



RULES

2018-2019 ROCKIES CREATIVE AWARDS

Welcome to the Idaho Advertising Federation's creative competition: The Rockies. Our show is just a small step to bigger creative awards. All entries receiving a Gold or Silver Rockie at our show are eligible to advance to the next level of judging at the district creative competition, the Northwest American Advertising Awards. All entrants will receive a list of Gold and Silver Rockies awarded to them prior to the district competition deadlines. Entries that are awarded a Gold Rockie will be automatically forwarded to the Northwest American Advertising Awards, courtesy of the Idaho Advertising Federation and the Boise Advertising Federation. Entrants must pay the entry fee for any Silvers they wish to submit to the Northwest American Advertising Awards. They are encouraged to do so.

ELIGIBILITY REQUIREMENTS

- All work that is submitted to the competition must have been published, aired, released, broadcast, launched, et al., between January 1st 2018 and December 31st 2018.
- An advertising entry produced by (or on behalf of) any individual, advertiser, advertising or design agency, advertising medium, or production company within Idaho is eligible for the competition.
- Entries must be entered in the correct category and be correctly identified.
- Entries must include a complete entry form.
- Entries must conform to defined submission requirements detailed below.
- Entries must conform to all copyright laws.
- Entries must meet all eligibility and deadline requirements.
- The Rockies Creative Awards competition is intended to recognize originality and the execution of creative concept(s). Material not created or produced by the entrant may appear in the entry, but will be considered as such when judged.
- Entries of syndicated concepts that are not originated by the entrant are expressly prohibited.
- Entrant must be either the client, or party responsible for creative direction and production of entry as specified in each category. In the event of duplicate submission of entries, entrant will be designated in the following order: 1) client, 2) agency, 3) producer, and 4) individuals.

HOW TO ENTER

1. Visit and register at <http://submissions.rockieawards.com>
2. You will be directed to the competition site to register as an entrant. Review the category list to find where your work should compete, and follow the simple drop down menus to enter your information. Make sure you credit the members of your creative team and production partners, so that they will be recognized properly. Submission of entries acknowledges the right of the IAF to use them for publication, exhibition and marketing of the Rockies Awards show.
 - *Please read through your submissions carefully before submitting on the BAF submissions website. Any information listed on the submission site may be printed on an award should your entry win the category.*
 - *Crediting work – space is provided on the submissions website to credit the appropriate people who work on the project. Please take the time to fill this out.*
 - *Entrants will receive a detailed list of their entry order to serve as a receipt.*

DATES

- Monday, January 7, 2019 — submission window opens
- Friday, February 8, 2019 — early bird deadline closes at 5:00 PM
- Friday, February 15, 2019 — late deadline
 - *All physical entries & payments must be received (before 5:00 PM) by the BAF to be eligible for competition.*
- March 1-2, 2019 – Rockies Judging

ENTRY SUBMISSIONS

- All entries must be packaged according to the guidelines listed below, entered online via the Rockies website (<http://submissions.rockieawards.com>), and delivered by the due-dates listed above.
- Entries should have no reference to the agency that is submitting the work.
- Each individual entry will receive a unique entry form and entry number. This form and number will identify and accompany the entry throughout the judging process.
- Place each physical entry inside of an appropriately sized **transparent** envelope and insert the entry form so it is clearly visible from the outside. The entry number must be visible.
- One copy of the entry form must be submitted with the entry or it will not be eligible for judging.
- **A Master USB, containing all entries from a single agency, production house, or individual — entry number(s) should be listed in the file name(s) — must be submitted at the same time that the payment and physical entries are delivered to the BAF Judging Chair. Television, video, and radio entries submitted on their own USBs (per the specifications below), DO NOT need to be included on the Master USB.**

SUBMISSION DETAILS PER MEDIA

TELEVISION & VIDEO SUBMISSION DETAILS:

- A physical submission of all entries in this classification is required. Please submit your television and video entries on ONE clearly labeled Master USB that contains a copy of all the work you or your organization have submitted. Each file name should include/consist of the entry number (assigned via the Rockies submission website) and match the physical entry form.
- For campaign entries, include all components within one folder on the Master USB and use a clearly labeled navigation structure; indicate “1 of 2” or “2 of 2” etc.
- On the printed-out entry form, write in the title of the spot or campaign if it is not already listed.

Packaging Your Entry: Include one copy of the entry form inside of an appropriately sized transparent envelope. The entry form must be visible from the outside of the envelope.

RADIO SUBMISSION DETAILS:

- A physical submission of all entries in this classification is required. Please submit your radio entries on ONE clearly labeled Master USB that contains a copy of all the work you or your organization have submitted. Each file name should include/consist of the entry number (assigned via the Rockies submission website) and match the physical entry form.
- For campaign entries, include all components within one folder on the Master USB and use a clearly labeled navigation structure; indicate “1 of 2” or “2 of 2” etc.
- On the printed-out entry form, write in the title of the spot or campaign if it is not already listed.

Packaging Your Entry: Include one copy of the entry form inside of an appropriately sized transparent envelope. The entry form must be visible from the outside of the envelope.

PRINT AND COLLATERAL SUBMISSION DETAILS:

- A physical submission of all entries in this classification is required.
- Entry number may be written/applied to the back or bottom side of each physical piece.
- Campaign entries may be handled in the same manner as above. Label each piece with an entry number on the back in the upper right-hand corner. Indicate on each label “1 of 2” or “2 of 2” etc.

Packaging Your Entry: Include one copy of the entry form (displaying the entry number assigned via the Rockies submission website) inside of an appropriately sized transparent envelope. The entry form must be visible from the outside of the envelope. If a three-dimensional

(3-D) item is small enough, it should be placed inside an appropriately sized transparent envelope, as described above. If a 3-D item is too large to fit inside an envelope, enclose the item inside an appropriately sized box. Please identify your physical entry and box with the entry number assigned via the Rockies submission website.

DIGITAL ADVERTISING SUBMISSION DETAILS:

- For website and all online entries, please submit the URL addresses ON THE ROCKIES SUBMISSION WEBSITE when prompted. Judging will be done online, using the URL whenever possible.
 - URLs should not require any username or password for access. In cases where this already exists, the entrant should create an independent URL.
 - URLs, banners and menus must not contain any references to the entrant unless is it under the self-promotion category.
 - Banners — if a URL isn't possible then a printed screen shot is acceptable.
 - Social media — if a URL isn't possible then a printed screen shot is acceptable.
 - Website** — submit URL
 - ** You may accompany your website entry with a video tutorial of the functionalities of the website. This video may be constructed to the entrant's preference. The video should not exceed more than 90 seconds. This video should be submitted on the Master USB with a clear note (written on the physical entry form) indicating its existence. For further instructions follow the television submission details.*
 - For disk-based sales packages, submit on the Master USB disk. Do not submit executable files that will attempt to install a program on the judging computer(s). Executable files cannot be judged and will be disqualified without reimbursement of entry fees.

Packaging Your Entry: Include one copy of the entry form inside of an appropriately sized transparent envelope. The entry form must be visible from the outside of the envelope.

COMPLETE CAMPAIGN SUBMISSION DETAILS:

Complete Campaigns must use at least two media. The maximum number of components per media is four, and the total number of components must not exceed nine. All components of the campaign must be entered together. Refer to the appropriate media submission requirements listed above where necessary.

Please Remember:

You may accompany your entry with a case study video or brief explanation of the way it was used in advertising or how elements were employed to achieve impact.

- Case Study Video - please see submission details for television/video
- Brief Explanation - Information should be typewritten on plain white paper. Do not use letterhead or copy forms that identify the entrant other than the information supplied on the official entry forms. Submit all components in one package with the online entry form or Entry Form B attached to outside of package.

****NOTE:** entries under this classification may also be entered in other categories, provided a



separate set of materials is submitted for each category and entry fees are paid per entry.

FOR CAMPAIGN PURPOSES - File name should be titled with entry number (entries with multiple files should be labeled according to the following naming convention: example: 123456_1of3.pdf, 123456_2of3.pdf, 123456_3of3.pdf.)

Packaging Your Entry: Include one copy of the entry form inside of an appropriately sized transparent envelope. The entry form must be visible from the outside of the envelope.

MASTER USB

Don't forget your Master USB. In addition to individual physical entries, the BAF is requesting one Master USB that includes a digital version of each physical entry as a backup for all entries.

All file formats should follow the entry guidelines here:

1. TV and Video files should be .MOV
NOTE: file sizes should not exceed a MAXIMUM of 900 MB.
2. Radio files should be .MP3
3. Print and Collateral, both single and campaign, may be submitted on the Master USB. Please follow these guidelines for the digital version of the print and collateral entry.
 - a. Each file should be labeled with the entry number and campaign sequence if applicable (Example: entry#_1of3.pdf, entry#_2of3.pdf, entry#_3of3.pdf.)
 - b. For campaigns include each element as a separate file or photo.
 - c. A USB directory should be included with submission.
 - d. Please label USB with entrant number and contact information.
 - e. All files should be 300 dpi
 - f. Acceptable file formats: PDF or Jpeg files ONLY.
 - g. For multiple paged pieces (brochures, annual reports, etc.) you may include up to 4 separate files with different page views.
4. Digital files (for web banners and digital ads) name should be titled with entry number (entries with multiple files should be labeled according to the following naming convention: example: entry#_1of3.pdf, entry#_2of3.pdf, entry#_3of3.pdf.) For all websites submitted, please include a list of URLs.



DELIVERING PHYSICAL ENTRIES

Please ship or deliver all entries and payment to the following address:

c308 Marketing
 Attn: Joan Cleary
 1404 W. Idaho St. Suite 103
 Boise, ID 83702

All entry submissions become the property of the IAF and will not be returned. Should you have entries that you want or need returned to you please contact the BAF Judging chair, Joan Cleary, for arrangements.

PAYMENT FOR ENTRIES

The Boise Advertising Federation must receive all payments for entries by February 15th, 2019 to be eligible for the competition. Please make all checks payable to the **Boise Advertising Federation.**

ENTRY FEES

Local entry fee information is available on the website. Since there is often a substantial savings in entry fees for IAF members, you should consider joining your local organization. Some of the benefits of membership include: personal and professional development through regular meetings and workshops; networking opportunities; a voice in legislative issues; and member discounts on business related services.

		EARLY BIRD	LAST CALL
IAF MEMBERS	SINGLE	\$35.00	\$50.00
	CAMPAIGN	\$45.00	\$60.00
NON-IAF MEMBERS	SINGLE	\$60.00	\$75.00
	CAMPAIGN	\$70.00	\$85.00