

CALL FOR ENTRIES

HONORING EXCELLENCE IN CARDIAC AND VASCULAR ADVERTISING • DEADLINE: SEPTEMBER 30, 2016

INSTRUCTIONS

1. ELIGIBILITY: All advertising/marketing materials developed specifically for cardiac and/or vascular services during the calendar year 2015 are eligible to enter the 2016 CardioVascular Advertising Awards.

2. ENTRY FORMS: Enclose **TWO** copies of the Entry Form per entry; one with actual entry and one with payment. There is no limit on the number of entries that may be submitted.

3. DEADLINE: SEPTEMBER 30, 2016
LATE DEADLINE: OCTOBER 14, 2016
Entries must be postmarked on or before deadline. Late entries (postmarked after September 30, 2016) must include a one time \$25 late fee. No entries postmarked after October 14, 2016, will be accepted.

4. PAYMENT: Enclose payment for the total amount of all entries with a copy of the Entry Form. (One check for multiple entries is accepted)

SINGLE ENTRIES.....\$75.00/each
TOTAL AD CAMPAIGNS.....\$100.00/each
SERIES ENTRIES.....\$100.00/each

Make check payable to: **Creative Images, Inc.**
Visa, Mastercard and AMEX are also accepted.
(See Entry Form)

5. Ship all entries to:
CREATIVE IMAGES, INC.
"CARDIOVASCULAR
ADVERTISING AWARDS"
141 WILLETS ROAD
SYLVA, NC 28779



6. ENTRIES: Entries will not be returned. CVAA entrants agree that all entries may be reproduced non-exclusively on www.CVAAwards.com, in *Marketing Healthcare Today*, and other promotional materials affiliated with Creative Images, Inc. Entrants must hold or secure the necessary licenses for use of all creative content embodied in all entries.

SUBMISSION REQUIREMENTS

• **MOBILE & APPS:** Mobile website/app entries must be accessible via iTunes or placed on media with appropriate download instructions. They will be judged on a mobile device.

• **MOUNTED ITEMS:** Mount all one-sided materials... newspaper ads, magazine ads, posters, billboards, outdoor transit, logos, letterhead, etc., on a display board with the Entry Form attached to the back of the board. Photos of billboards

or outdoor transit are acceptable. No specific size requirements in mounting. **PDF files are accepted.**

• **PRINTED MATERIALS:** For multiple-sided entries, (brochures, annual reports, direct mail, magazines, handbooks, etc.) place the entry in an envelope or box along with the Entry Form. **PDF files are accepted.**

• **RADIO SPOTS:** Submit MP3 files on CD in an envelope with an Entry Form attached.

• **VIDEO/TV:** Submit television and special video productions on DVD. Video entries should be submitted in an envelope with an Entry Form attached. Digital files are preferred.

• **CAMPAIGNS / SERIES:** Submit total advertising campaigns and series entries in a large envelope or box. Make sure an Entry Form is attached securely to outside of envelope or box. All media including TV & Radio should be included for campaigns.

PDF files are accepted.

• **WEBSITES:** Simply list your URL as the name of entry. It's that simple.

ONLINE SUBMISSIONS:

Submissions are now accepted online via dropbox, hightail, wetransfer, sharefile, ftp, etc. The email that you need to share them with is mlucas@cvaawards.com. You can send multiple entries that way as long as you separate them into folders and include a scanned copy of the entry form in each folder. **Include a master copy of the entry form with the total number of submissions and payment information.** Once your entries are downloaded, we will send you a confirmation email. **If you do not receive a confirmation then we did not receive your entries!!**

AWARDS

A diverse panel of judges examine and evaluate all entries, honoring those showing outstanding quality in design, creativity and message effectiveness.

Professional, full-color Gold, Silver, and Bronze awards will be issued by both Group and Category. Judge's Choice trophies will be presented to Division winners receiving a perfect score from the judges.

Winners will be announced on the website, **CVAAwards.com**. **All awards will be sent to the organization designated on the Entry Form (#6).**

**Duplicate awards may be purchased.

CardioVascular
ADVERTISING AWARDS

If you have questions, visit us online at www.CVAAwards.com, or call toll free (800) 254-6789. ext. 102.

CATEGORIES

1 SELECT ONE

1. Advertising Specialty Items
2. Annual Report
3. Billboard Design
 - 3a. Single Entry
 - 3b. Series (3+ pieces)
4. Blogs
5. Brochure Advertising
 - 5a. Single Entry
 - 5b. Series (3+ pieces)
6. Calendar
7. Direct Mail Piece
 - 7a. Single Entry
 - 7b. Series (3+ pieces)
8. E-newsletter
 - 8a. Single Entry
 - 8b. Series (3+ pieces)
9. Flyer
 - 9a. Single Entry
 - 9b. Series (3+ pieces)
10. Invitations
11. Logo/Letterhead
12. Magazine Ad Design
 - 12a. Single Entry
 - 12b. Series (3+ pieces)
13. Magazine Publication
 - 13a. Single Entry
 - 13b. Series (3+ pieces)
14. Mobile Apps
15. Newsletter
 - 15a. Single Entry
 - 15b. Series (3+ pieces)
16. Newspaper Advertising
 - 16a. Single Entry
 - 16b. Series (3+ pieces)
17. Outdoor Transit
 - 17a. Single Entry
 - 17b. Series (3+ pieces)
18. Patient Education
 - 18a. Single Entry
 - 18b. Series (3+ pieces)
19. Patient Handbook
20. Physician Referral
 - 20a. Single Entry
 - 20b. Series (3+ pieces)
21. Pocket Folder
22. Poster/Displays
 - 22a. Single Entry
 - 22b. Series (3+ pieces)
23. Publication
 - 23a. Single Entry
 - 23b. Series (3+ pieces)
24. Radio Advertising
 - 24a. Single Entry
 - 24b. Series (3+ pieces)
25. Social Media
 - 25a. Single Entry
 - 25b. Series (3+ pieces)
26. Special Event (Series)
27. Special Video Advertising
 - 27a. Single Entry
 - 27b. Series (3+ pieces)
28. Total Advertising Campaigns
29. TV/Video Advertising
 - 29a. Single Entry
 - 29b. Series (3+ pieces)
30. Website (URL address)
31. Website Banner Ads
 - 31a. Single Entry
 - 31b. Series (3+ pieces)
32. Other/Miscellaneous Material

- PLEASE COMPLETE ALL EIGHT STEPS!
- Type or print all information clearly.
- Photocopies are allowed. There is no limit of entries

- Enclose two copies of the Entry Form per entry--
One with actual entry and one with payment.
One check is acceptable for all entries.

2 Name Of Entry: _____

3 Organization: _____

Contact: _____

Title: _____

Address: _____

City: _____

State: _____ Zip: _____

Telephone (Include Area Code): _____

E-mail: (winners will be notified first by e-mail) _____

4 Advertising Agency: _____

Contact: _____

Title: _____

Address: _____

City: _____

State: _____ Zip: _____

Telephone (Include Area Code): _____

E-mail: (winners will be notified first by e-mail) _____

5 GROUP (Entry was designed for what type of organization): CHECK ONLY ONE

- | | | |
|--|---|---|
| <input type="checkbox"/> Academic Medical Center | <input type="checkbox"/> Hospital 300 - 499 beds | <input type="checkbox"/> Medical Devices/Equipment Co. |
| <input type="checkbox"/> Children's Hospital | <input type="checkbox"/> Hospital over 500 beds | <input type="checkbox"/> Medical Practice/Physician Group |
| <input type="checkbox"/> Foundation/Fundraising | <input type="checkbox"/> Healthcare System | <input type="checkbox"/> Non-Hospital Organization/Assoc. |
| <input type="checkbox"/> Hospital under 149 beds | <input type="checkbox"/> Heart Hospital/Vascular Hospital | <input type="checkbox"/> Pharmaceutical Industry |
| <input type="checkbox"/> Hospital 150 - 299 beds | <input type="checkbox"/> Managed Care/Insurance | <input type="checkbox"/> Other _____ |

6 AWARDS (If entries win, send awards to): CHECK ONLY ONE

- ORGANIZATION ADVERTISING AGENCY

7 HOW DID YOU HEAR ABOUT THIS PROGRAM? CHECK ALL THAT APPLY

- Direct Mail E-mail I Entered Previously Search Engine Social Media Other

8 PAYMENT OF ENTRY FEES (Total all entries and select form of payment)

Form of Payment:

- Check Enclosed
- Payment Sent Under Separate Cover
- Credit Card (provide credit card information in section to the right.)

Single Entries x \$75 each	\$ _____
Total Ad Campaigns x \$100 each	\$ _____
Series Entries x \$100 each	\$ _____
One Time Late Fee	\$ 25.00
(If Entries Are Postmarked After September 30, 2016)	
TOTAL ENTRY FEES	\$ _____

SEND ENTRIES TO:
Creative Images, Inc.
"CardioVascular Advertising Awards"
141 Willets Road
Sylva, NC 28779

(Select Type Of Credit Card)   

CC#: _____

Name on Card: _____

Expiration Date: _____ Security Code (on back): _____