



AAF

NEW YORK AMERICAN ADVERTISING AWARDS

ADDYCOMPETITION.COM
CALL FOR ENTRIES

LIGHT THE WAY. ENTER the New York ADDY® Awards Competition! It's faster, easier and still more economical than ever to show off your best work! 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! // **NOTE:** Because transitioning within companies occur all the time, we ask if you could please forward this announcement to the appropriate person(s) if you are not the correct recipient.

SUBMISSION GUIDELINES

Competition includes 15 categories with approximately 190 subcategories and are modified, revised and updated annually. Please review the ADDY® Rules and Guidelines carefully as some submission guidelines and categories have changed.

ENTRY DEADLINE 4 PM
JANUARY 18 2016

FEES / PACKAGING / PAYMENT

Single: \$205 // Campaign: \$225 // Student: \$25 // Mark all packaging with a great big NEW YORK ADDYS! // Payment by checks only. Make check payable to AAF/District Two. // Payment **MUST** be included with entries along with entry manifest form. If another form of payment is required, contact Karen Love.

ENTRY DROP-OFF / MAILING

Y & R Brands
3 Columbus Circle, New York, NY 10019
Attention: Susan Lim

QUESTIONS / BILLING / CONTACT

Karen Love // 412-364-4005 pghadfed@aol.com
Colleen Stubbs // 814-454-0158 colleen@altman-hall.com
Lisa Gorham // 301-788-6455 lisa@lisagorham.com



AMERICAN
ADVERTISING
AWARDS

The ADDY® Awards is the advertising industry's largest and most representative competition, attracting over 50,000 entries every year in local ADDY® competitions. The mission of the ADDY® competition is to recognize and reward creative excellence in the art of advertising. The local ADDY® Awards is the first of a three-tiered national competition. Concurrently, all across

the country, local entrants vie for recognition as the very best in their markets. At the second tier, local winners compete against other winners in one of 15 district competitions. District winners are then forwarded to the third tier, the national ADDY® Awards competition. Entry in your local ADDY® competition is the first step toward winning a national ADDY®.