

# 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 \_\_\_\_\_

**GROUP:** \_\_\_\_\_ School under 2,000 students \_\_\_\_\_ School with 10,000-19,999 students  
\_\_\_\_\_ School with 2,000-4,999 students \_\_\_\_\_ School with 20,000 or more students  
\_\_\_\_\_ School with 5,000-9,999 students \_\_\_\_\_ Secondary School

## CATEGORY:

- |   |   |
|---|---|
| 1. Newspaper Advertising<br><input type="checkbox"/> <b>1A.</b> Single Ad<br><input type="checkbox"/> <b>1B.</b> Series       | 20. <input type="checkbox"/> Video Viewbook                       |
| 2. Magazine Advertising<br><input type="checkbox"/> <b>2A.</b> Single Ad<br><input type="checkbox"/> <b>2B.</b> Series        | 21. <input type="checkbox"/> New Media                            |
| 3. <input type="checkbox"/> Publication/Internal  | 22. <input type="checkbox"/> Social Media                         |
| 4. <input type="checkbox"/> Publication/External  | 23. <input type="checkbox"/> Radio Advertising (Single or Series) |
| 5. <input type="checkbox"/> Direct Mail Advertising   | <b>TOTAL CATEGORIES</b>   |
| 6. <input type="checkbox"/> Outdoor Transit/Billboard   | 24. <input type="checkbox"/> Total Recruitment Package            |
| 7. <input type="checkbox"/> Newsletter  | 25. <input type="checkbox"/> Total Public Relations Program       |
| 8. <input type="checkbox"/> Annual Report   | 26. <input type="checkbox"/> Total Advertising Campaign           |
| 9. <input type="checkbox"/> Poster  | 27. <input type="checkbox"/> Total Integrated Marketing Campaign  |
| 10. <input type="checkbox"/> Student Viewbook   |   |
| 11. <input type="checkbox"/> Brochure   |   |
| 12. <input type="checkbox"/> Class Schedules  |   |
| 13. <input type="checkbox"/> Imprinted Materials: T-Shirts, Hats,<br>Pens, Mouse Pad, etc.                                    |   |
| 14. <input type="checkbox"/> Internet/World Wide Web Site   |   |
| 15. <input type="checkbox"/> Logo/Letterhead Design   |   |
| 16. <input type="checkbox"/> Other (Calendars, Special<br>Publications, etc.)   |   |
| 17. <input type="checkbox"/> Catalog  |   |
| 18. <input type="checkbox"/> Search Pieces  |   |
| 19. Television Advertising<br><input type="checkbox"/> <b>19A.</b> Single Spot<br><input type="checkbox"/> <b>19B.</b> Series |   |

**ENTRY DEADLINE: DECEMBER 6, 2013**

### Entry Fee:

**\$30 per entry if postmarked by November 29, 2013**

**\$40 per entry if postmarked by December 6, 2013**

**\$50 per entry if postmarked after December 6, 2013**

**TOTAL CATEGORIES (Category 24, 25, 26, and 27)**

**Entry Fee: \$65, if postmarked by November 29, 2013**

**\$75, if postmarked by December 6, 2013**

**\$85, if postmarked after December 6, 2013**

**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

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

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

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

**PLEASE CHECK ONE:** A gold framed Educational Advertising Award should be sent to:  Winning Institution  
 Winning Agency

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

## SEND TO: EDUCATIONAL ADVERTISING AWARDS

3180 Presidential Drive • Suite K • Atlanta, GA 30340  
Phone: 770-457-6106 Fax: 770-457-4606