

# 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 18, 2016**

**\$40 per entry if received by December 8, 2016**

**\$50 per entry if received by January 13, 2017**

### TOTAL CATEGORIES (Categories 26-33)

**Entry Fee: \$65, if received by November 18, 2016**

**\$75, if received by December 8, 2016**

**\$85, if received by January 13, 2017**

### 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