

# REGISTRATION

Entry # \_\_\_\_\_

(For Official Use)

1. Please type or print all information below. Make sure everything is complete and correctly spelled.
2. Attach **TWO** copies of the registration form to each entry submitted. (Entry form may be photocopied.)
3. **IMPORTANT:** Be sure you have marked the GROUP and CATEGORY information.
4. Place your entry payment in a separate envelope that's easily visible upon opening your package.

ENTRY TITLE \_\_\_\_\_

(Name/Title/Headline of Piece Being Entered)

INSTITUTION \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Delivery Address \_\_\_\_\_ Mail Code \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ E-Mail \_\_\_\_\_

ADVERTISING AGENCY \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Delivery Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ E-Mail \_\_\_\_\_

GROUPS:

**FOUR YEAR INSTITUTION**

- Institution Enrollment under 2,000  
 Institution Enrollment 2,000 to 4,999

- Institution Enrollment 5,000 to 9,999  
 Institution Enrollment 10,000 to 19,999  
 Institution Enrollment over 20,000

**TWO YEAR INSTITUTION**

- Institution Enrollment under 2,500  
 Institution Enrollment 2,500 to 7,500

- Institution Enrollment 7,500 to 15,000  
 Institution Enrollment over 15,000

**OTHER**

- Graduate or Professional School (Medical, Dental, Law School, MBA, MS, MA, Architecture, Engineering, etc.)  
 College of Art, Design, Fashion, etc.  
 Continuing Education

- Secondary and Private Schools (K-12)  
 Multi-State/National Education Institution  
 Other Educational Institutions (Associations, Consortiums, Societies, Government Agencies, Trade Groups, etc.)

CATEGORY:

1. Newspaper Advertising  
    \_\_\_ **1A.** Single Ad  
    \_\_\_ **1B.** Series
2. Magazine Advertising  
    \_\_\_ **2A.** Single Ad  
    \_\_\_ **2B.** Series
3. \_\_\_ Publication/Internal
4. \_\_\_ Publication/External
5. \_\_\_ Direct Mail Advertising
6. \_\_\_ Outdoor Transit/Billboard
7. \_\_\_ Newsletter
8. \_\_\_ Annual Report
9. \_\_\_ Poster
10. \_\_\_ Student Viewbook
11. \_\_\_ Brochure
12. \_\_\_ Class Schedules
13. \_\_\_ Imprinted Materials: T-Shirts, Hats, Pens, Mouse Pad, Flash Drives, etc.
14. \_\_\_ Website
15. \_\_\_ Logo/Letterhead Design
16. \_\_\_ Other (Special Publications, Collateral Material, Invitations, Holiday Cards, etc.)
17. \_\_\_ Calendars
18. \_\_\_ Catalog
19. \_\_\_ Search Pieces
20. Television Advertising  
    \_\_\_ **20A.** Single Spot  
    \_\_\_ **20B.** Series
21. \_\_\_ Video Viewbook
22. \_\_\_ Special Video Production
23. \_\_\_ New Media
24. \_\_\_ Social Media

25. Radio Advertising  
    \_\_\_ **25A.** Single Spot  
    \_\_\_ **25B.** Series

**TOTAL CATEGORIES**

26. \_\_\_ Total Recruitment Package
27. \_\_\_ Total Public Relations Program
28. \_\_\_ Total Advertising Campaign
29. \_\_\_ Total Integrated Marketing Campaign
30. \_\_\_ Total Fund Raising/Development Campaign
31. \_\_\_ Special Promotions (Arts, Theatre, Book Store, Student Union, etc.)
32. \_\_\_ Special Event
33. \_\_\_ Total Athletic Marketing Program

**Entry Fee: (Categories 1-25)**

**\$30 per entry if received by November 17, 2017**

**\$40 per entry if received by December 8, 2017**

**\$50 per entry if received by January 12, 2018**

**TOTAL CATEGORIES (Categories 26-33)**

**Entry Fee: \$65, if received by November 17, 2017**

**\$75, if received by December 8, 2017**

**\$85, if received by January 12, 2018**

**Make checks payable to: Higher Education Marketing Report**

\_\_\_ My check is enclosed

\_\_\_ My check is being sent under separate cover

\_\_\_ Charge by: VISA®/MasterCard®/American Express

FET #58-1581819

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Dollar Amount \_\_\_\_\_

**\*Only complete one credit card payment form and enclose in envelope marked "Payment Enclosed"**

**SEND TO: EDUCATIONAL ADVERTISING AWARDS**

1225 Johnson Ferry Road • Suite 560A • Marietta, GA 30068

**Phone:** 770-457-6106

**Fax:** 770-457-4606