

AICP SHOW & AICP NEXT AWARDS ENTRIES - FREQUENTLY ASKED QUESTIONS

DEADLINES & FEES:

Deadline: March 3, 2017 – for work airing February 29, 2016 to February 26, 2017

Entry fees - \$245 per single entry, \$495 for a campaign. This includes the Next categories.

Upload fees - are \$40 per spot. If you enter a spot into multiple categories, you just pay one upload fee (entry fees apply for the additional categories entered).

Late fees - \$75 per entry. Work will carry a late fee if it is entered after March 4th 12:01AM PST. **Late fees are not waived. There are no exceptions.**

Entries are not processed until payment is received. Check payments arriving after the deadline makes your entry subject to a late fee.

Entry fees are not refundable under any circumstances. We are not responsible for incomplete or incorrect entries.

OUR # 1 FREQUENTLY ASKED QUESTION:

Advertising Excellence/Campaign category is for 2 or 3 commercials. The campaign category is judged on overall excellence. If you have 2 or 3 good PSA spots, they will be judged for excellence as a campaign not a PSA campaign. You may also enter all in PSA and they will be judged as individual spots in that category, not as a campaign.

CREDITS:

Only a few mandatory credits are required so as to streamline the entry process for you. If your spot makes it into the Shortlist in its category and goes on to final judging, you will be contacted and instructed to go back on to the website and add additional credits.

If you see a mandatory credit that does not pertain to you – for example, if you are a student and it asks for an agency credit, just write NA and move on.

ABOUT CASE STUDIES

Case studies should not be entered for any of the AICP Show categories. Only the work as aired is appropriate here.

Case studies are appropriate to enter in all of the Next Awards categories *except* Viral/Web Film where the actual film should be entered.

LENGTHY WORK

There is no running time limit for entries. However, it is acceptable to submit a cut-down of a lengthy piece. The cut-down should be only of aired material (not a director's cut). Indicate the running time of the full length piece so that judges understand they are viewing a cut-down.

SPECIFIC TO NEXT AWARDS CATEGORIES

For the Website category, you may add the URL address but you **MUST** also upload a video file. It may be a case study or if you do not have one, upload a black video file with the URL address on it so that you are able to finalize your entry.