

If your best  
creative stuff  
is stored in  
a cloud  
somewhere,  
it's time to  
download  
it and enter  
the 2012  
ASTRA Awards  
Competition.



njcam

# Call for entries

The ASTRA Awards give smart creative professionals an unprecedented opportunity to showcase what they do best - inform, persuade, inspire. It also provides a venue to share that work with your peers.

Through the ASTRA Awards, the New Jersey Communications, Advertising and Marketing Association (NJ CAMA) recognizes the top tier of the region's marketing and communications work. This work runs the gamut from print and web design to broadcast and social media to envelope-pushing marketing and public relations.

You spend your days, and nights, and weekends, expanding the creative horizon. Don't you deserve a night on the town? So get your head out of the clouds and your work on the awards floor. Submit your work to the 2012 ASTRA Awards and compete for the recognition you truly deserve.

Any individual, company or organization engaged in the creation of advertising, communications and marketing in New Jersey is eligible.

Number of entries? The sky's the limit! Did your work appear, air, or get published for the first time between January 1st and December 31, 2011? Bing! You're in!!

Pull up your calendar and pin that date — **July 11th, 2012, at Jasna Polana** in Princeton.

Need more information? Contact Erin Higgins at 609.297.2221 or [astras@njcama.org](mailto: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, 2011 and December 31, 2011.

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 Erin Higgins, Creative Marketing Alliance  
191 Clarksville Road, Princeton Junction, NJ 08550 | 609-297-2221

**Online entries** submitted through [website](#).

#### Entry deadline

June 8, 2012

#### 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**

#### 2012 NJ CAMA membership fees

Individual Membership \$100 • Company Membership \$225

[Click here](#) to access online payment form. Checks should be made payable to ASTRA AWARDS-NJ CAMA. Entry fee must accompany entry. Entries without payment will be disqualified. Winners will be notified prior and will be honored on Wednesday, July 11, 2012 at Jasna Polana in Princeton, NJ.

#### Entry Format

**Print entries** 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** These may be submitted via website URLs. Specify URL on entry form or 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 should be submitted online via links to a website. Site may be live or created specifically for judging. Specify URL on entry form.

**Print**

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. CATALOG
2. MENU
3. STATIONERY PACKAGE
4. ANNUAL REPORT
  - A. For-Profit Organization
  - B. Non-Profit Organization
5. BROCHURE: NON-PROFIT ORGANIZATION
  - A. Less than 8 pages
  - B. More than 8 pages
6. BROCHURE: FOR-PROFIT ORGANIZATION
  - A. Less than 8 pages
  - B. More than 8 pages
7. NEWSLETTER
8. MAGAZINE
  - A. Magazine
  - B. Cover only
  - C. Book Jacket
9. POSTER
  - A. Single
  - B. Campaign
10. SALESKIT/FOLDER
11. DIRECT MARKETING
  - A. B to B less than \$5,000
  - B. B to B more than \$5,000
  - C. B to C less than \$5,000
  - D. B to C more than \$5,000

**Out of Home**

12. OUTDOOR BILLBOARD
13. MASS TRANSIT
  - A. Vehicle
  - B. Shelter
14. OUT-OF-HOME CAMPAIGN

**Business/Trade Publications Advertising**

15. FRACTIONAL PAGE
16. FULL PAGE
  - A. Less than Four-Color
  - B. Four-Color
17. SPREAD/MULTI-PAGE
18. CAMPAIGN

**Consumer Advertising - Magazine**

19. FRACTIONAL PAGE
20. FULL PAGE
  - A. Less than Four-Color
  - B. Four-Color

21. SPREAD/MULTI-PAGE
22. CAMPAIGN

**Consumer Advertising - Newspaper**

23. HALF PAGE OR LESS
24. MORE THAN HALF PAGE
  - A. Less than Four-Color
  - B. Four-Color
25. SPREAD/MULTI-PAGE
  - A. Less than Four-Color
  - B. Four-Color
26. CAMPAIGN
  - A. Less than Four-Color
  - B. Four-Color
27. 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.

28. WEB BANNER ADS
29. WEB DESIGN
  - A. Budget under \$15,000
  - B. Budget \$15,000 - \$50,000
  - C. Budget \$50,000+
30. ELECTRONIC NEWSLETTERS OR BROCHURES
31. E-MARKETING
  - A. Paid search programs
  - B. Integrated search programs
  - C. SEO program
32. WEBINARS
33. MOBILE MEDIA
  - A. Flash Games/Advergimes (games designed to promote a product/service)
  - B. Ringtones/Screensavers/Backgrounds for cell phones/iPhone/Blackberry
  - C. Applications

**Radio**

34. LOCAL SINGLE
35. LOCAL CAMPAIGN
36. REGIONAL/NATIONAL SINGLE
37. REGIONAL/NATIONAL CAMPAIGN

**Television**

38. LOCAL SINGLE
39. LOCAL CAMPAIGN
40. REGIONAL/NATIONAL SINGLE
41. REGIONAL/NATIONAL CAMPAIGN
42. CABLE TELEVISION ADVERTISING
 

(The cable television commercial must have been produced and/or aired in the New Jersey area.)

**Video**

43. UP TO 3 MINUTES
44. 3 MINUTES AND ABOVE
45. INFOMERCIAL
46. CORPORATE VIDEO (business/employee)
47. INTERNET PROMO

**Display**

48. POINT OF PURCHASE DISPLAY
49. TRADESHOW EXHIBIT
50. KIOSK
51. PRODUCT PACKAGING

**Specialty Advertising**

52. EVENT INVITATION
53. CARD/ANNOUNCEMENT
54. APPAREL/MERCHANDISE (T-shirts, Hats, Pens, Mouse Pads, etc.)

**Eco-Friendly**

55. DESIGNS
56. GREEN CAMPAIGNS

**Multi-Media Campaign**

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.

57. BUSINESS-TO-BUSINESS
  - A. Budget under \$15,000
  - B. Budget \$15,000+
58. BUSINESS-TO-CONSUMER
  - A. Budget under \$15,000
  - B. Budget \$15,000+

**Self-Promotion Media**

59. 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 this category, 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.

60. LOGO/TRADEMARK DESIGN - Include name of the company and a brief 6 word description
61. ILLUSTRATION-FLAT OR DIMENSIONAL
62. STILL PHOTOGRAPHY
63. 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.

64. 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.

65. MARKETING - Budget under \$50,000
66. MARKETING – Budget \$50,000+
67. 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.

68. PUBLIC PROGRAMS - Programs designed to publicize client's product or service. Program cannot include advertising.
69. 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.
70. COMMUNITY RELATIONS - Programs aimed at improving relations with people or organizations in communities in which the client has an interest, need or opportunity.
71. 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.)
72. BLOGS – Entries will be judged on overall navigation, appearance, tone and public interaction.
73. SOCIAL MEDIA CAMPAIGNS – Entries must demonstrate how Web technologies (i.e. FaceBook, LinkedIn, Twitter, YouTube, etc.) were leveraged to create results.
74. PODCASTS – Submit via URL 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
75. 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.

76. EXCELLENCE IN WRITING – Feature Story
77. EXCELLENCE IN WRITING – Speech
78. EXCELLENCE IN WRITING – Websites

## Dashed Dreams

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

79. PRINT
80. RADIO
81. TV
82. OTHER



## Credits

**ASTRA Chair 2012:** Erin Higgins, Creative Marketing Alliance

**Design:** Steve Williams, The Steve Williams Design Office

**Copy:** Dennis Nobile, Nth Degree Media

**Project Management:** Erin Higgins, Creative Marketing Alliance

**Photography:** Frank Peluso, Frank Peluso Photography

**Public Relations:** Bill Cook, Trenton Thunder

**Site:** Erin Higgins, Creative Marketing Alliance

**Trophies:** Creative Marketing Alliance

**Judging Chair:** Frank Peluso, Frank Peluso Photography

**2012 Board of Directors:** President, *Larry Trink, Merrill Lynch Wealth Management Advisors, LLC*; EVP and ASTRA Chair, *Erin Higgins, Creative Marketing Alliance*; Treasurer, *Jeff Creekmore, Merrill Lynch*; Secretary, *Frank Peluso, Frank Peluso Photography*; Programs Chair, *Beth Brody, Brody Public Relations*; Membership Chair, *Karen Bogan, ETS*; Website Chair, *Matt Kulcsar, Creative Marketing Alliance*; Social Media Chair, *Steve Lubetkin, Lubetkin Communications, LLC*; Sites, *Dana Hutchins, Inforest Communications*; Member-at-large, *Ellie Patounas, ETS* and *Lisa Kanda, Elkay Advisors*

## 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.

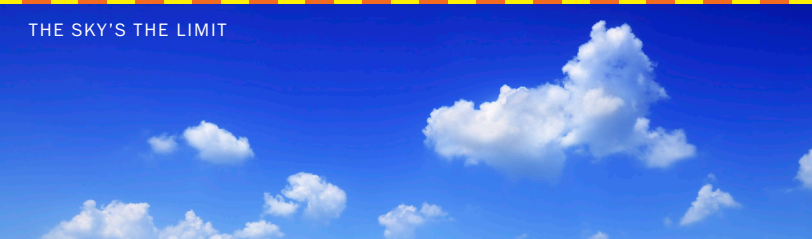


Front side of the 20" x 30" black mounting board

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



**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	_____
<b>Total Award Entry Fee \$ _____</b>		

**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: Friday, June 8, 2012**

SHIP ENTRIES WITH FEES TO:

NJ CAMA ASTRA ENTRIES  
 c/o Erin Higgins, Creative Marketing Alliance  
 191 Clarksville Road, Princeton Junction, NJ 08550  
 Phone: 609-297-2221

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, June 15, 1012.**

**Late Fee: An additional \$10 per entry.**



**INDIVIDUAL ENTRY FORM**

Complete this form for each entry whether submitting online or via boards samples. Follow instructions under "Entry Format" for attaching this form to materials.

\_\_\_\_\_  
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.)

URL if submitting online: \_\_\_\_\_

**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

\_\_\_\_\_  
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 rights were obtained for use of any elements of the entry that weren't 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