



The 2020 Creative Awards

Official Rules

HOW TO ENTER

Submit a digital entry through the Judgify website by midnight May 1, 2020. Due to COVID-19, physical submissions are not allowed for 2020.

Using Judgify, you will be able to save multiple submissions and return to them at your leisure. Your online submissions must be completed and submitted by May 1st at midnight.

Register Your Account

Click the green 'Submit an Entry' button at the top right to get started. Register for an account using your contact information and email address. Once you have an account with Judgify, you will be able to save multiple submissions and return to them at your leisure. Log-in to get started submitting.

Create Your Entry

Click the green 'Submit New Entry' button once logged in.

- Select the Award Category you would like to enter.
- Provide the required project information.
- Enter a brief project description: Provide details that will help judges understand your work – consider describing the brief, your approach, and/or the end result and impact. Please keep the word count under 100 words and do not mention your company/agency name within this description.
- You may save your in-process submission to edit later by clicking 'Save as Draft.'
- You can access drafts of entries by clicking 'View/Edit Draft' once logged in.
- Once you are happy with your submission details, click 'Submit' to save it to your cart. Repeat this process for all other submissions. Your submissions will be saved under your profile until you are ready to submit and pay.
- **Important:** Please do not click 'Proceed to Payment' on your cart view, until ALL of your entries are entered and you are completely ready to enter your work. You will not be able to edit your number of entries after you click 'Proceed to Payment'. See pg. 3 for complete details.

File Upload Guidance

- Only one ZIP file per entry will be accepted, maximum upload size 50MB.
- In your ZIP file, we will only accept JPGs, PDFs, MP3, and MOV files.
- Images must be 150dpi or greater (suggested 300dpi, 2400px wide × 1350px tall).
- Videos must be 720p or greater. Please do not submit 4k content.
- Files must be named as such:
AwardCategory#_ProjectName_Agency/Freelancer. This includes the ZIP folder and any files inside, which can be named sequentially ...1/3, 2/3, etc.
- If any of the above parameters are not followed the entry may not be considered.

Once you have entered all of your submissions, please click 'Checkout'. Entries will not be considered complete without payment.

ENTRY FEES

- **Ad Club Member:** \$30 per entry (previously \$40)
- **Non-member:** \$70 per entry (previously \$80)
- **Student:** \$20 per entry - Student ID required

How to Get Ad Club Member Discounted Rate

In early March, Ad Club Members received an email from info@adclubwm.org containing a unique, member-specific promo code. Members must use this unique code when they are ready to check out to activate their discounted entry rate.

This unique promo code is tied directly to each Ad Club member's name in our system; if entries are received using a promo code that does not match membership information, non-matching entries may be disqualified. If you did not receive your member promo code, please leave us a voicemail at 413-342-0533 or email info@adclubwm.org.

SUBMITTING PAYMENT

Do not proceed to payment before you have (1) entered ALL of your submissions, and (2) confirmed your content is complete and correct. Once you proceed to payment, you will not be able to go back and delete entries.

Paying as a non-member: Once you have ensured that ALL work is entered correctly and you are completely ready to pay online, click 'Proceed to Payment' from your cart/Draft Entries page. Your subtotal will appear on the next page. Complete your payment online and you will receive separate 'Payment Pending' and 'Payment Complete' emails for your records.

Paying as an Ad Club Member: To enter your member discount code, ensure that ALL work is entered correctly and you are completely ready to pay online (there is no going back to edit your work or to pay later after you enter your code).

- **Step 1:** On the cart/Draft Entries view of the website. Click the blue text, "Got a promotional code? Enter it here".

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Entries Deadline 03-Apr-2020 10:59 PM (GMT -6:00) 35 Days left

My Profile Submit a New Entry

Draft Entries (1)

Status	Project Name	Category
Ready For Payment	21 Seeds	3102 - Series of packages or a packaging line. 3+ examples

Got a promotional code? Enter it here Proceed to Payment

Once you are ready to submit ALL entries and pay, click 'Got a promotional code?' to enter your Ad Club code.

Submitted Entries (0)

- **Step 2:** Once you have typed in your code, hit the 'enter' key on your keyboard (please hit the 'enter' key rather than *clicking* 'Proceed to Payment' – if you click 'Proceed to Payment' your discount will not apply). Your subtotal will appear on the next page, reflecting your discounted member rate.

Enter your promotional code: Proceed to Payment Cancel

Enter your unique promo code and hit the 'enter' key once your keyboard (do not *click* Proceed to Payment). DO NOT do this until all your work is entered and you are prepared to pay.

- **Step 3:** Complete your payment online and you will receive separate 'Payment Pending' and 'Payment Complete' emails for your records.

Online Payment: You can pay for your submissions using any major credit card, processed online through PayPal. A PayPal account is not required. Once you have successfully paid, you will receive a 'Payment Complete' email.

Paying via Check: If paying by check, proceed to pay for your work online and click the 'Cheque' as your form of payment. You will receive a 'Payment Pending' email detailing your entries and costs – please mail a copy of that email with your check. Make checks payable to: Ad Club of Western MA and mail to: P.O. Box 1022, West Springfield, MA 01090-1022. Checks must be postmarked by the submission deadline. Once we receive your payment, you will receive a 'Payment Complete' email.

Students are required to submit a Student ID to activate their discounted rate. Please leave us a voicemail at 413-342-0533 or email info@adclubwm.org.

GENERAL COMPETITION RULES

Judges will assess each work on the basis of its own merit, rather than compared to other submissions.

The Ad Club reserves the right to transfer entries into the categories deemed most relevant to the content and medium of the submission. The decision of the Creative Awards Judges panel is final.

The Ad Club is not responsible for damage or loss of any entry. All entrants grant the Ad Club the right to reproduce work selected in the Design Competition in materials used to promote the awards, the competition and/or future related promotions.

Refund Policy:

All entry submissions are final and entry fees are nonrefundable.

Notification of Awards:

Award recipients will be notified within the week preceding the Advertising Club's awards announcement. The level of award will not be communicated to recipients until the digital reveal.

Optional Physical Submissions:

Due to COVID-19, we are not able to accept physical submissions for the 2020 year.