

2016-2017

New York CITY



AMERICAN ADVERTISING AWARDS CALL FOR ENTRIES

DEADLINE JANUARY 31, 2017

ENTER the New York American Advertising Awards Competition! It's faster, easier and still more economical than ever to show off your best work! The AAA software process has been streamlined to make your entry process even easier so please take the time to review the directions and guidelines.

ECONOMICAL? Your entry fee covers your entries all the way from local, to regional, to the national competition level. That means you only pay once – but keep on advancing every time you win a Gold ADDY®.

THE SAVINGS ARE AS BIG AS THE RECOGNITION!

FEES | PAYMENT | PACKAGING

Single: \$205 | Campaign: \$225 | Student: \$25

In order to qualify payment can be made online by credit card when entering, or by check or money order made payable to AAF/District Two. Checks or money orders **MUST** accompany your entries along with your entry manifest form.

Mark all packaging with a great big NEW YORK AAA's!

ENTRY DROP OFF | MAILING

BBDO New York

1285 Avenue of the Americas, New York, NY 10019

Attention: Jayme Blasko

QUESTIONS | BILLING | CONTACT

Colleen Stubbs | 814-454-0158 | colleen@altman-hall.com

Lisa Gorham | 301-788-6455 | lisa@lisagorham.com

The American Advertising Awards is the advertising industry's largest and most representative competition, attracting over 40,000 entries every year in local AAF Club (Ad Club) competitions. The mission of the American Advertising Awards competition is to recognize and reward the creative spirit of excellence in the art of advertising. Conducted annually by the American Advertising Federation (AAF), the local Ad Club phase is the first of a three-tier, national competition. Concurrently, all across the country, local entrants vie to win ADDY Awards - recognition as the very best in their markets. At the second tier, local ADDY winners compete against winners from other local clubs in one of 15 district competitions. District ADDY winners are then forwarded to the third tier, the national stage of the American Advertising Awards. **Entry in your local Ad Club competition is the first step toward winning a national ADDY!**