

LAKE COMMUNICATORS



2010 Awards

Call For Entries

Entry Deadline September 22

**THE BEST MARKETING COMMUNICATIONS
FROM NORTHEAST OHIO**

AP the **PINNACLE**
EX of **SUCCESS**

LAKE
COMMUNICATORS
2010 AWARDS

The Lake Communicators APEX Awards is seeking entries for consideration in the 2010 competition. Celebrating our 29th 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 Lake Communicators APEX Awards recognizes professionals in the communications industry affiliated with Lake Communicators and Lake County, Ohio. Eligibility is extended to companies, organizations, freelancers, 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, 2009 and July 31, 2010 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.

Awards Recognition

Winning entries for each category will receive a Gold, Silver, or Bronze award. Award recipients will be recognized at the Lake Communicators APEX Awards 2010 evening ceremony on November 10, 2010, at Pine Ridge Country Club in Wickliffe.

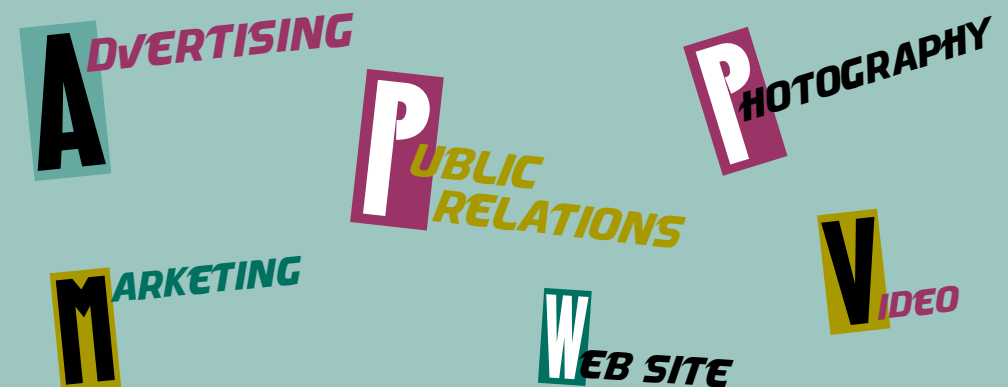
Judging

APEX Awards judges are seasoned communications professionals from the area and are not affiliated with Lake Communicators. Judging is independent of Lake Communicators.

Entry Fees

The first entry is free to companies or organizations with a club member. Entry fees are \$30 per member entry or \$40 per non-member entry.

FINAL DEADLINE TO SUBMIT ENTRIES IS SEPTEMBER 22, 2010.



Categories

PUBLIC RELATIONS

PROGRAMS

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

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

Feature Stories

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

Video/Film Presentations

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

MARKETING

Corporate Identity

Branding, reputation management, stationery, package design, logo design, signage, vehicle graphics

Marketing Consumer Products and 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 AND MARKETING

Mixed Media Campaigns

Combining print, video and electronic mediums

Special Events Materials

Brochures

Posters

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

Publications - Newsletters

(submit more than one issue if possible)

Publications - Magazines

(submit more than one issue if possible)

TV Commercials – Television commercials :30 sec and :60 sec

ELEMENTS

★ Illustration

★ Commercial Photography

Advertising, promotion, display, journalism, sports, still, landscape, portrait

APEX

★ Writing

Feature stories, essays, op-ed pieces

ELECTRONIC MEDIA

★ Online Advertising
banners, pop-ups and online ad campaigns

✓ e-newsletters

✓ social media (including blogs, Facebook and Twitter campaigns)

✓ interactive media (including CDs, DVDs and Flash animation)

★ Web site
Development and design



Final deadline to submit entries is September 22.

ENTRY INFORMATION (Entries must have been produced between August 1, 2009 and July 31, 2010)

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

Mail or personally bring your entry, with 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 22, 2010. See below for "Cost Per Entry" and information.

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

COST PER ENTRY FOR PROFESSIONALS

If you are a member of Lake Communicators, your organization or company's first entry is FREE! Remaining entries are \$30 each for members of Lake Communicators and \$40 for non-members.

Single entries may be submitted to compete in more than one category; however, a separate entry fee is required.

MAIL OR DROP OFF TO:

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

or drop off at the next Lake Communicators luncheon meeting at Pine Ridge Country Club on September 8.

First Entry: _____ Free
Total Entries submitted _____
Total Amount Enclosed \$ _____