

PLEASE NOTE: REQUIREMENTS FOR ENTRIES VARY FOR EACH MEDIUM. PLEASE MAKE SURE THAT YOU READ AND FOLLOW THE DIRECTIONS FOR EACH MEDIUM THAT YOU ARE SUBMITTING AN ENTRY FOR.

## IMPORTANT NOTE REGARDING ENTRY INFORMATION AND CREDITS

The data that you submit during the entry process will be used for all Key Arts Awards materials and events, including, but not limited to, press releases, websites, awards shows, festival literature, statue nameplates and the Key Arts Awards Annual.

Please make sure that you enter all information and credits completely and accurately when submitting an entry so that all contributors are properly recognized for their efforts.

Key Arts Awards is NOT responsible for errors or omissions of information and/or credits.

## MEDIA REQUIREMENTS

Entry media can be submitted digitally through this website.

- For entries in the Audio/Visual & A/V Technique mediums, please upload the content ONLY.
- Do NOT include bars, slate or black.
- This is the preferred spec for your movie file uploads:
  - Resolution: 640 x 480 pixels (minimum)
  - File type: .mov
  - Compression: h264
  - Sound: AAC 44khz
  - File size: up to 60 MB
- Still image requirements for all JPG files; High resolution RGB JPG with a minimum size of approximately 2400 x 3000 pixels.
- If the work requires multiple images, upload each image as a separate

## MEDIUMS:

Mediums refer to the type of media used to promote a product and include the following:

- Audio/Visual & A/V Technique
- Collateral
- Display
- Innovative Media
- Integrated Campaign
- Interactive
- Out of Home
- Packaging
- Print & Print Technique
- Public Relations
- Radio

Entrants must select a medium before selecting entry types or categories.

## ENTRY TYPES:

Entry types refer to the product which is being promoted and not the medium or venue of promotion. There are four entry types for the Key Art Awards:

- Theatrical - This refers to movie titles released in theaters.
- Broadcast - This refers to TV show titles airing on network or cable channels.
- Home Entertainment - This refers to any theatrical, broadcast or direct-to-video titles released for rental or purchase on Blu-ray or DVD, on-demand or online.
- Games - This refers to all games for sale, rent or subscription that are produced for consoles, handheld devices, mobile devices or online.

## ENTRY MEDIUM DESCRIPTIONS

**AUDIO/VISUAL** *Single or Campaign (2 or more ads)*

Entries in this medium include all moving image advertising. This includes, but is not limited to: trailers, TV spots, viral videos and teasers.

*Entry types:* Theatrical, Broadcast, Home Entertainment, Games

## A/V TECHNIQUE

Entries in this medium include all moving image advertising and the specific craft of its production. This includes, but is not limited to: trailers, TV spots, viral videos and teasers.

*Entry types:* Theatrical, Broadcast, Home Entertainment, Games

**COLLATERAL** *Single or Campaign (2 or more items)*

Entries in this medium are specific to the direct marketing of theatrical, broadcast, home entertainment or game releases targeted toward consumers. The goal is to solicit a response or further the brand's relationship to its intended audience.

*Entry types:* Theatrical, Broadcast, Home Entertainment, Games

**DISPLAY** *Single or Campaign (2 or more items)*

Entries in this medium (also referred to as Point-of-Purchase or Standee) are displays that promote a theatrical, broadcast, home entertainment or game release,

most commonly in retail outlets or movie theaters.

*Entry types:* Theatrical, Broadcast, Home Entertainment, Games

## **INNOVATIVE MEDIA**

Innovative Media includes work that uses a medium in a unique or especially creative manner.

*Entry types:* Theatrical, Broadcast, Home Entertainment, Games

## **INTEGRATED CAMPAIGN**

Consists of a minimum of three ads in at least three different mediums (i.e. A/V, Print, Out of Home, Display, Radio, Innovative Media, Interactive).

*Entry types:* Theatrical, Broadcast, Home Entertainment, Games

## **INTERACTIVE**

Interactive is generally considered any digital media that is connected to a user or gives the user the ability to interact through technology.

*Entry types:* Theatrical, Broadcast, Home Entertainment, Games

## **OUT OF HOME** *Single or Campaign (2 or more ads)*

Entries in this medium consist of any large-format advertising that reaches the consumer while they are outside of the home.

*Entry types:* Theatrical, Broadcast, Home Entertainment, Games.

## **PACKAGING** *Single or Campaign (2 or more items)*

Entries in this medium are for the graphical and or physical design of packaging for: titles previously released in theaters; titles previously broadcast on network or cable channels; direct-to-video titles; games.

*Entry types:* Home Entertainment, Games

## **PRINT** *Single or Campaign (2 or more ads)*

Entries in this medium include work typically referred to as One Sheets and Key Art as well as work appearing in published print media such as newspapers, magazines and similar press.

*Entry types:* Theatrical, Broadcast, Home Entertainment, Games

## **PRINT TECHNIQUE**

Entries in this medium include work typically referred to as One Sheets and Key Art as well as work appearing in published print media such as newspapers, magazines and similar press. The Technique medium is examining specific crafts involved.

*Entry types:* Theatrical, Broadcast, Home Entertainment, Games

## **PUBLIC RELATIONS**

Entries are open to for-profit and non-profit organizations that are involved in the management of information exchange between an organization and its public.

*Entry types:* Theatrical, Broadcast, Home Entertainment, Games

## **RADIO** *Single or Campaign (2 or more ads)*

Entries into this medium include all commercial radio advertising.

*Entry types:* Theatrical, Broadcast, Home Entertainment, Games

## **CAMPAIGNS**

Campaigns can be entered in the following Mediums:

- A/V
- Collateral
- Display
- Integrated Campaign
- Interactive
- Out of Home
- Packaging
- Print
- Radio

## **STUDENTS**

Students may enter the Key Art Awards in the following Mediums:

Single & Campaign

- A/V
- Display
- Innovative Media
- Integrated Campaign
- Interactive
- Out of Home
- Packaging
- Print

## **CATEGORIES:**

Categories describe the specific execution of the promotion within a medium. For instance, a promotion designed for the iPad may be categorized as an App under the Interactive medium. A promotion designed for the side of a bus may be categorized as Transit under the Out of Home medium.

## **AUDIO/VISUAL**

Entries in this medium include all moving image advertising. This includes, but is not limited to: trailers, TV spots, viral videos and teasers.

*Entry types:* Theatrical, Broadcast, Home Entertainment, Games.

## **Categories:**

- **Featurette** - Entries in this category typically include longer presentations such as “behind-the-scenes” or “first look” pieces and may be presented on multiple platforms.
- **Spot** - Entries in this category include live action, animated or computer generated commercials and trailers originally produced for network or cable television and typically include 15, 30 and 60-second spots.
- **In-Game Spot** - Entries in this category include game commercials utilizing actual gameplay for the majority of the spot and originally produced for network or cable television and typically include 15, 30 and 60-second spots.
- **Trailer** - Entries in this category include live action, animated or computer generated film or video originally produced for cinema or online advertising. These entries may be longer than typical television spots and typically run two-and-a-half minutes.
- **In-Game Trailer** - Entries in this category include game trailers utilizing actual

gameplay for the majority of the spot and originally produced for cinema or online advertising. These entries may be longer than typical television spots and typically run two-and-a-half minutes.

- **Teaser** - Entries in this category typically include shorter presentations and serve to “tease” the audience about an upcoming theatrical, broadcast, home entertainment or game release. They may be presented on multiple platforms.
- **Motion Poster** - Entries in this category are for moving image one sheets that may include motion graphics, video and audio. There is no standard time length for motion posters but they typically run from several seconds to as long as one minute.
- **Viral** - Entries in this category include film or video originally produced for online advertising and should not be a modified spot or trailer.
- **Other** - An entry in this category is for work that is not defined by any of the categories above. This may include mobile video and point-of-purchase video.

## AUDIO/VISUAL TECHNIQUE

Entries in this medium include all moving image advertising and the specific craft of its production. This includes, but is not limited to: trailers, TV spots, viral videos and teasers.

*Entry types:* Theatrical, Broadcast, Home Entertainment, Games.

### Categories:

- **Copywriting** - Entries in this category are for the writing of copy included in a featurette, spot, trailer, teaser, viral video or motion poster.
- **Editing** - Entries in this category are for the sound and video editing of a trailer, spot or other video entry. This is not to be confused with sound design or motion graphic categories.
- **Motion Graphics** - Entries in this category are graphics that use video and/or animation technology to create the illusion of motion or a transforming appearance.
- **Music - Adapted** - These entries should include a commissioned re-working of an existing piece of material, be it public domain or licensed.
- **Music - Licensed** - Music that has been used straight from the master recording. This can be edited but should not have been re-arranged.
- **Music - Original** - This is a music track, which has been commissioned and composed specially for the entry. This does not include arrangements of any sort, as that is covered under Music-Adaptated. This also does not include any material that is in the public domain.
- **Narration** - Entries in this category are for voice-overs that may be spoken by someone who appears elsewhere in the production or by a voice actor.
- **Sound Design** - Entries in this category are for the process of specifying, acquiring, manipulating or generating audio elements included in video or motion graphics.

## COLLATERAL

Entries in this medium are specific to the direct marketing of theatrical, broadcast, home entertainment or game releases targeted toward consumers. The goal is to solicit a response or further the brand’s relationship to its intended audience.

*Entry types:* Theatrical, Broadcast, Home Entertainment, Games,

### Categories:

- **Brochure** - Entries in this category are for traditional flat format printed materials such as brochures, circulars, postcards, flyers, etc.

- **Direct Mail** - Entries in this category are specific to the direct marketing of items targeted to consumers or industry executives.
- **Dimensional** - Entries in this category are for non-flat mailings or giveaways that play a large part in communicating the message to the consumer or industry executive. Dimensional entries may or may not contain other promotional items such as DVDs or Blu-rays.
- **Other** - An entry in this category is for work that is not defined by any of the categories above.

## DISPLAY

Entries in this medium (also referred to as Point-of-Purchase or Standee) are displays that promote a theatrical, broadcast, home entertainment or game release, most commonly in retail outlets or movie theaters.

*Entry types:* Theatrical, Broadcast, Home Entertainment, Games.

### Categories:

- **Interactive** - Entries in this category are for any standee or point-of-purchase display that includes any type of physical or digital interaction with the consumer.
- **Mechanical** - Entries in this category are for any standee or point-of-purchase display that moves or lights.
- **Dimensional** - Entries in this category are for three-dimensional standees or point-of-purchase displays that are not interactive and do not have moving parts.
- **Flat** - Entries in this category are for any two-dimensional display, e.g., posters or banners. It is recommended that self standing one-sheets be entered under print.

## INNOVATIVE MEDIA

Innovative Media includes work that uses a medium in a unique or especially creative manner.

*Entry types:* Theatrical, Broadcast, Home Entertainment, Games.

There are no categories in this medium.

## INTEGRATED CAMPAIGN

Consists of a minimum of three ads in at least three different mediums (i.e. A/V, Print, Out of Home, Display, Radio, Innovative Media, Interactive).

*Entry types:* Theatrical, Broadcast, Home Entertainment, Games

There are no categories in this medium.

## INTERACTIVE

Interactive is generally considered any digital media that is connected to a user or gives the user the ability to interact through technology.

*Entry types:* Theatrical, Broadcast, Home Entertainment, Games,

### Categories:

- **Apps** - Entries in this category can be developed for desktop or laptop usage, smart phone or PDA usage and tablet or iPad usage.
- **Banners** - Entries in this category are for a form of online advertising that

entails embedding an advertisement into a web page.

- **Campaign** - Interactive campaigns may include banner or email campaigns or integrated interactive campaigns and must include at least two executions. The two executions may be two banner ads, two email ads or a combination of any two categories within the Interactive medium.
- **Email** - Entries in this category are for advertising that is contained within an email sent to a group of targeted individuals.
- **Games** - Entries in this category include advertising that is contained within games or is the game itself serving as advertising. This is not to be confused with the entry type and these are typically free to the consumer.
- **Menu Design** (*Home Entertainment entry type ONLY*) - Entries in this category are for the graphical design and functionality of Blu-ray or DVD menus.
- **Microsite/Website** - Entries in this category are for the collection of related web pages containing images, videos or other digital assets related to the advertising of a specific theatrical, broadcast, home entertainment or game release.
- **Social Media** - Entries in this category include advertising originally designed for social media platforms including Facebook, Twitter, LinkedIn, MySpace and other social media sites. These entries will be judged by a jury of digital experts, whereas the Social Media category under Public Relations will be judged by a jury of PR professionals.
- **Other** - An entry in this category is for work that is not defined by any of the categories above.

## OUT OF HOME

Entries in this medium consist of any large-format advertising that reaches the consumer while they are outside of the home.

*Entry types:* Theatrical, Broadcast, Home Entertainment, Games.

### Categories:

- **Ambient** - Entries in this category include executions other than billboards and posters that appear in public places. This may include, but is not limited to, street furniture and installations. Experiential installations may be entered here as a JPG or under Innovative as a two-minute video.
- **Billboard** - Entries in this category are large outdoor executions, usually along roadways, on rooftops or on the sides of tall buildings. They may include printed billboards, digital billboards and 3-D or mechanical billboards.
- **Transit** - Transit advertising is typically advertising placed on anything that moves, such as buses, subways, trains, trucks and taxis.
- **Wild Post** - Entries in this category are typically a series of posters attached along walls, construction sites, building sides or other public places.
- **Other** - An entry in this category is for work that is not defined by any of the categories above.

## PACKAGING

Entries in this medium are for the graphical and or physical design of packaging for: titles previously released in theaters; titles previously broadcast on network or cable channels; direct-to-video titles; games.

*Entry types:* Home Entertainment, Games.

### Categories:

- **Single - Original** - Entries in this category are for a single package that

includes original key art.

- **Single - Adapted** - Entries in this category are for a single package that includes key art adapted from previously released art.
- **Box Set - Original** - Entries in this category are for box sets that include original key art.
- **Box Set - Adapted** - Entries in this category are for box sets that include key art adapted from previously released art.
- **Campaign** - Entries in this category include multiple packages for one release, including bonus titles and/or promotional packaging created for specific retailers.
- **Specialty** - Entries in this category are for non-standard, unique packaging designs.

## PRINT

Entries in this medium include work typically referred to as One Sheets and Key Art as well as work appearing in published print media such as newspapers, magazines and similar press.

*Entry types:* Theatrical, Broadcast, Home Entertainment, Games.

### Categories:

- **Festival** - Entries in this category are for One Sheets that are specifically designed for film festivals or special events.
- **Holographic** - Entries in this category include 3-D images that have been projected and captured on a 2-D surface.
- **Lenticular** - Entries in this category include a lenticular lens used to produce images with an illusion of depth, or the ability to change or move as the image is viewed from different angles.
- **One Sheet** - Entries in this category are for work that may appear as a poster or one page ad.
- **Other** - An entry in this category is for work that is not defined by any of the categories above.

## PRINT TECHNIQUE

Entries in this medium include work typically referred to as One Sheets and Key Art as well as work appearing in published print media such as newspapers, magazines and similar press. The Technique medium is examining specific crafts involved.

*Entry types:* Theatrical, Broadcast, Home Entertainment, Games.

### Categories:

- **Art Direction** - Entries in this category are for the directorial choices made for a One Sheet or print advertisement.
- **Copywriting** - Entries in this category are for the writing of promotional text included in a One Sheet or print advertisement.
- **Illustration** - Entries in this category are for visual elements presented as a drawing, painting, computer graphic or other work of art.
- **Photography** - Entries in this category are for the making of lighting and camera choices when taking still images.
- **Typography** - Entries in this category are for the art and technique of arranging type, type design, and modifying type glyphs.
- **Finishing** - Entries in this category are for the art and technique of finishing key art for final usage.

## PUBLIC RELATIONS

Entries are open to for-profit and non-profit organizations that are involved in the management of information exchange between an organization and its public.

*Entry types:* Theatrical, Broadcast, Home Entertainment, Games.

### Categories:

- **EPK (Electronic Press Kit)** - Entries in this category are for press kits in electronic form. An EPK usually takes the form of a website or e-mail, though they are also known to exist in CD and DVD form.
- **Pre-promotion** - Entries in this category are for the public relations specifically designed to create awareness and early “buzz” about an upcoming theatrical, broadcast, home entertainment or game release.
- **Premier/Launch** - Entries in this category are for the public relations surrounding the initial launch of a theatrical, broadcast, home entertainment or game release.
- **Stunt/Special Event** - Entries in this category promote a face-to-face event or stunt specifically designed to promote a theatrical, broadcast, home entertainment or game release.
- **Social Media** - Entries in this category include promotional messaging originally designed for social media platforms including Facebook, Twitter, LinkedIn, MySpace and other social media sites. Entries in this category differ from social media under the interactive medium in that they are typically created by PR firms and will be judged with public relations in mind rather than digital forms of advertising executed on social media platforms.

## RADIO

Entries into this medium include all commercial radio advertising.

*Entry types:* Theatrical, Broadcast, Home Entertainment, Games.

There are no categories in this medium.

## ELIGIBILITY & FEES

Please read this page carefully and completely as eligibility and fees may vary by medium and deadline date.

### ELIGIBILITY PERIOD

Entries first appearing in public between January 1, 2010 and August 31, 2011 are eligible for entry into this year's Key Art Awards.

### GENERAL ELIGIBILITY

Entries cannot be made without the permission of the client and/or owner of the rights of the work. All entries must have been created for a paying client except pro bono work for charities and non-profit organizations. Spec ads and director's cuts are NOT eligible. The Key Art Awards retains the rights to disqualify entries which offend national, religious, cultural or racial feelings.

### STUDENT WORK

A student is defined as someone who is enrolled in a recognized portfolio advertising or film school program, or in an accredited college or university. The work submitted by a student must have been produced during their enrollment, and within the period of January 1, 2010 and August 31, 2011.

### ENTRY FEES AND CHARGES\* - US DOLLARS ONLY

#### Single Pricing:

Medium	Deadlines		
	July 8th	July 22nd	Aug 5th
Audio/Visual**	\$225	\$240	\$255
A/V Technique**	\$150	\$165	\$180
Collateral	\$150	\$165	\$180
Display	\$235	\$250	\$265
Innovative Media**	\$225	\$240	\$255
Integrated Campaign**	\$225	\$240	\$255
Interactive	\$235	\$250	\$265
Out of Home	\$235	\$250	\$265
Packaging	\$175	\$180	\$195
Print	\$235	\$250	\$265
Print Technique	\$150	\$165	\$180
Public Relations	\$150	\$165	\$180
Radio	\$150	\$165	\$180
Student	\$50	\$65	\$80

#### Campaign Pricing (per piece\*\*\*):

Medium	Deadlines		
	July 8th	July 22nd	Aug 5th
Audio/Visual**	\$125	\$135	\$145
Collateral	\$100	\$110	\$120
Display	\$125	\$135	\$145
Out of Home	\$125	\$135	\$145
Print	\$125	\$135	\$145
Radio	\$100	\$110	\$120
Student	\$50	\$60	\$70

\* Fees are non-refundable, once the entries have been processed.

\*\* All Audio/Visual, A/V Technique, Innovative Media and Integrated Campaign entries are subject to a \$25 media handling charge.

\*\*\* Campaign prices are determined by multiplying the campaign pricing fee in the respective medium by the number of entries in the campaign. (e.g.: Print Campaign - 2 entries: \$250 until July 8th, \$270 until July 22nd, \$290 until August 5th; Audio/Visual Campaign - 3 entries (plus 3 media handling charges): \$450 until July 8th, \$480 until July 22nd, \$510 until August 5th)

### PAYMENT METHODS:

#### Credit Card

You can pay for your entries online using a VISA, Master Card, or American Express credit card. The Online Entry System will process the payment in real time at the checkout. You will be sent a confirmation email with an attached PDF document containing your entry forms as well as an Invoice/Receipt for your records.

#### Bank Transfer

To pay for your entries by bank transfer please complete your entry forms, proceed to pay for your entries, and select "Bank Transfer" as your payment method. The bank details including the account number will be displayed on the following page, and you will be asked to provide your bank name and the approximate date of your transfer to help us identify your payment correctly. Our bank details are as follows:

Name on Account: Key Art Awards  
JPMorgan Chase  
One Chase Manhattan Plaza  
New York, NY 10005  
U.S.A.  
Account Number: 9347-32769  
ABA Routing Number: 021-000-021  
Swift Code: CHASUS33

Please include the Order ID number in the reference line of your transfer. The Order ID is assigned to your entries at the end of the entry process by the Entry System, and is included in the confirmation email you will receive.

#### Cheque

Please make the cheque payable to "Key Art Awards" and mail it to our New York office:

Key Art Awards  
770 Broadway  
7th Floor  
New York, NY 10003  
U.S.A.  
  
Phone: 212-683-4300  
Fax: 212-683-4796

#### Invoice

Regardless of the payment method you choose, the confirmation email will contain a PDF file with your entry forms and an invoice for your financial records.