

CEBA

CREATIVE EXCELLENCE in BUSINESS ADVERTISING

The Twelfth Year

2007 Call for Entries

Final Deadline
May 25, 2007

HOSTED BY AMERICAN BUSINESS MEDIA

WWW.CEBA-AWARDS.COM

**american
business
media** 

The Association of Business Information Companies



What is a CEBA?

The best in business media advertising

American Business Media's Creative Excellence in Business Advertising Awards celebrate outstanding achievements in business media advertising which includes publications, digital media campaigns and face-to-face events. The CEBA's are business media's most coveted creative award, offering a \$25,000 grand prize, drawing thousands of entries and enhancing relationships among advertisers, agencies and publishers. Join us and be a part of this industry-shaping event on Wednesday, October 3, 2007 at the Allen Room in Frederick P. Rose Hall, Home of Jazz at Lincoln Center, Broadway at 60th Street in New York City.

WWW.CEBA-AWARDS.COM

Who should enter?

The Publisher

Showcase your advertisers and their agency's work. On behalf of your advertisers submit print ads, digital ads, agency or in-house creative work for trade shows, conventions, conferences, seminars and awards shows. Share in your advertiser's success by receiving a publisher's recognition award. Past winners include Nielsen Business Media, Reed Business Information and Crain Communications.

The Agency

Be recognized for excellence in business advertising. Enter to win the Grand CEBA and its \$25,000 prize. Past winners include BBDO, Ogilvy One and Carmichael Lynch.

The Advertiser

Celebrate the strength of your brand. Help recognize your agency and their creative work. Past winners include GE, IBM and 3M Dental.

Early Bird Deadline

May 18, 2007

Final Deadline

May 25, 2007

Awards Ceremony

October 3, 2007

Jazz at Lincoln Center

Broadway at 60th Street
New York, New York

Preparing for Entry

1. Take note of the format. There are distinctions made as to the media budget of your ad program.

- Categories 1-4 are for ads and campaigns created with a total annual media budget of less than \$100,000.
- Categories 5-8 are for ads and campaigns with a total annual media budget of \$100,000 or more.
- Digital, Integrated Media Promotion and Face-to-Face events are eligible at any budget.

2. Preparing of the ads:

- For categories 1-3, 5-7 and 10, submit unmounted proofs or tear sheets.
- For campaigns in categories 4 and 8, submit a minimum of three ads. These proofs or tear sheets should be taped together accordion-style.
- For category 9 submit CD-ROMs in a jewel case. Write the title of the ad, campaign or URL on the entry form.
- For category 11 submit print ads as tear sheets; submit CD-ROMs in a jewel case. For online ads, follow guidelines from category 9. For direct advertising, submit actual pieces. For broadcast or webcast, submit VHS tapes or CD-ROMs. For trade show booths, banners and outdoor programs, submit photographs or renderings.

3. Complete an entry blank - or photocopy - for each entry. The entry blank may also be downloaded from www.ceba-awards.com.

- Indicate in which category the ad is being entered.
- List the title(s) of the ABM member media(s) in which the entry appeared.
- List all contact information for agency, advertisers and entry contact.
- Give the title of the ad, campaign or URL.

The completed entry form must be taped to the back of the entry (unless digital). Each submission must have a separate entry form.

4. Checks must be payable to American Business Media in US Dollars. Submit one check for the total entry fees (remember, a campaign is considered one entry). You must mail all entries together, with the check attached. If paying by credit card, you must include the credit card information on every entry form.
5. Send entries to: American Business Media, CEBA Awards, 675 Third Avenue, 7th Floor, New York, NY 10017-5704
6. Early bird entries must be postmarked by midnight, May 18, 2007. The final deadline is midnight, May 25, 2007.

Categories

For print advertising with a total annual media budget of **Less than \$100,000:**

1. Single Ad - page or less
2. Single Ad - spread or larger
3. Single Ad - inserts, pop-ups, foldouts & spectaculars, gatefolds and multi-units
4. Campaign - a series of at least three ads

For print advertising with a total annual media budget of **\$100,000 or more:**

5. Single Ad - page or less
6. Single Ad - spread or larger
7. Single Ad - inserts, pop-ups, foldouts & spectaculars, gatefolds and multi-units
8. Campaign - a series of at least three ads

EARLY BIRD DEADLINE: May 18, 2007 FINAL DEADLINE: May 25, 2007

Categories 9-12 are eligible at any media budget:

9. Digital, Online Advertising – banner, skyscraper, pop-ups, interstitial, CD-ROM and email
10. Digital, Online Video Advertising – pre-roll, mid-roll and video ads
11. Integrated Media Campaign – Integrated media refers to advertising campaigns which carried the same theme and ran across a minimum of three media, including, but not limited to: print, digital, outdoor, face-to-face events (trade shows, conventions, conferences, seminars), direct, broadcast, webcast, etc.
12. Face-to-Face Events - include trade shows, conventions, conferences, seminars and awards shows. The award will be given to an agency, advertiser, or a creative and will be judged based on the following types of materials: marketing collateral (pre and post), premiums, space layout, signage, colors, font and logo.

For additional information visit: WWW.CEBA-AWARDS.COM

General Information

1. One of the winners will be selected as the Grand CEBA and awarded a \$25,000 grand prize!
2. You will receive an acknowledgment of your entry, but the entry will not be returned. American Business Media reserves the right to reproduce entries, in whole or in part.
3. ABM may request proof of where the ad appears, which you agree to provide within 10 business days of our request.
4. Entrants are responsible for accurately representing the names of corporations, organizations, etc. Accuracy is essential.

Rules

1. Eligibility: Any single ad, campaign or event that ran between May 1, 2006 and April 30, 2007 in an American Business Media member company, Web site or face-to-face event.
2. You may submit as many entries as you wish. An ad entered more than once (i.e., as a single ad and as part of campaign) can win in one category only.

Entry Fees

EARLY BIRD FEES:

- 1-14 entries = \$125 per entry
- 15-24 entries = \$115 per entry
- 25 or more entries = \$105 per entry
- *Deadline: May 18, 2007

AFTER MAY 18TH FEES:

- 1-14 entries = \$135 per entry
- 15-24 entries = \$125 per entry
- 25 or more entries = \$115 per entry
- *Deadline: May 25, 2007

*Note: In order to qualify for the multiple-entry discount, all entries must be submitted together. For clarification on any rules, or any other information, please contact Debbie Humphreys at American Business Media at 212-661-6360 Ext. 3318 -or- d.humphreys@abmmail.com.

CHECKLIST & REMINDERS

- Make sure the entry form is COMPLETE.
- Tape an entry form to EACH entry. No staples or paper clips, please.
- For campaigns, please tape entries together and fold them accordion-style. Tape the entry form to the first ad of the campaign.
- For integrated campaigns, face-to-face events and all categories requiring CD-ROMs or photographs, please submit an envelope to house all materials. Tape the entry form to the front of the envelope.
- Please submit one check for your total entry fees, or complete credit card information. Check the entry fees for details, and remember, a campaign counts as one entry.

Early Bird Deadline

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May 25, 2007

Awards Ceremony

October 3, 2007

Jazz at Lincoln Center

Broadway at 60th Street, New York.

DON'T FORGET
THE GRAND CEBA AWARD:
\$25,000!

CEBA ENTRY FORM

for office use only

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SEND ENTRIES TO American Business Media, CEBA Awards, 675 Third Avenue New York, NY 10017-5704

1. Category in which entry is to compete:

Less than \$100,000

(1) Single Ad—page or less

(2) Single Ad—spread or larger

(3) Single Ad—inserts, pop-ups, foldouts & spectaculars, gatefolds and multi-units

(4) Campaign—a series of at least three ads

\$100,000 or more

(5) Single Ad—page or less

(6) Single Ad—spread or larger

(7) Single Ad—inserts, pop-ups, foldouts & spectaculars, gatefolds and multi-units

(8) Campaign—a series of at least three ads

Any media budget

(9) Digital, Online Advertising

(10) Digital, Online Video Advertising

(11) Integrated Media Promotion

(12) Face-to-Face

2. American Business Media Member Publication(s) in which entry appeared _____

3. Title of the ad or campaign or URL of Web location or title of event _____

4. AGENCY*/Contact Name _____

Title _____

Company _____

Address _____

Phone _____

*Please complete section 4 even if work was produced in-house

5. CREATIVE TEAM/Creative Director(s)

Art Director(s) _____

Copywriter(s) _____

6. ADVERTISER/Contact Name _____

Title _____

Company _____

Address _____

Phone _____

7. Person submitting is with The Advertiser The Agency The Publication

Name _____

Title _____

Company _____

Address _____

Phone _____ Fax _____

E-mail _____

8. PAYMENT

Amount of check in US dollars \$ _____

of entries _____

Credit Card: Master Card Visa American Express

Credit Card # _____

Expiration Date _____ Zip code of billing address _____

Name (as it appears on card) _____

Signature _____

IF YOU HAVE ANY QUESTIONS REGARDING THIS ENTRY FORM OR ANY PART OF THE CALL FOR ENTRIES PLEASE CONTACT DEBBIE HUMPHREYS AT 212 661 6360, EXT. 3318 OR D.HUMPHREYS@ABMMAIL.COM