

Best Print Design

Name of Development/Company: _____
(as you would like it to appear on award)

Attach One Copy of a MARKETING STATEMENT in 250 words or less describing the objectives, target market, and design concept of the advertisement, marketing piece or direct mail piece. Include data on qualified traffic and/or sales it generated, and a list of publications where the ad was used, or distribution statistics.

Entry Checklist

- _____ Marketing Statement
- _____ An original of the advertisement copy.
- _____ One Copy of this Category **Entry Form** placed in the **front cover** of the binder
- _____ One **Registration Sheet** as the **first page** of the entry presentation binder
- _____ Entry Fee

Judging Criteria

A printed advertisement in color or black and white, a printed marketing piece, or a direct mail piece. Judged on concept, copy, layout, overall design, and execution as it related to a specified target market, and qualified traffic it generated.