



INSTRUCTIONS

1. ELIGIBILITY: All marketing/advertising materials developed promoting and/or using sustainable and green advertising during the calendar year 2017 are eligible to enter the 2017 Go Green Advertising Awards.

2. ENTRY FORMS: Enclose ONE copy of the entry form with each entry; also include a copy of the entry form in an envelope marked "payment" (see #4). *There is no limit on the number of entries that may be submitted. Payment can be sent with entries.*

3. DEADLINE: SEPTEMBER 1, 2017
LATE DEADLINE: SEPTEMBER 15, 2017

Entries must be postmarked on or before deadline. Late entries (postmarked after September 1, 2017) must include a one time \$25 late fee. No entries postmarked after September 15, 2017, will be accepted.

4. PAYMENT: Enclose payment in a separate envelope marked "payment" for the total amount of all entries. Make sure at least one entry form shows total for all entries. (One check for multiple entries is accepted.)

SINGLE ENTRIES.....\$50.00/each
TOTAL AD CAMPAIGNS.....\$75.00/each
SERIES ENTRIES.....\$75.00/each

If paying by check, make check payable to:
CREATIVE IMAGES, INC.

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

6. ENTRIES: Entries will not be returned.

Go Green Advertising Award entrants agree that all entries may be reprinted non-exclusively in promotional materials affiliated with Creative Images, Inc. Entrants hold or will secure the necessary licenses for use of all creative content embodied in any of the entries. Physical samples and entry forms will be recycled after judging is completed and awards are issued.

7. SUBMISSION REQUIREMENTS

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. Photos of billboards or outdoor transit are acceptable. No specific size requirements in mounting. High-res pdf files are also 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. High-res pdf files are also accepted.

RADIO SPOTS: Submit radio entries on a 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 such as MP4, AVI, MOV, WMV 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. High-res pdf files are also accepted.

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.

WEBSITES: Simply list your URL as the name of your entry.

ONLINE SUBMISSIONS:

Submissions are now accepted online via dropbox or hightail. The email that you need to share them with is mlucas@gogreenadawards.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!!**

8. AWARDS

Entries will be judged on: Creativity, Layout/Design, Typography, Production, Knowledge Transfer, Overall Quality and of course, the promotion of Environmentally Friendly Concepts, Services and/or Products.

Beautiful 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.

Winners will be posted on the website, www.GoGreenAdAwards.com in November. All awards will be sent to the organization designated on the entry form (#6). Duplicate awards may be purchased.

If you have any questions regarding the Go Green Advertising Awards, visit us online (www.GoGreenAdAwards.com), or call toll free (800) 254-6789. ext. 102.



1 Name Of Entry: _____

2 Organization/Company Name: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone (Include Area Code): _____

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

3 Advertising Agency: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone (Include Area Code): _____

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

4 Category (Select Only One By Checking The Box Supplied)

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| <p>1. <input type="checkbox"/> Advertising Specialty Items (Hats, Shirts, Pens, Giveaways, etc.)</p> <p>2. <input type="checkbox"/> Annual Report</p> <p>3. <input type="checkbox"/> Billboard Design</p> <p> <input type="checkbox"/> 3a. Single Entry</p> <p> <input type="checkbox"/> 3b. Series (3+ pieces)</p> <p>4. <input type="checkbox"/> Blogs</p> <p>5. <input type="checkbox"/> Branding Campaign</p> <p>6. <input type="checkbox"/> Brochure Advertising</p> <p> <input type="checkbox"/> 6a. Folded/Panels</p> <p> <input type="checkbox"/> 6b. Multiple Pages</p> <p> <input type="checkbox"/> 6c. Series (3+ pieces)</p> <p>7. <input type="checkbox"/> Calendar</p> <p>8. <input type="checkbox"/> Catalog</p> <p>9. <input type="checkbox"/> Direct Mail</p> <p> <input type="checkbox"/> 9a. Single Entry</p> <p> <input type="checkbox"/> 9b. Series (3+ pieces)</p> <p>10. <input type="checkbox"/> Email Marketing</p> <p>11. <input type="checkbox"/> Handbook</p> <p>12. <input type="checkbox"/> Invitations</p> <p>13. <input type="checkbox"/> Labels & Tags</p> <p>14. <input type="checkbox"/> Logos & Trademarks</p> | <p>15. <input type="checkbox"/> Letterhead & Envelopes</p> <p>16. <input type="checkbox"/> Magazine Advertising</p> <p> <input type="checkbox"/> 16a. Single Entry</p> <p> <input type="checkbox"/> 16b. Series (3+ pieces)</p> <p>17. <input type="checkbox"/> Magazine Publication</p> <p> <input type="checkbox"/> 17a. Single Entry</p> <p> <input type="checkbox"/> 17b. Series (3+ pieces)</p> <p>18. <input type="checkbox"/> Menus</p> <p>19. <input type="checkbox"/> Mobile Apps</p> <p>20. <input type="checkbox"/> Multi-Media Marketing Campaign (Includes 3+ pieces)</p> <p>21. <input type="checkbox"/> Newsletter</p> <p> <input type="checkbox"/> 21a. Single Entry</p> <p> <input type="checkbox"/> 21b. Series (3+ pieces)</p> <p>22. <input type="checkbox"/> Newspaper Advertising</p> <p> <input type="checkbox"/> 22a. Single Entry</p> <p> <input type="checkbox"/> 22b. Insert</p> <p> <input type="checkbox"/> 22c. Series (3+ pieces)</p> <p>23. <input type="checkbox"/> Organic Products</p> <p>24. <input type="checkbox"/> Outdoor Transit/Airport/Subway</p> <p> <input type="checkbox"/> 24a. Single Entry</p> <p> <input type="checkbox"/> 24b. Series (3+ pieces)</p> | <p>25. <input type="checkbox"/> Packaging</p> <p> <input type="checkbox"/> 25a. Single Entry</p> <p> <input type="checkbox"/> 25b. CD or DVD</p> <p> <input type="checkbox"/> 25c. Series (3+ pieces)</p> <p>26. <input type="checkbox"/> Photo/Illustration</p> <p> <input type="checkbox"/> 26a. Single Entry</p> <p> <input type="checkbox"/> 26b. Series (3+ pieces)</p> <p>27. <input type="checkbox"/> Point-of-Purchase (POP)</p> <p> <input type="checkbox"/> 27a. Counter Top, or Attached</p> <p> <input type="checkbox"/> 27b. Free-Standing</p> <p> <input type="checkbox"/> 27c. Trade Show Exhibit</p> <p> <input type="checkbox"/> 27d. Series (3+ pieces)</p> <p>28. <input type="checkbox"/> Poster/Displays</p> <p> <input type="checkbox"/> 28a. Single Entry</p> <p> <input type="checkbox"/> 28b. Series (3+ pieces)</p> <p>29. <input type="checkbox"/> Radio Advertising</p> <p> <input type="checkbox"/> 29a. Single Entry</p> <p> <input type="checkbox"/> 29b. Series (3+ spots)</p> <p>30. <input type="checkbox"/> Repurposed Design</p> <p> <input type="checkbox"/> 30a. Single Entry</p> <p> <input type="checkbox"/> 30b. Series (3+ spots)</p> <p>31. <input type="checkbox"/> Self-Promotion</p> <p> <input type="checkbox"/> 31a. Single Entry</p> <p> <input type="checkbox"/> 31b. Series (3+ spots)</p> | <p>32. <input type="checkbox"/> Social Media</p> <p> <input type="checkbox"/> 32a. Single Entry</p> <p> <input type="checkbox"/> 32b. Series (3+ pieces)</p> <p>33. <input type="checkbox"/> Special Events (Series)</p> <p>34. <input type="checkbox"/> Special Video Production - Broadcast</p> <p> <input type="checkbox"/> 34a. Single Entry</p> <p> <input type="checkbox"/> 34b. Series (3+ spots)</p> <p>35. <input type="checkbox"/> Special Video Production - Non-Broadcast</p> <p> <input type="checkbox"/> 35a. Single Entry</p> <p> <input type="checkbox"/> 35b. Series (3+ spots)</p> <p>36. <input type="checkbox"/> Total Advertising Campaigns (Includes 3+ pieces)</p> <p>37. <input type="checkbox"/> TV/Video Advertising</p> <p> <input type="checkbox"/> 37a. Single Entry</p> <p> <input type="checkbox"/> 37b. Series (3+ spots)</p> <p> <input type="checkbox"/> 37c. Cinema Advertising</p> <p>38. <input type="checkbox"/> Webcasts/Podcasts</p> <p>39. <input type="checkbox"/> Website Advertising (Banners, Etc)</p> <p>40. <input type="checkbox"/> Website Design (URL address)</p> <p>41. <input type="checkbox"/> Other/Miscellaneous Material: (Special Promotional Materials)</p> |
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5 Group - Entry Designed For (Check One):

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|-------------------------------------------|--------------------------------------------------------------|------------------------------------------|------------------------------------------------|----------------------------------------------------|
| <input type="checkbox"/> Agriculture | <input type="checkbox"/> Business Services & Office Products | <input type="checkbox"/> Food / Beverage | <input type="checkbox"/> Non-Profit | <input type="checkbox"/> Retail |
| <input type="checkbox"/> Apparel | <input type="checkbox"/> Education | <input type="checkbox"/> Government | <input type="checkbox"/> Professional Services | <input type="checkbox"/> Technology |
| <input type="checkbox"/> Appliances | <input type="checkbox"/> Entertainment | <input type="checkbox"/> Healthcare | <input type="checkbox"/> Real Estate | <input type="checkbox"/> Telecommunications |
| <input type="checkbox"/> Automotive | <input type="checkbox"/> Financial | <input type="checkbox"/> Home Products | <input type="checkbox"/> Recreation / Sports | <input type="checkbox"/> Travel / Tourism |
| <input type="checkbox"/> Beauty / Fashion | | <input type="checkbox"/> Marketing | <input type="checkbox"/> Restaurant | <input type="checkbox"/> Potpourri (everyone else) |

6 Awards (If You Win) Should Be Sent To

(Check One Only - Duplicates May Be Ordered):

- Organization/Company
- Advertising Agency

7 How did you hear about the Go Green Advertising Awards?

Check all that apply.

- Direct Mail
- E-mail Promotion
- Search Engine
- Referred
- Other

8 Payment (Select Type of Payment & Calculate Total Entries and Fees)

- CHECK ENCLOSED WITH ENTRY BY CREDIT CARD BELOW SENT SEPARATELY

_____ Single Entries x \$50/each	\$	_____
_____ Multi-Media, Branding & Total Ad Campaigns x \$75/each	\$	_____
_____ Series Entries x \$75/each	\$	_____
_____ One Time Late Fee (If Entries Are Postmarked After September 1, 2017)	\$	25.00
TOTAL (U.S. Funds Only)	\$	_____

CREDIT CARD INFORMATION



Credit Card#: _____

Name on card: _____

Card Billing Address: _____

Expiration Date: _____ Security Code (3 or 4 digit) _____ Zip Code: _____

SEND ENTRIES TO: CREATIVE IMAGES, INC. "GO GREEN AD AWARDS" • 141 WILLETS ROAD • SYLVA, NC 28779 - QUESTIONS? CALL (800) 254-6789 EXT 102

IMPORTANT: MAKE A COPY OF THIS FORM AND ENCLOSE IN PAYMENT ENVELOPE SHOWING TOTAL OF ALL ENTRIES • ONE CHECK IS ACCEPTABLE FOR ALL ENTRIES • PLEASE PRINT CLEARLY

Entrants agree that all entries may be reprinted non-exclusively in promotional materials affiliated with Go Green Advertising Awards and Creative Images, Inc. Entrants agree that they hold or will secure the necessary licenses for use of all creative content embodied in any of the entries submitted.