

# CEBA

CREATIVE EXCELLENCE in BUSINESS ADVERTISING

*2008 Call for Entries*

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Entry Deadline: **JULY 18, 2008**

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HOSTED BY AMERICAN BUSINESS MEDIA

[WWW.CEBA-AWARDS.COM](http://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 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 1, 2008 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](http://WWW.CEBA-AWARDS.COM)

## Who should enter?

### *Publishers*

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.

### *Agencies*

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

### *Advertisers*

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

### *Entry Deadline*

July 18, 2008

### *Awards Ceremony*

October 1, 2008

### **Allen Room**

**Frederick P. Rose Hall**

**Jazz at Lincoln Center**

Broadway at 60th Street

New York, N.Y.

# 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 an annual media budget of less than \$100,000.
- Categories 5-8 are for ads and campaigns with an annual media budget of \$100,000 or more.
- Digital, Integrated Media Promotion In-stream Ads and Face-to-Face events are eligible at any budget.

## 2. Preparing of the ads:

- For categories 1-3 and 5-7, submit unmounted proofs or tear sheets.
- For campaigns in categories 4 and 8, submit a minimum of three ads. These proofs or tear sheets must be taped together accordion-style.
- For categories 9-14, submit CD-ROMs or DVDs in a jewel case. Write the title of the ad, campaign or URL on the entry form.
- For category 13, submit print ads as tear sheets; submit CD-ROMs or DVDs 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, CD-ROMs or DVDs. For trade show booths, banners and outdoor programs, submit photographs or renderings.
- For category 14, print or digital promotional material and booth hand-outs can be entered. For examples of booths, banners or 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](http://www.ceba-awards.com).

- Indicate in which category the ad is being entered.
- List the title(s) of the ABM member media 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. The final deadline is midnight, July 18, 2008.

## Categories

For print advertising with an 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 an 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

**Categories 9-14 are eligible at any media budget:**

9. *Digital, Online Advertising* - banner, skyscraper, pop-ups, interstitial, CD-ROM, DVD and email
10. *Digital, Online Video Advertising* - pre-roll, mid-roll and video ads
11. *Digital, In-stream linear video ad* - may appear before, in the middle of, after the video content. The video ad can be watched in addition to the content as the ad takes over the

full view of the video. They can include: pre-rolls, interactive takeovers, and short bumper vignettes that appear prior to the video content stream.

12. *Digital, In-stream non-linear video overlay ad* - runs concurrently with the video content so the users see the ad while viewing the content. These ads can be delivered as text, graphical ads, or as video overlays. Non-linear video ad products include:
  - Overlays which are shown directly over the content video itself.
  - Product placement - ads placed within the video content itself.
13. *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, events (trade shows, conventions, conferences, seminars), direct, broadcast, webcast, etc.
14. *Face-to-Face* - 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.

# General Information

1. One of the winners will review the Grand CEBA and it's accompanying \$25,000 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.

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## Rules

1. Eligibility: Any single ad, campaign or event that ran between May 1, 2007 and April 30, 2008 in an American Business Media member company, Publication, Web site or Face-to-Face.
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 a campaign) can win in one category only.

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## Entry Fees\*

- 1-14 entries = \$135 per entry  
15-24 entries = \$125 per entry  
25 or more entries = \$115 per entry

*Deadline: June 30, 2008*

\*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 the back of 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 back of the first ad of the campaign.
- For integrated campaigns, Face-to-Face and all categories requiring DVDs, 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.

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## Entry Deadline

July 18, 2008

## Awards Ceremony

October 1, 2008

**Allen Room  
Frederick P. Rose Hall  
Jazz at Lincoln Center**

Broadway at 60th Street  
New York, N.Y.

**DON'T FORGET: YOU COULD WIN  
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, 7<sup>TH</sup> Floor 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) Digital, In-stream linear video ad
- (12) Digital, In-stream non-linear video overlay ad
- (13) Integrated Media Promotion
- (14) 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:  MasterCard  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.