

AICP SHOW & AICP NEXT AWARDS ENTRIES FREQUENTLY ASKED QUESTIONS

Deadline for Entries: March 9th, 2018 – for work airing February 27, 2017 to March 4th, 2018

Entry fees:

A single entry, including the single categories in The AICP Next Awards: \$295

A single entry submitted in three categories: \$750

A single entry submitted in five categories: \$1175

An AICP Show Advertising Excellence Campaign entry (2 or 3 spots): \$550

An AICP Next Awards Integrated Campaign entry: \$550

Please note - to get the Single Spot-Multiple Category Submission bulk pricing, all category submission of the single spot must be finalized AT THE SAME TIME.

Upload fees: \$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 10th, 2018 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.

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, in an effort to make the entry process smoother. If your spot makes it onto 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.

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

Case studies are appropriate to enter in all of the **Next Awards** categories except Viral, 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). Please, indicate the running time of the full-length piece so that judges understand they are viewing a cut-down.

NEXT WEBSITE CATEGORY: For the Website category, you may add the URL address but you **MUST** also upload a video file. It may be a case study.