

CEBA

CREATIVE EXCELLENCE in BUSINESS ADVERTISING

2009 Call for Entries

Entry Deadline: **JUNE 30, 2009**

HOSTED BY AMERICAN BUSINESS MEDIA

WWW.CEBA-AWARDS.COM

**american
business
media** 

The Association of Business Information Companies



What are the CEBA Awards?

American Business Media's Creative Excellence in Business Advertising (CEBA) Awards celebrates outstanding achievements in business advertising, which includes publications, digital media campaigns, events, custom media and business information.

Who should enter?

Publishers

Showcase your advertisers and their agency's work. On behalf of your advertisers, submit work for print, digital, events (conventions, conferences, trade shows, 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.

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Agencies

Enter for a chance to win the Grand CEBA Award recognizing the best in business advertising. Past winners include BBDO, Ogilvy One and Carmichael Lynch.

Advertisers

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

Entering the CEBA Awards

Please note that the entry process has changed. You must enter your submissions online. Go to www.ceba-awards.com to enter now.

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

9. For Integrated Media Campaign with an annual media budget of less than \$100,000

10. For Integrated Media Campaign with an annual media budget of \$100,000 or more

Integrated media refers to advertising campaigns, which carried the same theme and ran across a minimum of three media types, including, but not limited to: print, digital, events (trade shows, conventions, conferences, award shows and seminars), direct, broadcasts, webcasts, etc.

Categories 11-14 are eligible at any media budget:

11. Digital Media

- Online Advertising/Digital Ads - banner, skyscraper, pop-ups and interstitial
- Online Video Advertising - pre-roll, mid-roll and video ads
- In-stream Linear Video or Ad - may appear before, in the middle of, or after the video content.
- Digital, In-stream Non-Linear Video Overlay Ad - runs concurrently with the video content so the users see the ad while viewing the content.

12. Face-to-Face - includes 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.

13. Custom Media refers to the development, production and delivery of informative content (print, digital, audio, video, in-person events) designed to strengthen the relationship between the sponsor of the medium and the medium's audience. Typically, custom media is sponsored by a single marketer (a company, brand, association or institution) and is designed to reach a tightly focused audience of customers, members, alumni or other constituencies. Examples of custom media products would be custom magazines, newsletters, video series, blogs, podcasts, microsites, customer webinars and more.

14. Business Information Promotional Materials refer to any marketing pieces utilized to sell a business information company's public & proprietary information gathered and linked in order to create valuable business intelligence which can be sold to customers for analytical, business development and operational purposes. Examples include, but are not limited to, Web sites, brochures, print and digital ads.

Ensure that you have completed everything in Steps 1 and 2.

Step 1: Online Entry Process

- Go to www.ceba-awards.com. Click on the enter here link.
- Create a user account.
- Validate your email address. You will not be able to move forward without this step.
- All entrants must identify their company.
- Agree to the rules and regulations.
- Choose a category.
- Complete the online entry form and upload submissions. (Draft mode allows users to save with required fields missing and come back later. Final mode means "I'm ready to submit my entry")
- Click Final after completing form and uploading submission.
- Pay after all of your submissions are entered. Payment will be assessed on any Final entries.
- Print your entry form.

Step 2: Prepare & Mail Work To American Business Media

- 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 should be taped together accordion-style.
- For categories 9-14, submit CD-ROMs in a jewel case. Write the title of the ad, campaign or URL on the entry form.
- For categories 9 and 10, 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 broadcasts or webcasts, submit DVDs. For trade show booths, banners and outdoor programs, submit photographs or renderings.
- For category 12, print or digital promotional materials and booth hand-outs can be entered. For examples of booths, banners or outdoor programs, submit photographs or renderings.
- Print the entry form for each entry.
- Indicate in which category the ad is being entered.
- The completed entry form must be taped to the back of the entry (unless digital). Each submission must have a separate entry form.
- Mail entries to: American Business Media, CEBA Awards, 675 Third Avenue, 7th Floor, New York, NY 10017-5704

**DO NOT SEND YOUR PAYMENT WITH YOUR ENTRY.
ALL PAYMENTS MUST BE SUBMITTED ONLINE
THE FINAL DEADLINE IS MIDNIGHT, JUNE 30, 2009.**

CEBA ENTRY FORM

for office use only

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SEND ENTRIES TO American Business Media, CEBA Awards, 675 Third Avenue, 7TH Floor, New York, NY 10017-5704

1. Category in which entry is to compete:

Annual media budget of less than \$100,000:

- CATEGORY 1 Single Ad - page or less
- CATEGORY 2 Single Ad - spread or larger
- CATEGORY 3 Single Ad - inserts, pop-ups, foldouts & spectaculars, gatefolds and multi-units
- CATEGORY 4 Campaign - a series of at least three ads
- CATEGORY 9 Integrated Media Campaign

Annual media budget of \$100,000 or more

- CATEGORY 5 Single Ad - page or less
- CATEGORY 6 Single Ad - spread or larger
- CATEGORY 7 Single Ad - inserts, pop-ups, foldouts & spectaculars, gatefolds and multi-units
- CATEGORY 8 Campaign - a series of at least three ads
- CATEGORY 10 Integrated Media Campaign

Any media budget

- CATEGORY 11 Digital Media
- CATEGORY 12 Face-to-Face
- CATEGORY 13 Custom Media
- CATEGORY 14 Business Information

2. American Business Media member publication(s), website or event in which entry appeared _____

3. Title of the ad, campaign, URL of Web location, or 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 THE CALL FOR ENTRIES,
PLEASE CONTACT PETRINA HICKS AT 212 661 6360, EXT. 3322, OR P.HICKS@ABMMAIL.COM.