

Entering is Easy...  
Winning is Epic!

Tape on entry number label from  
the bottom of the entry form here.

**YAF** YAKIMA  
ADVERTISING  
FEDERATION



**1** Pick Your Entries!

**2** Register Online!

**3** Labels! - Print, Web, or Broadcast?

**4** Stick It! Zip It! Ship It!

## HOW TO ENTER

1. Register for the Chinook Awards at [www.yakimaadfed.com](http://www.yakimaadfed.com) and enter the required information for your entries.
2. Pay for your entries online or send a check to P.O. Box 9 Yakima WA 98907
3. Prepare your physical entries according to the instructions below and deliver them by the competition entry deadline.

## PREPARE YOUR ENTRIES

Use one clear 14x20 envelope for every entry.

**Include TWO copies of every entry in the entry envelope.**

See details for audio and broadcast.

Black board or foam board mounting of physical entries is no longer accepted. Instead, physical entries must be placed inside an appropriately-sized envelope. The National ADDY Committee recommends a 14x20 transparent plastic envelope.

**Insert two copies of the entry form and two copies of the entry inside the envelope.** Tape one Entry Number Label from the bottom of the entry form to the back of each piece of the physical entry, and to the space provided on top of this cardboard insert.

If a three-dimensional (3-D) item is small enough, it should be placed inside the entry envelope, as described above. The entry number label should be securely attached to the bottom of the physical entry. Insert two copies of the entry form inside the envelope.

When a three-dimensional (3-D) item is over-sized and too large to fit inside the envelope, enclose the item inside an appropriately-sized box or tube. Secure the entry number to the top of the box or tube. An entry number label should be affixed to the bottom or back of the piece for identifying. Prepare the entry envelope as described above, substituting the actual entry with a description of the oversized item.

**Remember to include two copies of the entry form in the envelope.**

Campaign entries may be handled in the same manner as above, placing all campaign elements from the campaign inside the entry envelope. Label each piece with an entry number on the back in the upper right hand corner. Indicate on each label "1 of 2" or "2 of 2", etc. Include an extra copy of the entry form inside the envelope.

All components of a Mixed Media campaign must be entered together in an appropriately sized envelope. Label each component with an entry number and include the total components for each campaign, (1 of 9, 2 of 9, 3 of 9, etc.)

## ENTRY IDENTIFICATION

Detach the category and entry number labels from the entry form generated when you submitted your entry information online

The entry number must be firmly affixed in the upper right corner on the back of each piece of all entries.

Tape one entry number label in the space provided on the top of the cardboard sleeve insert.

Place two copies of the entire entry form into the envelope.

In the case of entries that require DVDs or CDs, affix the label on the container or sleeve, and WRITE the full entry number on each disc in the entry using a black permanent marker. Remember to mark the disks "1 of 3", "2 of 3" as applicable. DO NOT affix labels to the actual face of the CD or DVD.

Label each component of a Mixed Media Campaign in a similar fashion.

No information identifying the entrant should appear on the face of an entry. Do not use branded disc labels or other materials which may reveal the identity of the entrant/agency.

Submission of entries acknowledges the right of the AAF to use them for publication, exhibition and marketing of the ADDY show.

## CAMPAIGN ENTRIES

A SINGLE MEDIUM campaign is no less than two and no more than four total pieces in the entry from one medium.

A MIXED/MULTIPLE MEDIA campaign has two or more executions spread over two or more media. There must be a minimum of two media used, but no more than six. There can be no more than four pieces per medium, with a maximum number of nine total pieces in the entry.

## BROADCAST, AUDIO VISUAL, or COMPUTER PRESENTATION ENTRIES

The only accepted format for video and television entries is DVD.

Be sure that submitted DVDs will play on a consumer DVD player. If the entry cannot be played on a consumer DVD player, it is subject to disqualification.

When a DVD contains multiple spots, as in a campaign, include a navigation tool. If the entry is a single spot or video, the DVD should be created to auto-play.

Entries must be "viewing copy only" and contain no color bars, tones or slates. For the second copy, submit a separate CD or DVD with the format in .mov or .mp4 with the file named as the Entry ID number. No .wmv files accepted.

Audio CDs are the only accepted audio format. No AIFF, MP3, WMV or WAV files. Submit a separate CD or DVD with a .mp3. Name the file the Entry ID number.

Use a separate CD/DVD for each single entry. For campaign entries, include all components on one CD/DVD. Affix an entry number label to the front right hand corner of the case. Place entries inside the entry envelope.

Insert two copies of the entry form inside the envelope. Also, write the entry number on the CD/ DVD face with permanent marker. DO NOT affix labels to the actual face of the CD or DVD. For campaign entries, indicate the number of spots in the campaign ("1 of 3" "2 of 3" etc).

Video sales presentations and infomercial entries must submit an edited representative content of NO MORE THAN five minutes in length. Transfer all Sales Presentation entries to DVD.

## INTERNET/INTERACTIVE MEDIA

For Website and all online entries, submit the URL addresses. For multiple URLs in a campaign category entry, create a webpage that contains each of the individual links and provide the single URL to your newly created page, i.e. [http://www.somedomain.com/addy\\_entries.html](http://www.somedomain.com/addy_entries.html).

Do not submit a URL that leads directly to a "swf" file. In addition, it is required that you submit a printed, 8.5 x 11" color screenshot of the homepage, pop-up banner, email, e-card, etc. and a CD (Mac OS or PC compatible) of the site/entry. Designate on the entry which OS is used.

Place all pieces into the entry envelope and affix the entry number on the front of the CD case. Insert two copies of the entry form inside the envelope. The CD is to be used only in emergency situations when Internet access or unexpected hosting situations make viewing the actual site online impossible. Judging will be done online, using the URL whenever possible.

URLs should not require any username or password for access. In cases where this already exists, the entrant should create an independent URL for judging. In the event that a site is database driven, please indicate this on the entry as explanation for lack of a CD being included.

For Disk-Based Sales Packages, submit on CD/DVD. Do not submit executable files that will attempt to install a program on the judging computer(s). Executable files cannot be judged and will be disqualified without reimbursement of entry fees.