



2016 INTERNATIONAL ANDY AWARDS

STUDENT COMPETITION

The ANDY Awards are one of the only not-for-profit award shows in the industry, with proceeds going directly to The ADVERTISING Club Foundation to fund its education initiatives. The Foundation is committed to supporting and cultivating talent entering the Advertising and Marketing industry. The Glenn C. Smith Award and Scholarship, named in honor of a past ANDY Chairman, is given to the best in show student winner or winning team. The winner of the Student Competition receives a \$10,000 scholarship to further their creative studies.

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2017 JURY

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THE ANDY AWARDS ARE UNDER THE DIRECTION OF:

GINA GRILLO
President & CEO

LUCY TRUGLIO
Director

ARIEL BLAKEMAN
Manager

NICK PAPPAS
Coordinator

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DEADLINE: JANUARY 13TH, 2017

FOR WORK THAT HAS RUN FEBRUARY 9, 2016 - FEBRUARY 24, 2017

STUDENT ELIGIBILITY

Any full-time student in an accredited institution of higher learning is eligible to submit entries. Entrants may not be employed in the advertising industry. Work need not have been published or broadcast, and school projects are accepted. Keep in mind though, that entries become the property of the ANDY Awards and will not be returned.

ENTRY FEES

SINGLE ENTRIES (one execution)
require a \$50 entry fee.

CAMPAIGN ENTRIES (not to exceed three executions), integrated entries and digital entries
require a \$75 entry fee.

UPLOADS (PER FILE)

\$10 USD (per file, all media)

PAYMENT

Mail a complete itemized list of all of your entries submitted with proof of payment.

CREDIT CARD PAYMENT (*Amex, Visa + Master Card*)*

*Please note a 4% processing fee will be added to your total.

CHECK OR MONEY ORDER (*US Funds*) payable to:

The International ANDY Awards
989 Avenue of the Americas, 7th Floor
New York, NY 10018 USA

MEDIA CODES

DIGI Digital Work. Includes websites, web ads, gaming and mobile campaigns. U

INT Integrated Work. U

PRNT Print Work. Includes magazine, newspaper and out of home advertisements.

RAD Radio

TVF Television and Film U

U - A UNIQUE LIVE URL (*including the same content*)
must accompany entries in this category in ADDITION to a film upload of the entry.

*Please note URLs must remain live through May 2017.
All entries that are not viewable during this time frame will be disqualified.*

TYPE

S Single (one execution)

C Campaign (two or three executions)

SPECIFICATIONS FOR UPLOADING

IF YOU HAVE ANY QUESTIONS ABOUT SUBMITTING YOUR WORK, PLEASE CONTACT
SUPPORT@AWARDCORE.COM

For assistance formatting your creative to our specs, please refer to EntryBot.com. Quickly upload your files and select International ANDY Awards. EntryBot is in the cloud and available 24/7 from anywhere in the world.

PREPARATIONS OF FILM UPLOADS *Video files may be submitted in either high definition or standard definition. With the exception of entry code WEF, all film entries should not be longer than 2 minutes.*

SUBMIT THE FOLLOWING

HIGH DEFINITION SOURCE MATERIAL

Screen Size: 1280x720

ENCODING SPECS

File Extension: .mov or .mp4

Video Compression Type/Codec: H264

Video Bitrate: 4800 kbits/sec

Frame Rate: Original Frame Rate

(23.98, 24, 25, 29.97,

50, 59.94, 60)

Audio Codec: AAC (aka MPEG-4 Audio)

IMPORTANT - NOT

Low Delay AAC

Audio Sample Rate: 48kHz

Audio Bitrate: 192 kbits/sec

STANDARD DEFINITION SOURCE MATERIAL

SCREEN SIZE:

720x486 (If source material is 720x486)

720x480 (If source material is 720x480)

720x576 (If source material is 720x576)

ENCODING SPECS

File Extension: .mov or .mp4

Video Compression Type/Codec: H264

Video Bitrate: 4000 kbits/sec

Frame Rate: Original Frame Rate

(23.98, 24, 25, 29.97)

Audio Codec: AAC (aka MPEG-4)

Audio Sample Rate: 48kHz

PREPARATION OF PRINT ENTRIES

SUBMIT THE FOLLOWING

File Type: JPEG

Dimensions: Same as source

Quality: 300DPI

Max File Size: 20MB

Colorspace: RGB

ALL print entries must provide proof(s) mounted on poster board with a 1 inch border surrounding the ad, devoid of credit lines, 11" x 17" (or A3) in size. No enlarged images.

Attach two entry forms to the back of each entry.

For e.g. for a 3 part campaign include 6 entry forms.

Attach the barcode to the front of the work at the bottom left-hand side of the piece.

Attach to the first execution within a campaign.

FOR PRINT CAMPAIGNS Tape each campaign together accordion style reading from left to right (horizontal) as a single unit. Number each ad within the campaign in the same sequence as indicated on the entry form.

PRINTED MATERIALS AND PROMOTIONS

Submit original materials. These may be mounted at the discretion of the entrant to protect items during the cataloging process. A clear, plastic sleeve is advisable for printed materials such as brochures, annual reports, etc.

SEND YOUR PHYSICAL PRINT ENTRIES ON OR BEFORE THE DEADLINE TO:

The International ANDY Awards

989 Avenue of the Americas, 7th Floor

New York, NY 10018 USA

PREPARATIONS OF RADIO ENTRIES

SUBMIT THE FOLLOWING

File Type: MP3

Quality: 44.1 or 48kHz

Bit Depth: 16bit

Bit Rate: 192kbps

DISCLAIMER

All entries become the property of the ANDY Awards and will not be returned.

The entrant grants permission to show, duplicate or play entries as the ANDY Awards deem appropriate.

If any network, cable or local broadcast station agrees to air an entry on the news or any other program relating to the ANDY Awards, the ANDY Awards will first obtain permission to broadcast from the entrant, who must then agree to obtain any permissions or clearances and to absorb talent or other residual charges incurred by the inclusion of their entry in the program, as required.

In order to promote The ANDY Awards, each entrant authorizes the ANDYs to screen, publish or put online the award show entries and winners.

The ANDY Awards may prepare and distribute any medium of all ANDY winners. This copy would be sold/rented/shown for educational and reference purposes only, and purchasers would agree not to duplicate, sell or broadcast any portion of it.

The ANDY Awards shall not be held liable for the loss of any entry, for any reason whatsoever.