

AP the PINNACLE EX of SUCCESS

LAKE COMMUNICATORS 2009 AWARDS

The Lake Communicators APEX Awards is currently seeking entries for consideration in the 2009 competition. Celebrating our 28th year, Lake Communicators is a Lake County-based organization for those in the marketing communication fields in Northeast Ohio. The professionals in this group actively promote and encourage responsible, creative, professional advertising, public relations and marketing efforts. The organization also provides opportunities throughout the year for the professional betterment of its members.

Eligibility

The Apex Award recognizes professionals in the communications industry affiliated with Lake Communicators and Lake County, Ohio. Eligibility is extended to companies, organizations, free-lancers, and individuals who live in, work in, and/or provide services to clients in Lake, Geauga, and Ashtabula counties. Entries must have been produced between August 1, 2008 and July 31, 2009 to be considered.

Categories

Competition is open to professionals in several categories in public relations, advertising, and other communications elements, with appropriate sub-categories within each area.

Prizes

Winning entries for each category will be awarded a Gold, Silver, or Bronze prize.

Award recipients will be recognized at the Apex Awards 2009 ceremony and luncheon on November 11, 2009, at Pine Ridge Country Club.

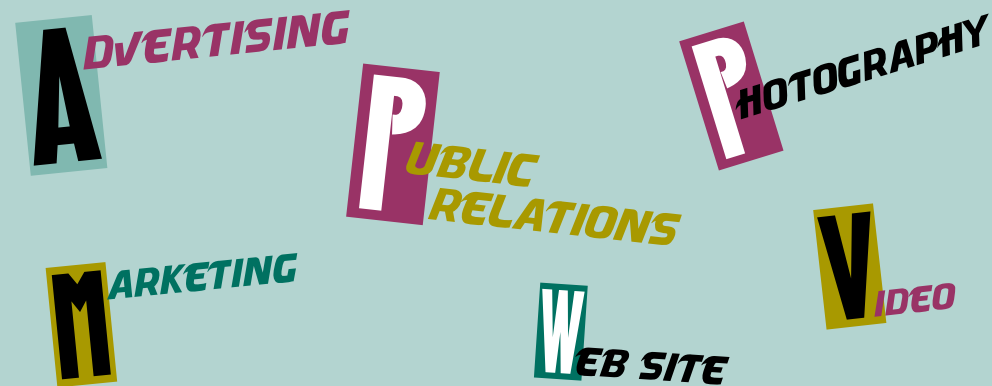
Judging

Apex Awards 2009 Judges are seasoned communications professionals from the area and are not affiliated with Lake Communicators. Judging is independent of the Lake Communicators.

Lake Communicators encourages all eligible organizations, businesses, and free-lancers to share in the spirit of competition and in the celebration of the marketing and communications professional amongst fellow peers in Northeast Ohio.

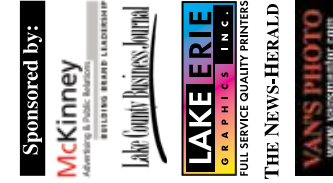
Entry fees are \$30 per member, per entry, or \$40 per non-member, per entry. Early Bird entries received by August 21, 2009 will receive a half price discount on the first piece when a second piece is entered at the same time.

FINAL DEADLINE TO SUBMIT ENTRIES IS SEPTEMBER 21, 2009.



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U.S. Postage
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Mentor, OH 44060

AP EX Lake Communicators
PO Box 1344
Mentor, OH 44061



415 Riverside Drive Painesville, OH 44077

2009 AP the PINNACLE EX of SUCCESS

Call For Entries

LAKE COMMUNICATORS

AP EX 2009 Awards

Call For Entries
Entry Deadline September 21

**THE BEST MARKETING COMMUNICATIONS
FROM NORTHEAST OHIO**

Categories

PUBLIC RELATIONS

PROGRAMS

Community Relations

Programs that seek support, cooperation or improved relations with people or organizations

Internal Communications

Programs targeted to special publics directly allied with an organization (i.e. employees, members, affiliated dealers or franchisees)

PROJECTS

Newsletters

Publications released periodically to provide brief and timely information to target audiences while supporting an organization's overall objectives. Submit minimum of three.

Annual Reports

Press kits/media kits

News releases, photographs and other background information compiled for an organization, product or issue.

Public Service Announcements (PSAs)

- A. Print – Local/National
- B. Radio – Local/National :30 sec and :60 sec
- C. Television – Local/National :30 sec and :60 sec

Feature Story

Submit text of a feature article, written by the practitioner, and submitted. Include documentation of publication and placement.

Video/film

Corporate image, training, travel, documentary, government relations, etc.

MARKETING

Corporate Identity

Stationery, package design, logo, signage, vehicle graphics

Marketing Consumer Products or Services

Programs designed to introduce or promote a product or service to a consumer audience

Marketing Business to Business

Programs designed to introduce or promote products or services to a business audience



ADVERTISING

Mixed Media Campaign

Cross media campaign (Two or more mediums)

Collateral

Brochure, poster, special event material, capabilities brochure

Direct Marketing

Political campaign, direct mail campaign, specialty-advertising pieces, and outdoor billboards

Print Advertising

Single ad or a series of ads or inserts: newspaper, consumer or business-to-business publications

Radio

Local, regional, national: self-promotion and advertising :30 sec and: 60 sec

Sales Promotion

Sales presentations, catalogues, sales kits, product information, menus, campaigns, packaging, point of purchase items, trade show exhibits, and audio/visual sales presentations

Publications (submit more than one issue if possible)

- A. Magazines
- B. Newspapers

TV Commercials – Television commercials

:30 sec and :60 sec

Video programs/news – infomercial, education, political, documentary, music video, etc.

ELEMENTS

★ Illustration

★ Commercial Photography
Advertising, promotion, display, journalism, sports, still, landscape, portrait

★ Fine Art Photography

★ Writing - Commercial
Copy writing, collateral writing

Feature story, white paper, editorial

APEX

ELECTRONIC MEDIA

★ Online Advertising
/ banners, pop-ups and online ad campaigns
/ e-newsletters
/ interactive media (including Cds, DVDs and Flash animations)

★ Web site
/ Web site development and design

AP EX Entry Form

Final deadline to submit entry is September 21.

ENTRY INFORMATION (Entries must have been produced between August 1, 2008 and July 31, 2009)

Category _____

Entry Title _____

Client _____

Person Entering _____

Business Name _____

E-mail _____

Address _____

Daytime or Cell Phone _____

Signature _____

DEVELOPMENT TEAM

Creative Director _____

Art Director _____

Designer _____

Photographer _____

Copywriter _____

Printer _____

Other _____

WRITTEN OBJECTIVES:

(Required for Media Relations/Public Relations. Optional for balance of categories). Please attach a brief description.

NOTE: Enclose check and form with entry, or pay online at www.lakecommunicators.com and enclose receipt with entry. Payment must be received before entries are sent for judging.

Check here if you are interested in additional awards if you win. Awards will be available for an additional cost. Winners will be notified prior to event so that additional awards may be ordered.

QUESTIONS?

Email Cait Anastis at canastis@holdenarb.org or call 440-602-3828

Photocopy this form or download a pdf from www.lakecommunicators.com.

HOW TO SUBMIT YOUR ENTRY

Simply mail or personally bring your entry, this form (one for each entry), and check or receipt from online payment (make your check payable to Lake Communicators). All entries must be received by September 21, 2009. See below for "Cost per entry" and information about the Early Bird Special.

Entries do not need to be mounted for judging. If you wish to mount your entries, please use black foam core.

COST PER ENTRY FOR PROFESSIONALS

\$40 per entry* (or \$30 per entry for members of Lake Communicators). Single entries may be submitted to compete in more than one category; however, a separate entry fee is required. *Take advantage of the Early Bird Special. Submit two entries on, or before, August 21, 2009 and the second entry is half price! Do the math – that's \$60 to enter two and only \$45 for Lake Communicators members.

MAIL OR DROP OFF TO:

The Lake County APEX Awards
c/o Laketran
Jessie Baginski
555 Lakeshore Blvd.
Painesville, OH 44077

or drop off at monthly Lake Communicators luncheon meeting before deadline.

Total Entries: _____ @ \$ _____
One, Half-price Entry: \$ _____
if submitted before August 21, 2009

Total Enclosed: \$ _____