

**ADCLUB**  
OF WESTERN MASS  
**The 2021 Creative Awards**  
*Official Rules*

## **HOW TO ENTER**

Submit a digital entry through the Judgify website by midnight August 5, 2021. Physical submissions are not required for 2021.

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 August 5, 2021 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 ready to enter your work, click 'Submit'

### **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. 1
- 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 & PAYMENT

Below are the rates valid for the 2021 Creative Awards:

- **Ad Club Member:** \$40 per entry
- **Non-member:** \$80 per entry
- **Student:** \$20 per entry - Student ID required

**Paying Online:** Payments can be made online via Paypal. In early March, Ad Club Members will receive an email from [info@adclubwm.org](mailto:info@adclubwm.org) containing a unique, member-specific promo code. Members must use this unique code to activate their discounted entry rate at checkout. 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](mailto:info@adclubwm.org).

**Paying via Check:** If paying by check, submit your work online and send a copy of the invoice with the 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. No discount code is required when submitting by check.

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](mailto: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, physical or digital. 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:**

Finalists will be notified no earlier than one week prior to the Creative Awards taking place September 16, 2021. The level of award will not be communicated to recipients until the night of the event.

**Optional Physical Submissions:**

Digital submissions are the preferred way of submitting to the 2021 Creative Awards. Entrants also have the option to deliver physical, produced samples of work for evaluation by our Judges.

A physical submission will not make an item more or less likely to win an award over a digital-only submission.

- Optional physical submission would be of a physical, produced item – NOT physical photos of an item mounted to matte board. For example, you may submit a wine bottle you designed; you MAY NOT submit photographs of a wine bottle mounted to a matte board. Images mounted to a matte board will not be considered.
- Physical pieces WILL NOT be displayed at the award show itself – they are for Judges' evaluation ONLY and will not be returned.

If submitting a physical item, print out your paid submission receipt for the item and attach it to your physical submission. Deliver or mail to:

The Advertising Club of Western Mass  
c/o WWLP-22News  
Attn: Kelly McGiverin  
1 Broadcast Center  
Chicopee, MA 01013