



# EACH SUBMISSION MUST HAVE ITS OWN ENTRY FORM

## SUBMITTED BY

Name: \_\_\_\_\_ Company: \_\_\_\_\_  
Title: \_\_\_\_\_ Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

## ENTRY INFORMATION

Check one:  Single  Campaign

Check one:  Television  Radio  Newspaper  Magazine  Out-of-home  Integrated/Multimedia  
 Interactive  Direct marketing  Nontraditional/Guerrilla marketing  Beyond Hispanic\*  Bicultural Hispanics\*

Check category (TV & RADIO ONLY):  Financial Services  Soft Drinks  Alcoholic Beverages  
 Automotive  Grocery Products  Public Service/Government  Self-Promotion  Toiletries/Beauty Aids  
 Miscellaneous  Entertainment/Media  Apparel/Accessories  Technology/Communications  Retail/Fast-Food

Check Category (INTERACTIVE ONLY):  E-Commerce  Branding  Online Ad  Web Site  Viral Marketing

Please provide a URL address (INTERACTIVE ONLY) \_\_\_\_\_

\*For BEYOND HISPANIC or BICULTURAL HISPANIC categories, please indicate which media you are submitting (TV, radio, etc.) and what audience it was designed to reach.

Media: \_\_\_\_\_ Audience: \_\_\_\_\_

This entry ran in  U.S. Market  Puerto Rico

Title of Ad/Ads: \_\_\_\_\_

Advertiser & Brand: \_\_\_\_\_ Agency: \_\_\_\_\_

Street Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Creative Director(s): \_\_\_\_\_ Art Director: \_\_\_\_\_ Copywriter: \_\_\_\_\_

Key Contact: \_\_\_\_\_ Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Creative Brief Solution (not mandatory, but helpful for judges to understand your work; if your ad wins, information may be used in Advertising Age story about winners):

Evidence of Effectiveness (increased sales, volume, market share, awareness). Mandatory for direct marketing, suggested for interactive entries:

PLEASE TYPE OR PRINT. IF MORE SPACE IS NEEDED, ANOTHER SHEET MAY BE ATTACHED. INCOMPLETE ENTRY FORMS WILL BE CONSIDERED INELIGIBLE.

## CERTIFICATION OF ELIGIBILITY

### I, the undersigned, acknowledge and agree as follows:

**1.** I have read, understood and complied with the Rules & Regulations. **2.** To the best of my knowledge, all the statements in this document are true. **3.** This entry is not subject to litigation nor is it threatened by any litigation. **4.** I am duly authorized, on my own behalf and on behalf of any other person or entity who has any ownership rights in the entry, to submit this entry to the Hispanic Creative Advertising Awards and I represent that this submission will not violate any law or any right of any person or entity. **5.** I hold the Hispanic Creative Advertising Awards, Advertising Age and their affiliated and related entities, harmless from (a) any damage to or loss of the print or any other material submitted by me hereunder en route to or from the Awards or otherwise during the course of the Awards' possession of the entry and (b) any breach of any of the foregoing certifications. **6.** The entry may be posted all or in part on AdAge.com.

### I certify that I've included the following with my submission:

- The official Hispanic Creative Advertising Awards Entry form completed and signed (each submission must have its own order form)
- Entry fee (non-refundable)
- DVD (if submitting TV, print, direct marketing, or integrated multimedia entry)
- CD (if submitting radio entry)
- Proof/tearsheet and JPG of work on a DVD (if submitting print or out-of-home entry) with entry form attached to back.

Entry Form must be signed by a senior executive at your company. I confirm this entry ran for the first time between May 1, 2007 and April 30, 2008.

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

# PAYMENT

Please check

- \_\_\_\_\_ Single Entry \$120 each
- \_\_\_\_\_ Campaign Entry at \$150 each

If submitting multiple entries, you may **pay** for them all together at once on this sheet. However, each entry must have its own **entry form** (previous page).

Multiple Entries\*

- \_\_\_\_\_ # of Single Entries at \$120 each
- \_\_\_\_\_ # of Campaign Entries at \$150 each

Total Amount Due \$ \_\_\_\_\_

\*If paying for multiple entries at once, please list the titles of each entry below, and list their category

Title	Category
_____	_____
_____	_____
_____	_____
_____	_____

Please check one:  Check enclosed (Payable to Advertising Age)  
 Credit Card:  Visa  MasterCard  AMEX  Discover  
Account #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

**Cardholder Information** \_\_\_\_\_  
Signature: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

All entries become the property of Advertising Age. Entrant has permission to submit entry and grants Advertising Age all or any portion of the entry in any form selected by Advertising Age for purposes of illustration, comparison or critique.