

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. ___ Internet/World Wide Web Site
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 20, 2015

\$40 per entry if received by December 4, 2015

\$50 per entry if received by January 15, 2016

TOTAL CATEGORIES (Categories 26-33)

Entry Fee: \$65, if received by November 20, 2015

\$75, if received by December 4, 2015

\$85, if received by January 15, 2016

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