. Card (i.e., Holiday/Birthday) or Announcement (i.e., Birth/Moving)
13. SPECIALTY ADVERTISING
 - A. Apparel or Merchandise direct marketing (Imprinted Materials—T-Shirts, Hats, Pens, Mouse Pads, etc.)
14. DIRECT MAIL — BUSINESS-TO-BUSINESS
 - A. Budget under \$5,000
 - B. Budget \$5,000+
15. DIRECT MAIL — BUSINESS-TO-CONSUMER
 - A. Budget under \$5,000
 - B. Budget \$5,000+
16. ECO-FRIENDLY DESIGN

OUT-OF-HOME

17. OUTDOOR BILLBOARD
18. MASS TRANSIT
 - A. Vehicle
 - B. Shelter

19. SITE
20. OUT-OF-HOME CAMPAIGN

BUSINESS/TRADE PUBLICATIONS ADVERTISING

21. FRACTIONAL PAGE
22. FULL PAGE
 - A. Less than Four-Color
 - B. Four-Color
23. SPREAD/MULTI-PAGE
24. CAMPAIGN

CONSUMER MAGAZINE ADVERTISING

25. FRACTIONAL PAGE
26. FULL PAGE
 - A. Less than Four-Color
 - B. Four-Color
27. SPREAD/MULTI-PAGE
28. CAMPAIGN

NEWSPAPER ADVERTISING

29. HALF PAGE OR LESS
30. MORE THAN HALF PAGE
 - A. Less than Four-Color
 - B. Four-Color
31. SPREAD/MULTI-PAGE
 - A. Less than Four-Color
 - B. Four-Color
32. CAMPAIGN
 - A. Less than Four-Color
 - B. Four-Color
33. INSERT/SUPPLEMENT

ELECTRONIC/DIGITAL

Entries will be judged based on overall visual design aesthetic and function, navigation/structure, copy/writing, homepage, use of animation or graphics/photography.

34. WEB BANNER ADS
35. INTERACTIVE
 - A. On-Line or DVD-Based Package
 - B. Other
36. WEB DESIGN
 - A. Budget under \$15,000
 - B. Budget \$15,000 - \$50,000
 - C. Budget \$50,000+
37. ELECTRONIC NEWSLETTERS OR BROCHURES
38. E-MARKETING
 - A. Paid search programs
 - B. Integrated search programs
 - C. SEO program
39. WEBINARS

40. MOBILE MEDIA

- A. Flash Games/Advergames (games designed to promote a product/service)
- B. Flash Greeting Cards
- C. Ringtones/Screensavers/ Backgrounds for cell phones/ iPhone/Blackberry
- D. Applications

RADIO

41. LOCAL - Single
42. LOCAL - Campaign
43. REGIONAL/NATIONAL - Single Product/Service
44. REGIONAL/NATIONAL - Campaign

TELEVISION

45. LOCAL - Single
46. LOCAL - Campaign
47. REGIONAL/NATIONAL - Single Product/Service
48. REGIONAL/NATIONAL - Campaign
49. CABLE TELEVISION ADVERTISING

For this category, the cable television commercial must have been produced and/or aired in the New Jersey area.

MULTI-MEDIA CAMPAIGNS

Multi-Media Campaigns must use at least two, but no more than six, media. The maximum number of components per medium is three and the total number of components in the multi-media entry must not exceed six. Television and radio components of campaigns may be no longer than 60 seconds each.

50. BUSINESS-TO-BUSINESS
51. BUSINESS-TO-CONSUMER

SELF-PROMOTION MEDIA

52. SELF-PROMOTION

DESIGN/ADVERTISING ARTS

Submit entry in its purest form with sample of usage mounted on the back of the mounting board. For entries in categories 52 and 53, submit entries with a sample of usage. Entries will be judged based on use of copy, animation or graphics, photography, and the aesthetic and function of the overall visual design.

53. LOGO/TRADEMARK DESIGN - Include name of the company and a brief 6 word description
54. ILLUSTRATION-FLAT OR DIMENSIONAL
55. STILL PHOTOGRAPHY
56. VIDEO/FILM/ANIMATION/SPECIAL EFFECTS

PUBLIC SERVICE

Public service advertising is that which enlists public support or action in the solution or remedy of problems of common and/or general interest or concern. Public service advertising does not, as its primary mission, attempt to sell any tangible item, promote a corporate image or entice the consumer to an entertainment venue. The message of all public service advertising has as its goal the improvement/betterment of the public's health, education and/or welfare. Public service advertising must be entered in this Division and is not eligible in any other Division. Individual elements of public service entries may also be entered in the Design/Advertising Arts Division.

57. PUBLIC SERVICE

- A. Budget under \$5,000
- B. Budget \$5,000+

MARKETING

Defined as a plan including advertising, sales promotion or direct mail at the spending levels listed below. How to submit Marketing entries:

Each entry must include a maximum two-page summary describing the following aspects of the marketing program: campaign objectives, creative strategy, target audience, tactics and results. Sufficient back-up materials to evaluate the results of the program must also accompany each entry. You are permitted no more than 5 samples (back-up materials). Attach entry forms to the back of the summary.

58. MARKETING - Budget under \$50,000

59. MARKETING - Budget \$50,000+

60. SALES/MARKETING ALIGNMENT - Must demonstrate cooperation and results between sales strategy and marketing strategy; clearly state what metrics were used to determine success.

PUBLIC RELATIONS

Each entry must include a maximum two-page summary describing the research and background, objectives, strategies and execution, and evaluation of the program, as well as sufficient back-up material to evaluate the results of the program. Each entry must also include sufficient cost disclosure to ascertain the program's cost effectiveness. Attach entry forms to the back of the summary.

61. PUBLIC PROGRAMS - Programs designed to publicize client's product or service. Program cannot include advertising.

62. SPECIAL EVENTS AND OBSERVATIONS - Programs for commemorating anniversaries, conducting open houses or grand openings, observing national or local celebrations or other highly visible special events.

63. COMMUNITY RELATIONS -

Programs aimed at improving relations with people or organizations in communities in which the client has an interest, need or opportunity.

64. PUBLIC AFFAIRS - Programs affecting legislation, government regulation, political activities or candidacies, or local, state or federal government activities. (May include some advertising, but not as the primary focus of the program.)

65. BLOGS - Entries will be judged on overall navigation, appearance, tone and public interaction.

66. SOCIAL MEDIA CAMPAIGNS - Entries must demonstrate how Web 2.0 technologies (i.e. FaceBook, MySpace, Twitter, YouTube, etc.) were leveraged to create results.

67. PODCASTS - Submit a USB drive or hyperlink to the recorded podcast. Podcasts must be informational, not recorded sales pitches.

- A. B-to-B - 30 minutes or less
- B. B-to-B - 30+ minutes
- C. B-to-C - 30 minutes or less
- D. B-to-C - 30+ minutes

68. INTERNAL COMMUNICATIONS

- A. Newsletter or eNewsletter
- B. Brochure
- C. Annual Report

EXCELLENCE IN WRITING

Entries in this category will be judged ONLY on quality and creativity of copy, and effectiveness of overall message in reaching a target audience. Submit entries in a folder or binder. All entries (except speeches) must be submitted in their published format.

69. EXCELLENCE IN WRITING - Feature Story

70. EXCELLENCE IN WRITING - Speech

71. EXCELLENCE IN WRITING - Websites

DASHED DREAMS

Your chance to be recognized for great ideas which never went beyond the concept stage!

72. PRINT

73. RADIO

74. TV

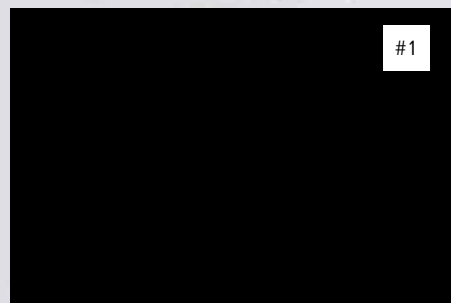
75. OTHER

JUDGING

Judging will be conducted by an independent panel of judges from outside our core trade area and selected for their expertise in communications, advertising and marketing.

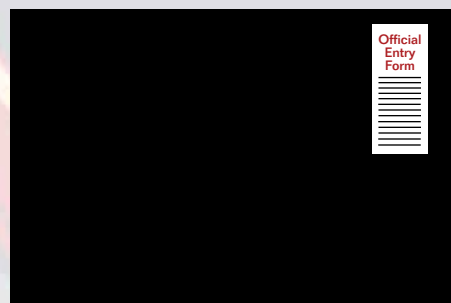
ENTRY EXAMPLE

Category number must be affixed to the front of each 20" x 30" black mounting board in the upper right-hand corner.



Front side of the 20" x 30" black mounting board

Affix entry form to the back of the mounting board in upper right-hand corner.



Back side of the 20" x 30" black mounting board

Credits:

ASTRA Co-Chairs 2011: Erin Higgins, Creative Marketing Alliance and Larry Trink, Merrill Lynch

Art: Creative Marketing Alliance

Project Management: Erin Higgins, Creative Marketing Alliance

Photography: Frank Peluso, Frank Peluso Photography

Video: Steve Lubetkin, Lubetkin Communications LLC, NJ CAMA Technology Chair

Public Relations: Nina Malone, Arbonne International, NJ CAMA Publicity Chair

Site: Erin Higgins, Creative Marketing Alliance

Trophies: Creative Marketing Alliance

Judging: Frank Peluso, Frank Peluso Photography

2011 Board of Directors: President, Lisa Kanda, ElKay Corporate Advisors, LLC; Treasurer/Secretary Stephanie Sharp, Sharp Designs; Astra Co-Chairs, Erin Higgins, Creative Marketing Alliance & Larry Trink, Merrill Lynch Wealth Management; Programs Chair, Beth Brody, Brody Public Relations; Membership Chair, Jennifer Pierce, Artist's Representative; Technology/Website Chair, Steve Lubetkin, Lubetkin Communications LLC; Publicity Co-Chairs, Nina Malone, Arbonne International & Gil Howard, Howardesigns; Sites, Roseanne Zack, Associated Mailing & Printing; Member-at-large, Ellie Patounas, ETS; Immediate Past President Bill Petzinger, ETS; Recording Secretary/Association Services, Bonni Clark, BAC Virtual Solutions

OFFICIAL ENTRY FORM

Please fill out this form and attach your check payment to it.

Make checks payable to:
ASTRA AWARDS-NJ CAMA

NUMBER OF ENTRIES MEMBERS	NUMBER OF ENTRIES NON-MEMBERS	TOTAL
Entries _____ x \$60/entry	_____ x \$90/entry	_____
Late Fee _____ x \$10/entry	_____ x \$10/entry	_____

Total Award Entry Fee \$ _____

MEMBER INCENTIVE: Enter 5 entries and receive the sixth entry **FREE**;
Enter 10 or more and receive 2 additional entries **FREE**

Total Number of **FREE** Entries _____

Total Entry Submissions _____

PLEASE PRINT CLEARLY

CONTACT NAME

COMPANY

EMAIL

ADDRESS

CITY

STATE

ZIP

PHONE

PLEASE CHECK ONE:

We are NJ CAMA Members: ☐ Yes ☐ No

We are joining NJ CAMA, enclosed is a separate check (payable to NJ CAMA) for our 2011 Annual Membership fee. Any questions please e-mail membership@njcama.org

☐ Company \$225 ☐ Individual \$100

*Individual membership will be listed for the contact person noted above.

ENTRY DEADLINE: Tuesday, MARCH 21, 2011

SHIP ENTRIES WITH FEES TO:

NJ CAMA ASTRA ENTRIES
c/o Merrill Lynch, ATTN: Larry Trink
1700 Merrill Lynch Drive, 1st floor
Pennington, NJ 08534
Phone: 609-274-7257

No freight charges will be paid by NJ CAMA. All entries become the property of NJ CAMA and will not be returned. Judges' decisions are final.

Late entries will be accepted until close of business, March 28, 2011.

Late Fee: An additional \$10 per entry.

Individual Entry Form

Please affix this portion to your entry per instructions under "Entry Format".

ENTRY CATEGORY:

CATEGORY NUMBER:

Is this entry a campaign? ☐ Yes ☐ No

IF YES, CIRCLE THE NUMBER OF COMPONENTS ENTERED IN EACH MEDIUM:

TV: 1 2 3 RADIO: 1 2 3 MAGAZINE: 1 2 3 NEWSPAPER: 1 2 3
OUTDOOR: 1 2 3 COLLATERAL: 1 2 3 WEB: 1 2 3 OTHER: 1 2 3

(Maximum of 3 per medium, total of 6 in all for multi-media campaigns.)

Copy to appear on award

Your Award will be filled out based on the following information. Please be accurate and complete. Awards and notifications are sent to the entrant.

Title or description of entry (maximum 50 characters w/spaces)

Submitting Organization (maximum 50 characters w/spaces)

Entry submitted by

Name:

Company:

E-mail Address:

Address:

City: State: Zip:

Phone:

Agency (If different from above):

Advertiser/Client:

City:

State:

Credits

Name:

Title:

Name:

Title:

Name:

Title:

Name:

Title:

Date this entry first appeared or was used:

City, State or Distribution Channel:

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 broadcast and/or print (allow reuse of material).
5. Understand that all entries become property of NJ CAMA and will not be returned.

Signature of Entrant:

Title: