



Advertising Age is proud to announce the 9th annual Hispanic Creative Advertising Awards, in cooperation with the Association of Hispanic Advertising Agencies. These awards are the premier showcase of Hispanic creative talent and honor the best Hispanic-targeted advertising across television, radio, newspaper, magazine, out-of-home, interactive media, direct marketing and nontraditional/guerrilla marketing.

Winners will be honored at an awards gala in New York this fall after the AHAA semi-annual conference. The winners will also be featured in a special report in *Advertising Age* and online at AdAge.com.

Entries will be judged by a panel of top Hispanic agency creatives, senior-level marketing executives and *Advertising Age* editors. Entrants do not have to be AHAA members to be eligible.

ELIGIBILITY REQUIREMENTS

Any original Hispanic-targeted, consumer-oriented television or radio commercial, out-of-home execution, online ad, Web site, print advertisement (magazine or newspaper), direct marketing or nontraditional/guerrilla marketing advertisement that first aired or appeared in media in the U.S. and/or Puerto Rico from May 1, 2006 through April 30, 2007 is eligible. **Please double check that your ad ran during this period or it will be disqualified.** For direct marketing entries, pieces must have been sent between this period. Each ad is considered a separate entry unless specifically entered as part of a campaign. Both Spanish-language and English-language work may be submitted. Adapted work will not be accepted. No subtitles please. Winners will only be chosen for the categories deemed appropriate by the judges. *Advertising Age* reserves the right to re-categorize entries and create new categories if appropriate.

DEADLINE

June 6, 2007

All entries must be postmarked no later than Wednesday, June 6, 2007

AWARDS PROMOTION

Winners will be announced:

- At an awards gala in New York on November 2, 2007
- In *Advertising Age*
- Online at AdAge.com

FEE

\$120 for each single entry

\$150 for campaign

Please see separate page with payment information.

HOW TO SUBMIT

Send all entries with payment and a completed copy of the entry form on the following page to:

Advertising Age
Hispanic Creative Advertising Awards
711 Third Avenue, New York, NY 10017
Attention: Lauren Minardo

INFORMATION

Call Lauren Minardo at 212-210-0738, e-mail lminardo@adage.com or Laurel Wentz at 212-210-0175, e-mail lwentz@adage.com

TROPHIES

Additional trophies are available for purchase. Go to adage.com/events for details.

GUIDELINES

Campaign submissions must consist of a minimum of two executions and a maximum of four. Except in Multimedia category, campaign entries cannot combine ads done in different media (i.e., magazine and TV, radio and newspaper, etc). Individual ads must be submitted separately, with their own entry form and in their appropriate category.

CATEGORIES

TV: All single entries must be submitted on separate DVDs, clearly marked with title of spot, advertiser or brand name and name of company submitting the work. For campaign entries, a main menu must be provided detailing the order and titles of all ads.

Radio: Up to three radio commercials may be on a single CD, but each commercial must have its own entry form. All CDs must be submitted on an audio or data CD. Each commercial must be clearly titled.

Print: Entries must be in the form of either a proof or a tearsheet as the ad appeared. Each must be center mounted on a black showboard of any size, and have a separate entry form securely affixed to the back of the board.

Out-of-Home: Entries must be in the form of a high-quality color proof. Each must be accompanied by an entry form affixed to the back.

Interactive: For Web sites and online work, entrants must provide Web address of the content to be judged. Web sites entered must be accessible from the time of entry submission through September 2007. Ads should be on a separate page and specify which plug-ins (if any) are needed for viewing. Unless part of a campaign, each is considered a separate entry and must have a separate form. Please include evidence of effectiveness.

Direct Marketing: Entries may be direct mail pieces, direct response TV spots (submitted on a DVD), direct response radio spots (on a CD), e-mail or insert media. Direct mail pieces and inserts should be in the same format as the originals. Evidence of effectiveness must be included on entry form or entry may be considered ineligible.

Multimedia: Up to four ads from a campaign consisting of two or more different media categories – TV, radio, print, out-of-home, direct marketing and/or interactive (i.e., one print ad, two television commercials and one radio spot). Campaign must be submitted on a single DVD, accompanied by a log detailing what is on the DVD including title of each ad and category (i.e. TV, magazine, out-of-home etc.) and their order of appearance.

Nontraditional/Guerrilla Marketing: This category will award unconventional advertising ideas. Please be sure to document clearly exactly how your idea was carried out (i.e. mounting photos of the execution onto a showboard).

Beyond Hispanic (NEW for 2007!): For work created by a Hispanic agency that targets a broader market (i.e. general market, other multicultural segments like African-American, Latin America, etc.) This category allows Hispanic agencies to be recognized for a growing body of work created to run beyond the Hispanic market.

Bicultural Hispanics (NEW for 2007!): For work targeting acculturated English-speaking or bicultural Hispanics not reached by Spanish-language media.



SUBMITTED BY

Name: _____ Company: _____
Title: _____ Phone: _____ E-mail: _____

ENTRY INFORMATION

Check one: Single Campaign

Check one: Television Radio Newspaper Magazine
 Out-of-home Interactive Direct marketing Multimedia
 Nontraditional/Guerrilla marketing Beyond Hispanic* Bicultural Hispanics*

Check category (**TV & RADIO ONLY**): Financial Services Soft Drinks Alcoholic Beverages
 Grocery Products Technology/Communications Apparel/Accessories Public Service/Government
 Toiletries/Beauty Aids Automotive Retail/Fast-Food Miscellaneous
 Entertainment/Media Self-Promotion

Check Interactive Category: E-Commerce Branding Online Ad Web Site Viral Marketing

Please provide a URL address (**INTERACTIVE ONLY**) _____

*For Beyond Hispanic or Bicultural Hispanic categories, please indicate which media you are submitting (TV, radio, etc.) and what audience it was designed to reach.

This entry ran in U.S. Market Puerto Rico

Title of Ad/Ads: _____

Advertiser & Brand: _____ Agency: _____

Street Address: _____ City: _____ State: _____ Zip Code: _____

Creative Director(s): _____

Art Director: _____ Copywriter: _____

Key Contact: _____ Phone: _____ E-mail: _____

Creative Brief Solution (not mandatory, but helpful for judges to understand your work; if your ad wins, information may be used in *Advertising Age* story about winners):

Evidence of Effectiveness (increased sales, volume, market share, awareness). Mandatory for direct marketing, suggested for interactive entries:

PLEASE TYPE OR PRINT. IF MORE SPACE IS NEEDED, ANOTHER SHEET MAY BE ATTACHED. INCOMPLETE ENTRY FORMS WILL BE CONSIDERED INELIGIBLE.

CERTIFICATION OF ELIGIBILITY

Entry Form must be signed by a senior executive at your company. I confirm this entry ran for the first time between May 1, 2006 and April 30, 2007.

Name: _____

✗ Signature: _____

Title: _____

Date: _____



PAYMENT

Total # of single entries (\$120 each): _____

Total # of campaign entries (\$150 each): _____

Total Amount Due: \$ _____

Please check one: Check enclosed (Payable to Advertising Age)
 Credit Card: Visa MasterCard AMEX Discover

Account #: _____ Exp. Date: _____

Cardholder Information

Signature: _____

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ E-mail: _____

All entries become the property of *Advertising Age*. Entrant has permission to submit entry and grants *Advertising Age* all or any portion of the entry in any form selected by *Advertising Age* for purposes of illustration, comparison or critique.