

# ADVERTISING CONTEST ENTRY FORM

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

## CONTEST CATEGORIES

Category 1  One Color Brochure

Category 2  Multi Colored Brochure

Category 3  Media (Advertising of a Specific Auction other than Brochures)

(Includes all media - newspaper, broadcast, audio visual, signage and catalog)

Category 4  Web Site - WWW. \_\_\_\_\_ )

## CONTEST CRITERIA

### CRITERIA FOR ENTERING CONTEST:

1. Must be a TAA member in good standing.
2. All material relating to a specific auction must be for auctions conducted between May 1, 2010 and April 30, 2011.
3. 2010 Winners in the Advertising Contest may not compete in any Category in 2011 that they won in 2010.
4. Entries must be submitted by May 15, 2011 to be eligible.
5. All entries must display the TAA emblem or contain the statement that the auctioneer is a member of TAA.

### CRITERIA FOR SELECTING JUDGES:

1. Judges will not be Texas Resident Members of TAA
2. Judges may come from the civilian community.
3. Judges will be selected by the Advertising Committee and approved by Executive Committee. Different judges may be used for different categories.
4. A minimum of three judges will be used.

### CRITERIA FOR JUDGING:

1. Judges will evaluate each entry in up to 5 areas. Each area is worth 10 points.
2. Minimum average score for an entry to be eligible for an award is 30 points.
3. Scores will be added together and divided by the number of judges.
4. Judging areas for entries promoting specific auctions are:
  - A. Aesthetics of the entry. First Impression.
  - B. Proper information for attendance and all legal information.
  - C. Based on entry, how likely would you want to attend this auction?
  - D. Layout is easy to read and well presented.
  - E. Proper spelling and use of abbreviations.

## GENERAL RULES & INFORMATION

1. Two copies of each entry must be submitted. *One for display and one for judging.*

2. Each entry into each category must be accompanied by the Advertising Contest Entry Form.

3. Each contestant may only enter one item in each Category, but may enter in as many Categories as they choose.

4. There will be a winner and runner-up in each judged category. Winner will receive a plaque.

5. The Advertising Committee will have the final decision as to the eligibility of an entry in a specific category. If an entry form appears to have been submitted in the wrong category, the committee will resolve any disputes that may arise without further review.

6. There must be a minimum of two entries in a category in order to judge that category.

### INFORMATION

- Deadline for Entries is May, 15, 2011.
- Winners will be announced during the Annual Business Meeting at the Convention.
- Winners will receive a plaque.

**Send your entries to:**

Cindy Soltis-Stroud

102 Sunrise Drive; Boerne, TX 78006

For questions call Cindy @ 210-380-1587