



HOW TO ENTER THE 2009 ROSEY AWARDS: THE ONLY AWARD SHOW THAT TRULY MATTERS.

RULES & REGULATIONS

▶ ALL ENTRIES MUST BE SUBMITTED ELECTRONICALLY THROUGH THE ROSEY AWARDS ENTRY PROCESS AT ROSEYAWARDS.COM FOR CONSIDERATION. ▶ NO HANDWRITTEN ENTRIES WILL BE ACCEPTED. ▶ ALL ENTRIES MUST HAVE A TITLE SEPARATE FROM THE CLIENT NAME. IF IN A SERIES, DISTINGUISH EACH PIECE IN THAT SERIES. ▶ IT IS THE RESPONSIBILITY OF THE ENTRANT, NOT PAF OR THE JUDGES, TO KNOW SPECIFICALLY WHAT WORK IS SUBMITTED BY EACH AGENCY.

ELIGIBILITY

Work produced in Oregon, published, posted, or aired for the first time between June 1, 2008, and June 1, 2009. Work previously submitted for a Rosey Award is not eligible. Incomplete entries may be disqualified. The Rosey Call for Entries begins on Monday, June 1 and concludes on Wednesday, July 15, 2009 at 5:00PM.

Awards competition is to recognize and reward creative excellence in the legitimate, everyday workplace of advertising: **Real** advertising for **real** clients, with **real** marketing objectives in or on **real** media. Occasionally, an entry is submitted which has been created outside the conventional agency-to-client-to-media marketing structure. The appearance given by such an entry – to other entrants and to the judges – that it was created solely for the purpose of winning an award, rather than satisfying a legitimate paying client's needs is inappropriate. The Portland Advertising Federation and the Rosey Awards competition forbid any such "unreal" entries.

All entries submitted in the competition with the exceptions of Public Service Advertising and Self-Promotion must have paid for the media placement in the normal course of business. Entries, which meet the criteria of Public Service Advertising and Self Promotion, can only be entered in those categories.

ENTRY DEADLINE

Deadline is July 15, 2009, by 5pm. Entries will be accepted from July 13-15, 2009, at the PAF offices from 9:00AM - 5:00PM:

520 SW Yamhill
Suite #800
Portland, Oregon 97204

You must call Jamie Sexton (503.224-2623) if you need to arrange another time to drop off work. **No entries will be accepted after July 15, at 5pm.**

Please make sure all work includes a complete entry form attached to the back of **each** entry. Please bring copies of all forms with your check and physical entries for PAF tracking purposes. Checks should be made out to Portland Advertising Federation for the exact amount of all work entered.

THE JUDGING

Judging procedures will be determined at the discretion of the Portland Advertising Federation and in collaboration with members of the advertising community. A panel of nationally respected professionals will perform the judging. Each individual judge will be responsible for selecting their own winners based on criteria established by the judging panel and the PAF. Judges may choose not to present an award in some categories or conversely, multiple awards may be presented. Misclassified submissions may be moved to more appropriate categories at the discretion of the Rosey Judges.

ALL ENTRIES DUE TO THE THE PORTLAND ADVERTISING FEDERATION (PAF) OFFICE JULY 15TH BY 5:00PM

THE AWARDS

Three levels of awards may be presented. The top entries in a category will be eligible for Rosey Awards. Awards of Excellence may be presented to the winners in subcategories and runners-up may receive Awards of Merit. The judges will collaboratively pick one Best of Show winner from all the entries; each judge will also choose their favorite entry to be published in the show book.

ENTRY LOGISTICS

You may enter a piece of work in more than one category but you must submit a separate sample of the piece, separate entry form and entry fee each time the piece is entered. Make sure all entries have an entry form attached to back. **No entries will be returned.**

Winners will be notified to submit their winning work via digital files.

ENTRIES

For all entries, attach an entry form to each piece of work submitted. Failure to attach entry form will result in disqualification.

Print

- ▶ Mount entries on a black mat board with a 2" border. Overall size of board no larger than 20" x 30". Work submitted on oversize boards could be disqualified. Entries too large for a single board should be mounted on multiple (20" x 30") presentation boards taped together accordion style to form a single unit. Campaigns should be taped together as one unit.

For 3-D or oversized entries, submit a mounted photo or color output. Instructions for mounting are above.

Interactive Media

- ▶ Submit each entry's URL address on 8.5x11 sheet of paper along with your payment. **Do not submit a disc or CD.** Make sure all entry info (client, URL, agency, entry number, and category) is listed. No changes can be made to the site during the Rosey Awards competition judging. If you have multiple entries you are welcome to set up a separate site to house or "park" those entries for the duration of the judging period. Written technical requirements must be attached to the entry.

Radio/Audio

- ▶ Submit entries of any length on CD, boxed. For a series, edit spots together with 10 seconds of blank leader at the head and 4 seconds between spots. Attach the entry form and script securely to each box enclosing the tape you're submitting. The highest scoring entry in the radio category will be awarded \$500 from the Portland Area Radio Council (PARC). Public Service radio entries are also eligible for this cash award. Any Rosey Award winning radio spot will automatically be entered in the Mercury Awards by PARC.

TV/Video

- ▶ Submit entries of any length in DVD format, boxed. **No other format will be accepted.** For a series, edit spots together with 10 seconds of blank leader at the head and 4 seconds between spots. A matched pair of 15's is considered a series, not a single :30. Verification of production invoices may be required. Attach the entry form and script to each box enclosing the DVD.

Public Service

- ▶ Public Service advertising is that which enlists public support or action in the remedy or solution of problems of common and/or general interests of public concern. Public Service advertising does not, as its primary mission, attempt to sell any tangible item, entice the consumer to an entertainment venue, or corporate image. The goal of Public Service advertising is to create a message that would help improve the public's health, education and/or welfare. Media space and/or time may or may not have been donated.

College Student Award

- ▶ Any advertising assignment created or produced in Oregon by a registered full time student between June 1, 2008 and June 1, 2009. The entry fee per piece is \$25.00; a series is \$50.00. On the master entry form input your name on the "Firm Name" line, check the student area and identify your school. **Mark all entry forms and envelopes with "Student Rosey Award Entries 2008."** Student submissions must follow submission standards detailed above.

FEES

Please refer to the following Categories + Pricing List.

Prepare each entry as described in the rules/regulations (this document) and enclose a check payable to the Portland Advertising Federation for the total entry fee in a separate envelope. Payment must accompany all entries to be considered during the judging period.



2009 ROSEY AWARDS: ENTRY CATEGORIES & PRICING

CAT#	CATEGORY	DESCRIPTION	MEMBER	NON-MEMBER
1A	Business to Business	Single: Magazine, Newspaper, Trade or Magazine	\$ 45.00	\$ 60.00
1B	Business to Business	Series (3+): Magazine, Newspaper, Trade or Magazine	\$100.00	\$115.00
2A	Direct Response	Single	\$ 45.00	\$ 60.00
2B	Direct Response	Series (3+)	\$100.00	\$115.00
3	Self-Promotion	All media (Collateral, Video, DR, etc.)	\$ 65.00	\$ 80.00
4A	Sales Material	Sales Kit/Dealer Aid/Ad Specialty	\$ 45.00	\$ 60.00
4B	Sales Material	Corporate Video	\$ 65.00	\$ 80.00
4C	Sales Material	Advertising Poster	\$ 45.00	\$ 60.00
4D	Sales Material	Point of Sale	\$ 45.00	\$ 60.00
4E	Sales Material	Campaign or Series of Above	\$100.00	\$115.00
5A	Out of Home	Single: Outdoor Board or Transit	\$ 45.00	\$ 60.00
5B	Out of Home	Series (3+): Outdoor Board or Transit	\$100.00	\$115.00
5C	Out of Home	Miscellaneous: Cinema Ads, Fleet Graphics, Murals, etc.	\$ 45.00	\$ 60.00
6A	Consumer Magazine	Single: Any Size - Fractional or Full Page, Color/B&W	\$ 45.00	\$ 60.00
6B	Consumer Magazine	Series (3+): Any Size - Fractional or Full Page, B&W	\$100.00	\$115.00
7A	Newspaper	Single: Any Size - Fractional Page or full Page, Color/B&W	\$ 45.00	\$ 60.00
7B	Newspaper	Series (3+): Any Size - Fractional Page or full Page, Color/B&W	\$100.00	\$115.00
8A	Radio	Single: Humor, non-humor or retail	\$ 65.00	\$ 80.00
8B	Radio	Series (3+): Humor, non-humor or retail	\$100.00	\$115.00
9A	Television	Single: Prod Budget \$50K/under	\$ 90.00	\$105.00
9B	Television	Single: Prod Budget \$50,001/over	\$ 90.00	\$105.00
9C	Television	Series (3+): Prod Budget \$50K/under BUDGET FOR SERIES OR SINGLE IS PER SPOT	\$120.00	
9D	Television	Series (3+): Prod Budget \$50,001/over BUDGET FOR SERIES OR SINGLE IS PER SPOT	\$120.00	
9E	Television	Internal Station Production (Any budget)	\$ 90.00	\$105.00
9F	Television	Single: Animation Prod Budget \$70K/Under	\$ 90.00	\$105.00
9G	Television	Single: Animation Prod Budget \$70K - \$140K	\$ 90.00	\$105.00
9H	Television	Single: Animation Prod Budget \$140K/Over	\$ 90.00	\$105.00
9I	Television	Series: Animation Prod Budget \$70K/Under	\$120.00	\$135.00
9J	Television	Series: Animation Prod Budget \$70K - \$140K	\$120.00	\$135.00
9K	Television	Series: Animation Prod Budget \$140K/Over	\$120.00	\$135.00
10A	Direct Response TV	Under 2 minutes	\$ 65.00	\$ 80.00
10B	Direct Response TV	Over 2 minutes	\$ 65.00	\$ 80.00
11A	Interactive	Advertising/Websites	\$ 65.00	\$ 80.00
11B	Interactive	Advertising/Banner Ads	\$ 65.00	\$ 80.00
11C	Interactive	Advergaming/Web Applications	\$ 65.00	\$ 80.00
11D	Interactive	Online Viral Campaign	\$ 80.00	\$ 95.00
11E	Interactive	Microsites/Landing Pages	\$ 65.00	\$ 80.00
11F	Interactive	E-commerce/Transactional Website	\$ 65.00	\$ 80.00
11G	Interactive	E-Mail/Advertising/Misc.	\$ 65.00	\$ 80.00
11H	Interactive	B2B: Internal/External Communications	\$ 65.00	\$ 80.00
11I	Interactive	B2B: Miscellaneous	\$ 65.00	\$ 80.00
11J	Interactive	Self-Promotion	\$ 65.00	\$ 80.00
11K	Interactive	Blogs	\$ 65.00	\$ 80.00
11L	Interactive	Advertising/Kiosks	\$ 65.00	\$ 80.00
11M	Interactive	Advertising/Point of Sale	\$ 65.00	\$ 80.00
11N	Interactive	Entertainment/Miscellaneous	\$ 65.00	\$ 80.00
12A	Public Service Division	Collateral Material	\$ 45.00	\$ 60.00
12B	Public Service Division	Direct Response	\$ 45.00	\$ 60.00

CAT#	CATEGORY	DESCRIPTION	MEMBER	NON-MEMBER
12C	Public Service Division	Out of Home	\$ 45.00	\$ 60.00
12D	Public Service Division	Business to Business	\$ 45.00	\$ 60.00
12E	Public Service Division	Consumer Magazine	\$ 45.00	\$ 60.00
12F	Public Service Division	Newspaper	\$ 45.00	\$ 60.00
12G	Public Service Division	Radio	\$ 65.00	\$ 80.00
12H	Public Service Division	Traditional Broadcast TV	\$ 90.00	\$105.00
12I	Public Service Division	Non-Traditional Broadcast TV	\$ 90.00	\$105.00
12J	Public Service Division	Complete Campaign	\$100.00	\$115.00
13A	Corporate Identity	Logo	\$ 45.00	\$ 60.00
13B	Corporate Identity	Business Paper Series	\$ 45.00	\$ 60.00
13C	Corporate Identity	Corporate Identity Program (limit 10)	\$100.00	\$115.00
14A	Company Literature	Annual Report	\$ 45.00	\$ 60.00
14B	Company Literature	Service Booklet	\$ 45.00	\$ 60.00
14C	Company Literature	Catalog: Product	\$ 45.00	\$ 60.00
14D	Company Literature	Catalog: School or Institution	\$ 45.00	\$ 60.00
14E	Company Literature	Newsletter	\$ 45.00	\$ 60.00
14F	Company Literature	Series of Company Literature (limit of 5)	\$100.00	\$115.00
15A	Poster	Exhibition, Institutional, Theater, Gallery, etc NOTE: ADVERTISING POSTERS ARE IN 4C	\$ 45.00	\$ 60.00
15B	Poster	Series of #15A (limit of 5)	\$100.00	\$115.00
16A	Packaging	Single	\$ 45.00	\$ 60.00
16B	Packaging	Series (3+)	\$100.00	\$115.00
17A	Books	Entire Book	\$ 45.00	\$ 60.00
17B	Magazine/Books/Jckts	Book cover or jacket	\$ 45.00	\$ 60.00
17C	Magazine/Books/Jckts	Series of Books & Jackets (limit of 5)	\$100.00	\$115.00
18A	Environmental	Signage, Interiors, Arch. Graphics (limit of 10 slides)	\$100.00	\$115.00
18B	Environmental	Exhibit or Trade Show (limit 10 slides)	\$100.00	\$115.00
19A	Editorial	Consumer Magazine (cover, single page or 2 page spread)	\$ 65.00	\$ 80.00
19B	Editorial	Multi-page of consumer magazine	\$100.00	\$115.00
19C	Editorial	Trade Magazine (cover, single page, or 2 page spread)	\$ 65.00	\$ 80.00
19D	Editorial	Multi-page of trade magazine	\$100.00	\$115.00
19E	Editorial	Newspaper (single page or 2 page spread)	\$ 65.00	\$ 80.00
20A	Misc. Collateral	Greeting Cards/ Postcards (limit of 5) NO WEDDING INVITATIONS, BIRTH ANNOUNCEMENTS, ETC.	\$100.00	\$115.00
20B	Misc. Collateral	Calendar	\$ 45.00	\$ 60.00
20C	Misc. Collateral	Menu	\$ 45.00	\$ 60.00
20D	Misc. Collateral	Series of Menus from same restaurant (limit of 5)	\$100.00	\$115.00
20E	Misc. Collateral	Unconventional Format: Anything not mentioned above. MUST BE COMMERCIALY DESIGNED AND PRODUCED WITH A CLIENT END USER.	\$ 80.00	\$ 95.00
21A	Experiential	Event/Experiential Marketing	\$ 80.00	\$ 95.00
22A	Integrated Campaign	Advertising, Design, Interactive, Out of Home, etc.	\$120.00	\$135.00
23A	Advertising Arts	Illustration: Single	\$ 45.00	\$ 60.00
23B	Advertising Arts	Illustration: Series (3+)	\$100.00	\$115.00
23C	Advertising Arts	Photography: Single	\$ 45.00	\$ 60.00
23D	Advertising Arts	Photography: Series (3+)	\$100.00	\$115.00
23E	Advertising Arts	Animation for TV	\$ 90.00	\$105.00
23F	Advertising Arts	Motion Graphics for TV	\$ 90.00	\$105.00
24A	Music Video	Single: Production Budget \$50K or Under	\$ 90.00	\$105.00
24B	Music Video	Single: Production Budget \$50K or Over	\$ 90.00	\$105.00
24C	Music Video	Series: Production Budget \$50K or Under	\$120.00	\$135.00
24D	Music Video	Series: Production Budget \$50K or Over	\$120.00	\$135.00
25A	The Big Idea	Single	\$ 90.00	\$105.00
25B	The Big Idea	Series	\$120.00	



ALL ENTRIES DUE TO THE PAF OFFICE JULY 15TH BY 5:00PM

2009 ROSEY AWARDS: FREQUENTLY ASKED QUESTIONS

Q: PLEASE...?

A: No, no, no – you cannot have an extension. The deadline is July 15, 2009 at 5:00pm.
Entries will be accepted from July 13-15, 2009, at the PAF offices: 520 SW Yamhill, Suite #800, Portland, Oregon 97204.

Q: WHAT ARE THE DATES OF ELIGIBILITY?

A: Any work created and/or produced in Oregon and published, posted or aired for the first time between June 2008 and June 2009 is eligible.

Q: IS THE ROSEY SHOW JUDGED NATIONALLY OR LOCALLY (THAT IS, ARE ENTRIES COMPARED TO OTHER NATIONAL ADS OR JUST TO LOCAL ADS)?

A: The Roseys are judged on a national level. We instruct the judges to consider it a show of national caliber work and judge accordingly.

Q: HOW IS THE JUDGING DONE?

A: The judging takes place through a confidential judging process performed over the course of a weekend. Portland Advertising Federation, its members or agents have no vote or influence in the judging process.

Q: ARE ALL THE ENTRIES DISPLAYED?

A: PAF will make every effort to display all entries at the Rosey Award Show, November 4, 2009.

Q: CAN I ENTER WORK IN MORE THAN ONE CATEGORY?

A: Yes. You can enter a piece or series in more than one category, but each piece needs a separate entry form and separate fee.

Q: WHEN CAN I BUY TICKETS?

A: Tickets to the 2009 Rosey Awards Show will be available for purchase September 1, 2009.
Visit www.roseyawards.com, www.portlandadfed.com or call 503.224.2623 for more information.



GET OFF YOUR CREATIVE ASS AND ENTER THE ROSEYS: ROSEYAWARDS.COM