



## How to Enter

### PLEASE NOTE: REQUIREMENTS FOR ENTRIES VARY FOR EACH MEDIUM.

PLEASE MAKE SURE THAT YOU READ AND FOLLOW THE DIRECTIONS FOR EACH MEDIUM THAT YOU ARE SUBMITTING AN ENTRY FOR.

### MEDIA REQUIREMENTS

- Entry media can be submitted digitally through this website.
- For entries in the TV/Cinema/Digital and Hall of Fame mediums, please upload the commercial **ONLY**.
- Do **NOT** include bars, slate or black.
- This is the preferred spec for your movie file uploads:
  - Resolution: 720 x 480 pixels
  - File type: .mov
  - Compression: h264
  - Sound: AAC 44khz
  - File size: up to 60 MB
- Select 'Post' if you wish to send your Television/Cinema/Digital entries on videotape.
- Still image requirements for all JPG files; High resolution JPG with a **minimum size of approximately 2400 x 3000 pixels**.
- If the work requires multiple images, upload each image as a *separate* JPG.
- Print entries (newspaper, magazine etc. - Does **NOT** include the Poster and Billboard mediums) are required to be mounted and posted on a board with a 1" (2.5cm) margin. **The board should be no larger than 24" (60cm) on its longest side.**
- Attach the appropriate individual entry form to its accompanying board(s) using binder clips or similar fasteners. (Please **DO NOT** glue, tape or otherwise permanently attach entry forms to the board(s).
- In addition, please send a copy of the summary, all master entry forms and proforma invoice for each order (stapled together, ordered by the page number in the bottom right-hand corner of the page).

### POSTING/COURIER

All entries that require posting, via courier, **MUST** include a printout of the PDF entry confirmation. This PDF will be emailed to you upon completion of your entries. This PDF contains a summary of your entries, address shipping labels, master entry forms, individual entry forms and a pro-forma invoice. All packages should be shipped to our New York address:

**CLIO Awards** Phone: 1-212-683-4300  
**770 Broadway, 15th Floor** Fax: 1-212-683-4796  
**New York, NY 10003, U.S.A.** Email: [contact@clioawards.com](mailto:contact@clioawards.com)

- Packages should be prepaid and posted via the courier of your choice.
  - Please attach the official CLIO address label contained within your PDF entry confirmation to the outside of each package that you send.
    - If your order is able to fit inside one package, please fill out the "Quantity:" area in the lower right-hand corner of the address label to read "1 / 1".
    - If you are sending more than one package for an order, please note this accordingly in the "Quantity:" area of the address label. (e.g. – If you are shipping 3 separate packages, the "Quantity:" on package #1 would read "1/3", package #2 would read "2 / 3", etc.)
    - If the package(s) that you are sending at this time comprise a complete order, please check off the "Complete" box on the address label(s).
    - If you will be sending items at a later date for the order, please check off the "Items Pending" box on the address label(s).
  - Mark the outside of each package as follows:  
**"CONTEST MATERIAL — NO COMMERCIAL VALUE"**.
  - For all packages originating outside of the U.S.A., the pro-forma invoice, listing all items shipped to New York, must accompany your packages.
  - **IMPORTANT:** The pro-forma invoice should state the following:  
**"Free Domicile — Bill to Shipper"**.
  - The CLIO Awards does NOT pay for any courier or customs charges incurred.
  - The CLIO Awards does NOT accept responsibility for late entries.
- IMPORTANT NOTE REGARDING ENTRY INFORMATION AND CREDITS**
- The data that you submit during the entry process will be used for all CLIO materials and events, including, but not limited to, press releases, websites, awards shows, festival literature, statue nameplates and the CLIO Awards Annual.
  - Please make sure that you enter all information and credits completely and accurately when submitting an entry so that all contributors are properly recognized for their efforts.
  - CLIO Awards is NOT responsible for errors or omissions of information and/or credits.

# Entry Description/Requirements

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## **BILLBOARD Single or Campaign (2 or more ads)**

- Entries in this medium are large outdoor executions, usually along roadways, on rooftops or on the sides of tall buildings.
- A billboard campaign consists of 2 or more ads.
- *For judging purposes, submitting your entry in English is strongly recommended. If your entry is not in English, you must also provide an English translation in the box under the "Foreign Language Entry" section of the entry form.*
- All billboard entries are to be submitted as a digital image upload ONLY. Please do NOT send boards, CD's, DVD's, or any other physical items for entries in the Billboard medium.

### **Digital Image Requirements:**

- High-resolution JPG with a **minimum size of approximately 2400 x 3000 pixels.**
- If the work requires multiple images, please upload each image as a *separate* JPG.
- You **MUST** upload your digital image(s) through this website (BEFORE submitting your payment).

## **CONTENT & CONTACT**

- Entry in this medium is for work that demonstrates excellence in creative communications through the effective marriage of content creativity and contact innovation.
- An Executive Jury comprised of strategic media directors and creative directors will judge entries in this medium. Judges will evaluate the intersection of media and creative concept to award the work that engages the target audience in a breakthrough way.
- Entries in this medium include, but are not limited to, singular executions, 360° campaigns or consumer-generated content commissioned by the advertiser.
- Entrants must submit all the creative executions as a 2-5 minute video presentation as well as a short narrative for the strategy and synopsis (approximately 200 - 300 words describing the media plan/strategy).
- In addition, a summary in less than 100 words should be supplied as a précis of the strategy.
- All Content & Contact entries, including any with an Interactive component, **MUST** be made into a 2-5 minute video presentation and submitted digitally via upload through this website.
- This is the preferred spec for your movie file uploads
  - Resolution: 720 x 480 pixels
  - File type: .mov
  - Compression: h264
  - Sound: AAC 44khz
  - File size: up to 60 MB
- If this is not possible, entries can also be posted to the CLIO Awards New York office on a Beta SP - NTSC videocassette.
- *For judging purposes, submitting your entry in English is strongly recommended. If your entry is not in English, you must also provide an English translation in the box under the "Foreign Language Entry" section of the entry form.*
- Please do **NOT** send CD's or DVD's for entries in the Content & Contact medium.

## **DESIGN**

- Entries in this medium will be judged within selected categories.
- Entries may contain multiple related components or variations.
- Entries such as Annual Reports, Brochures, Catalogs, Corporate Identity, Direct Marketing, Editorial Design, Package Design and Self Promotion require a **physical sample** of the work to be sent and **at least one supporting digital image** representative of the entry.
- *For judging purposes, submitting your entry in English is strongly recommended. If your entry is not in English, you must also provide an English translation in the box under the "Foreign Language Entry" section of the entry form.*

### **Physical Item Requirements:**

- An actual sample of the work, preferably intact as the consumer would have seen it.
- Posters and other large applications (such as Environmental Design) can be submitted as digital images.

### **Digital Image Requirements:**

- High-resolution JPG with a **minimum size of approximately 2400 x 3000 pixels.**
- If the work requires multiple images, please upload each image as a *separate* JPG.
- You **MUST** upload your digital image(s) through this website (BEFORE submitting your payment) and send the physical item(s) separately.

## **INNOVATIVE MEDIA**

- The Executive Print, Poster, Billboard, Innovative and Integrated Campaign Jury will judge entries in this medium.
- Innovative Media includes work that uses a medium in a unique or especially creative manner. In general, this would include unusual outdoor or ambient media, stunts, guerilla marketing or staged events.
- Entries may be submitted physically via post as actual samples (preferred) or as mounted boards (or both).
- Moving and live action executions **MUST** be submitted as a video presentation and submitted digitally via upload through this website.
- Multiple element entries, moving and still, **MUST** be made into a video presentation no longer than 3 minutes and submitted digitally via upload through this website.
- This is the preferred spec for your movie file uploads
  - Resolution: 720 x 480 pixels
  - File type: .mov
  - Compression: h264
  - Sound: AAC 44khz
  - File size: up to 60 MB
- If this is not possible, entries can also be posted to the CLIO Awards New York office on a Beta SP - NTSC videocassette.
- *For judging purposes, submitting your entry in English is strongly recommended. If your entry is not in English, you must also provide an English translation in the box under the "Foreign Language Entry" section of the entry form.*

### Board Requirements:

- Provide a representation of the entry mounted on a board with a 1" (2.5cm) margin. **The board should be no larger than 24" (60cm) on its longest side.**
- Attach the appropriate individual entry form to its accompanying board(s) using binder clips or similar fasteners. (Please **DO NOT** glue, tape or otherwise permanently attach entry forms to the board(s).)

### Digital Image Requirements:

- High-resolution JPG with a **minimum size of approximately 2400 x 3000 pixels.**
- If the work requires multiple images, please upload each image as a *separate* JPG.
- You **MUST** upload your digital image(s) through this website (BEFORE submitting your payment).

### INTEGRATED CAMPAIGN

- Consists of a minimum of three ads in at least three different mediums (i.e. Television/Cinema/Digital, Print, Poster, Billboard, Radio, Innovative, Interactive).
- All Integrated Campaign entries, including any with an Interactive component, **MUST** be made into a video presentation no longer than 5 minutes and submitted digitally via upload through this website.
- This is the preferred spec for your movie file uploads
  - o Resolution: 720 x 480 pixels
  - o File type: .mov
  - o Compression: h264
  - o Sound: AAC 44khz
  - o File size: up to 60 MB
- If this is not possible, entries can also be posted to the CLIO Awards New York office on a Beta SP - NTSC videocassette.
- *For judging purposes, submitting your entry in English is strongly recommended. If your entry is not in English, you must also provide an English translation in the box under the "Foreign Language Entry" section of this form.*

### INTERACTIVE

- Entries in this medium will be judged within selected categories.
- Submit the URL to be judged along with any required usernames and/or passwords.
- It is recommended that the URL should bring the user to a "landing page" that contains a short synopsis of the entry for the judges to read and a link to the entry itself.
- Viral entries should include details of the execution and its effectiveness in the "Synopsis" section of the entry form.
- CD's/DVD's will **NOT** be accepted as all judging is conducted online.
- Entrants must keep their submissions accessible online for judging and festival through May 31, 2009.
- *For judging purposes, English-language versions of sites and banners are strongly recommended. In the event of an entry being in a language other than English, a simple, accurate English-language translation and/or site map is required.*

- **NOTE:** If an interactive entry is taken off its original site, it must be transferred to an alternate URL for viewing. The CLIO Awards offices **MUST** be notified **immediately** of any such change(s).
- **IMPORTANT:** Statue recipients will be required to submit a self-contained, high-resolution, digital presentation of the site (no more than 2 minutes in length) upon receipt of official winner's notification.

### POSTER Single or Campaign (2 or more ads)

- Entries in this medium appear primarily in bus shelters, train stations, airports, walkways and other public places.
- Indoor and outdoor posters are accepted.
- Poster campaigns consist of 2 or more ads.
- *For judging purposes, submitting your entry in English is strongly recommended. If your entry is not in English, you must also provide an English translation in the box under the "Foreign Language Entry" section of the entry form.*
- All poster entries are to be submitted as a digital image upload **ONLY**. Please do **NOT** send boards, CD's, DVD's, or any other physical items for entries in the Poster medium.

### Digital Image Requirements:

- High-resolution JPG with a **minimum size of approximately 2400 x 3000 pixels.**
- If the work requires multiple images, please upload each image as a *separate* JPG.
- You **MUST** upload your digital image(s) through this website (BEFORE submitting your payment).

### PRINT Single or Campaign (2 or more ads)

- Entries in this medium include work appearing in newspapers, magazines and similar press.
- Print campaigns consist of 2 or more ads.
- *For judging purposes, submitting your entry in English is strongly recommended. If your entry is not in English, you must also provide an English translation in the box under the "Foreign Language Entry" section of the entry form.*
- Print entries **MUST** be submitted mounted on a board **and** accompanied by an uploaded digital image of the entry.

### Board Requirements:

- Provide a copy of the advertisement mounted on a board with a 1" (2.5cm) margin. **The board should be no larger than 24" (60cm) on its longest side.**
- Attach the appropriate individual entry form to its accompanying board(s) using binder clips or similar fasteners. (Please **DO NOT** glue, tape or otherwise permanently attach entry forms to the board(s).)

### Digital Image Requirements:

- High-resolution JPG with a **minimum size of approximately 2400 x 3000 pixels.**
- If the work requires multiple images, please upload each image as a *separate* JPG.
- You **MUST** upload your digital image(s) through this website (BEFORE submitting your payment) and send the board separately.

#### **PRINT: DIRECT MAIL**

- Entries in this medium are specific to the direct marketing of items targeted to consumers and businesses. The goal is to solicit a response or further the brand's relationship to its intended audience.
- Direct Mail entries require a physical sample of the item or collateral **and** at least one supporting digital image of the work.
- *For judging purposes, submitting your entry in English is strongly recommended. If your entry is not in English, you must also provide an English translation in the box under the "Foreign Language Entry" section of the entry form.*

#### **Physical Item Requirements:**

- Provide an actual sample of the work as the target audience would have received it.
- Include an explanation if the item's purpose or function is not readily apparent.

#### **Digital Image Requirements:**

- High-resolution JPG with a **minimum size of approximately 2400 x 3000 pixels.**
- If the work requires multiple images, please upload each image as a *separate* JPG.
- You **MUST** upload your digital image(s) through this website (BEFORE submitting your payment) and send the board separately.

#### **RADIO Single or Campaign (2 or more ads)**

- Entries into this medium include all commercial radio advertising.
- Radio entries **MUST** be submitted by **UPLOAD ONLY** as MP3 files BEFORE payment, through this website.
- CD's / DVD's are **NOT** accepted.
- Radio campaigns consist of 2 or more ads.
- Each spot within a radio campaign must be its own separate MP3. Do **NOT** combine them into one MP3 file.
- *For judging purposes, submitting your entry in English is strongly recommended. Non-English entries must be dubbed in English. In addition, you must also provide an English translation in the box under the "Foreign Language Entry" section of the entry form. We **strongly** suggest dubbing in English.*

#### **STRATEGIC COMMUNICATIONS / PUBLIC RELATIONS**

- Entries are open to for-profit and non-profit organizations that are involved in the management of information exchange between an organization and its public. These would include but are not limited to companies and organizations that practice in the following disciplines: public relations, public affairs, publicity, associations, government, and non-government organizations.
- Entry in this medium is for work that demonstrates excellence in the discipline of public relations.
- An Executive Jury comprised of Public Relations executives will judge this medium.
- Entries in this medium will be judged within their selected categories.

- All entries **MUST** include a 2-page entry summary and a binder with supporting collateral material. (See specifications below):
  - o The entry summary should be no more than two pages in length. Please provide six (6) copies of the entry summary. All entry summaries **MUST** be submitted in English.
  - o The entry summary should contain the following five sections:
    1. Project Overview
    2. Research/Planning
    3. Strategy Statement
    4. Execution Synopsis
    5. Results
- The binder should be letter-sized (8 1/2" X 11" OR A4), three-ringed, hardcover and no more than three inches (7.6 cm) thick. The exterior of the binder should have no type, images or identifying marks.
- The binder should contain any supporting components that best represent the campaign. This might include, but is not limited to: Annual Reports, Brochures, Corporate Identity Publications, Press Clippings, Press Releases, Public Relations Planning Documents, Speeches and Surveys.
- This detailed information should be in tabbed sections labeled according to contents.
- **DO NOT INCLUDE DVDs, CDs OR VIDEOTAPES**
- In addition, please include a short, 100 to 300 word synopsis in the space provided on the entry form. Portions of this may be used to describe your entry at the Awards Gala if it wins a CLIO.
- *For judging purposes, submitting your entry in English is strongly recommended. If your entry is not in English, you must also provide an English translation in the box under the "Foreign Language Entry" section of the entry form.*

#### **TELEVISION/CINEMA/DIGITAL**

##### **Single or Campaign (2 or more ads)**

- Entries in this medium include all moving image advertising. This includes, but is not limited to: commercial television, cinema, online, mobile, video game, outdoor, in-store or point-of-purchase advertising.
- Television/Cinema/Digital campaigns consist of 2 or more ads.
- Television/Cinema/Digital entries should be submitted digitally via upload through this website.
- If this is not possible, entries can also be posted to the CLIO Awards New York office on a Beta SP-NTSC videocassette.
- *For judging purposes, submitting your entry in English is strongly recommended. Non-English entries must be dubbed or subtitled in English. In addition, you must also provide an English translation in the box under the "Foreign Language Entry" section of the entry form. We **strongly** suggest dubbing or subtitling in English.*

##### **Digital Entries:**

- You **MUST** upload your digital video(s) through this website (BEFORE submitting your payment).

- This is the preferred spec for your movie file uploads
  - o *Resolution:* 720 x 480 pixels
  - o *File type:* .mov
  - o *Compression:* h264
  - o *Sound:* AAC 44khz
  - o *File size:* up to 60 MB
- Upload the commercial **ONLY**.  
Do **NOT** include bars, slate or black.

**Posted Entries:**

- Posted entries must be submitted on a Beta SP-NTSC videocassette – U.S. standards only, with 30 second color bars, followed by an information slate.
- This slate should include the following information:
  - o Advertiser
  - o Title
  - o Length
- Each single entry must be on its own Beta SP-NTSC videocassette.
- If submitting a Television/Cinema/Digital Campaign entry via Beta SP-NTSC videocassette, the commercials must be combined onto one videocassette with 1 second of black in between each commercial.

**TELEVISION/CINEMA/DIGITAL HALL OF FAME**

- To be considered for the CLIO Hall of Fame, entries must have received a gold award in a major international advertising competition. The entry must be at least five years old with a first telecast date prior to January 1, 2004.
- Technical requirements are the same as the Television/Cinema/Digital medium above.

**Awards Notices**

Gold, Silver and Bronze statue winners will be notified three weeks prior to the awards ceremonies at the Hard Rock Hotel and Casino, Las Vegas. All shortlisted entries will be posted on [www.clioawards.com](http://www.clioawards.com) in early May 2009. This information will not be made available to entrants or to the general public before that time. All statue winners will be posted on [www.clioawards.com](http://www.clioawards.com) on the evening of each corresponding award show.

The Agency of the Year, Production Company of the Year, and Agency Network of the Year awards are given to those scoring the most CLIO statue points. To receive points, contenders must have entered the work themselves or be listed within the credits of winning entries submitted by other entrants.

**Points for these distinctions are as follows:**

Hall of Fame	4 points
Grand CLIO	4 points
Gold CLIO	3 points
Silver CLIO	2 points
Bronze CLIO	1 point

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**Disclaimer:**

Once received, all entries become the property of CLIO and cannot be returned. In select cases, such as a rare bottle of wine which is submitted so that the design jury can judge its label or product design, entrants may request that CLIO return the piece after the Festival. In such instances, CLIO will make every effort to do so, providing that the entrant assumes all costs for storing and shipping. CLIO will not be held responsible if after judging such entries are lost or damaged.

**Copyright & Rebroadcast Issues**

Entries submitted become the property of CLIO and cannot be returned. CLIO retains entries for supplemental presentations to educational institutions, trade groups, advertising professionals and the public generally. Each entrant, by signing the declaration, specifically grants worldwide, royalty-free permission to CLIO to show or play the entries at award shows, at CLIO's sponsored screenings around the world, or in any other public or private presentation with or without charge whenever and as often as the organizers see fit without compensation to Entrant. Entrant authorizes CLIO the use for such purpose of any trademark, animated character(s), animal(s), and merchandised item(s) included in the entries. CLIO may use entries or license entries or the reproduction of entries in perpetuity, without payment to Entrant, non-exclusively throughout the world, for use in telecasts, videotapes, DVDs, the Internet, exhibits, books, pamphlets and other such publications and media now known or hereafter created, including without limitation, television specials featuring CLIO Awards entries for the year or in subsequent years for historical retrospectives. CLIO may charge a fee to third parties for use of such material. Entrant holds or will secure the necessary license for use of all music embodied within the entries. Entrant will fully defend, indemnify and hold CLIO, its affiliated companies, assignees and licensees harmless from any talent or other residual charges due to the release of selected entries or any third party claims against CLIO, its affiliated companies, assignees and licensees resulting from the content of the entries and the intellectual property contained therein. The person submitting this entry form(s) certifies that he or she has full authority to approve the rights granted herein.

# Eligibility & Fees

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The CLIO Awards' mission is to provide the international advertising and design industry with the world's best-judged creative competition in the areas of TV, Print, Outdoor, Radio, Integrated Campaign, Innovative Media, Design, Interactive, Content & Contact and Student work - and in so doing, to honor advertising and design excellence worldwide.

**Please read this page carefully, as eligibility and fees vary by medium.**

## General eligibility:

- Entries cannot be made without the permission of the client and/or owner of the rights of the work.
- All entries - excluding student work - must have been created for a paying client except pro bono work for charities and non-profit organizations.
- Spec ads and director's cuts are **NOT** eligible. Entries - with the sole exception of Hall of Fame - must not have been submitted to the CLIO Awards in previous years. CLIO retains the rights to disqualify entries which offend national, religious, cultural or racial feelings.

## BILLBOARD

- Entries must have been posted on billboards or on public sites.
- Entries first appearing between January 1, 2008 - December 31, 2008 **or** in the first quarter of 2009 **MUST** be finalized **and** received by the CLIO Awards offices in New York *no later* than March 13, 2009.

## CONTENT & CONTACT

- Entries first appearing between January 1, 2008 - December 31, 2008 **or** in the first quarter of 2009 **MUST** be finalized **and** received by the CLIO Awards offices in New York *no later* than March 13, 2009.

## DESIGN

- Entries first appearing between January 1, 2008 - December 31, 2008 **or** in the first quarter of 2009 **MUST** be finalized **and** received by the CLIO Awards offices in New York *no later* than March 13, 2009.

## INNOVATIVE MEDIA

- Entries must have been first presented to the public in a verifiable location or medium.
- Entries first appearing between January 1, 2008 - December 31, 2008 **or** in the first quarter of 2009 **MUST** be finalized **and** received by the CLIO Awards offices in New York *no later* than March 13, 2009.

## INTEGRATED CAMPAIGN

- Entries must combine three or more of the following media:
  - Billboard
  - Print
  - Innovative Media
  - Interactive
  - Poster
  - Print
  - Radio
  - Television/Cinema/Digital
- Entries first appearing between January 1, 2008 - December 31, 2008 **or** in the first quarter of 2009 **MUST** be finalized **and** received by the CLIO Awards offices in New York *no later* than March 13, 2009.

## INTERACTIVE

- Entries must be accessible via the Internet.
- Entries first appearing between January 1, 2008 - December 31, 2008 **or** in the first quarter of 2009 **MUST** be finalized **and** received by the CLIO Awards offices in New York *no later* than March 13, 2009.

## POSTER

- Entries must have been posted on public sites.
- Indoor and outdoor posters are accepted.
- Entries first appearing between January 1, 2008 - December 31, 2008 **or** in the first quarter of 2009 **MUST** be finalized **and** received by the CLIO Awards offices in New York *no later* than March 13, 2009.

## PRINT

- Entries must have appeared in newspapers, magazines or similar press.
- Entries first appearing between January 1, 2008 - December 31, 2008 **or** in the first quarter of 2009 **MUST** be finalized **and** received by the CLIO Awards offices in New York *no later* than March 13, 2009.

## PRINT: DIRECT MAIL

- Entries in this medium are specific to the direct marketing of items targeted to consumers and businesses.
- Entries first appearing between January 1, 2008 - December 31, 2008 **or** in the first quarter of 2009 **MUST** be finalized **and** received by the CLIO Awards offices in New York *no later* than March 13, 2009.

## RADIO

- Entries in this medium must have been broadcast on radio or online.
- Entries first appearing between January 1, 2008 - December 31, 2008 **or** in the first quarter of 2009 **MUST** be finalized **and** received by the CLIO Awards offices in New York *no later* than March 13, 2009.

## STRATEGIC COMMUNICATIONS / PUBLIC RELATIONS

- Entries first appearing between January 1, 2008 - December 31, 2008 **or** in the first quarter of 2009 **MUST** be finalized **and** received by the CLIO Awards offices in New York *no later* than April 10, 2009.

## TELEVISION/CINEMA/DIGITAL (Including TECHNIQUE)

- Entries in this medium must have been broadcast on television, movie theaters, online, mobile, video games, in-store or point-of-purchase.
- Entries first appearing between January 1, 2008 - December 31, 2008 **or** in the first quarter of 2009 **MUST** be finalized **and** received by the CLIO Awards offices in New York *no later* than March 13, 2009.

## TELEVISION/CINEMA/DIGITAL: HALL OF FAME

- Entries in this medium include all moving image advertising. This includes, but is not limited to: commercial television, cinema, online, mobile, video game, outdoor, in-store or point-of-purchase advertising.
- Entries must have won a Gold award in a major international advertising show.
- Entries must be at least five years old with a first appearance date prior to January 1, 2003.
- Entries **MUST** reach CLIO Awards offices in New York *no later* than March 13, 2009.
- Hall of Fame entries cannot be submitted into other categories.

## STUDENT WORK

- Students may enter the CLIO Awards in the following mediums:
  - Billboard
  - Design
  - Innovative Media
  - Integrated Campaign
  - Interactive
  - Poster
  - Print
  - Television/Cinema/Digital
- A student is defined as someone who is enrolled in a recognized portfolio advertising or film school program, or in an accredited college or university.
- The work must have been produced during their enrollment, and within the period of January 1, 2008 – February 28, 2009.
- The final deadline for student entries is March 13, 2009.

## Payment Methods

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### Credit Card

You can pay for your entries online using a VISA, Master Card, or American Express credit card. The Online Entry System will process the payment in real time at the checkout. You will be sent a confirmation email with an attached PDF document containing your entry forms as well as an Invoice/Receipt for your records.

### Cheque

Please make the cheque payable to "CLIO Awards" and mail it to our New York office:

CLIO Awards  
770 Broadway  
15th Floor  
New York, NY 10003  
U.S.A.

Phone: 212-683-4300  
Fax: 212-683-4796

### Bank Transfer

To pay for your entries by bank transfer please complete your entry forms, proceed to pay for your entries, and select "Bank Transfer" as your payment method. The bank details including the account number will be displayed on the following page, and you will be asked to provide your bank name and the approximate date of your transfer to help us identify your payment correctly. Our bank details are as follows:

Name on Account: CLIO Awards  
JPMorgan Chase  
One Chase Manhattan Plaza  
New York, NY 10005  
U.S.A.  
Account Number: 4002-08865  
ABA Routing Number: 021-000-021  
Swift Code: CHASUS33

Please include the Order ID number in the reference line of your transfer. The Order ID is assigned to your entries at the end of the entry process by the Entry System, and is included in the confirmation email you will receive.

### Invoice

Regardless of the payment method you choose, the confirmation email will contain a PDF file with your entry forms and an invoice for your financial records.

## Entry Fees and Charges\* - US Dollars ONLY

Billboard	\$400
Content & Contact**	\$1,000
Design	\$400
Innovative Media**	\$525
Integrated Campaign**	
(Minimum of 3 ads in 3 or more mediums)	\$1,000
Interactive	\$400
Poster	\$400
Print	\$400
Print: Direct Mail	\$400
Radio	\$300
Strategic Communications / Public Relations	\$375
Television/Cinema/Digital**	\$575
Television/Cinema/Digital Hall of Fame**	\$200
Student	
(Billboard, Design, Innovative Media**, Integrated Campaign**, Interactive, Poster, Print, Television/Cinema/Digital**)	\$150

\* Fees are non-refundable, once the entries have been processed.

\*\* All Content & Contact, Innovative Media, Integrated Campaign, Television/Cinema/Digital and Television/Cinema/Digital Hall of Fame entries are subject to a \$40 media handling charge.

**Note:** Campaign prices are determined by multiplying the single entry fee in the respective medium by the number of ads in the campaign. (i.e.: Print Campaign - 2 ads, \$800; TV Campaign - 3 ads (plus 3 media handling charges), \$1,845)

## Mediums & Categories

Entries submitted in product/service do not compete in the selected category (except entries in the Public Service category). They compete against all product/service entries as a whole. Product/service categories are for classification purposes only. Advertisements submitted in more than one category require a separate individual entry form and fee.

CLIO reserves the right to move an entry from one category to another if it is submitted into the wrong category.

<b>BILLBOARD</b>	Direct Marketing
Apparel/Fashion/Footwear	Electronic Equipment
Automotive	Entertainment
Automotive Products/Services	Foods
Banking/Financial	Health Care Services
Beverages/Alcoholic	Home Entertainment
Beverages/Non-Alcoholic	Home Furnishings/Appliances
Business Equipment/Services	Household Products
Business-to-Business	Insurance
Confections/Snacks	Leisure
Corporate/Institutional	Media
Cosmetics/Beauty	Online/Web Services

Personal Items  
Pet/Petcare  
Pharmaceuticals  
Public Service  
Recreational Items  
Restaurants/Fast Food Outlets  
Retail Food  
Retail Services  
Retail Stores  
Telecommunications  
Toiletries  
Travel/Tourism  
Utilities

### CONTENT & CONTACT

Apparel/Fashion/Footwear  
Automotive  
Automotive Products/Services  
Banking/Financial  
Beverages/Alcoholic  
Beverages/Non-Alcoholic  
Business Equipment/Services  
Business-to-Business  
Confections/Snacks  
Corporate/Institutional  
Cosmetics/Beauty  
Direct Marketing  
Electronic Equipment  
Entertainment  
Foods  
Health Care Services  
Home Entertainment  
Home Furnishings/Appliances  
Household Products  
Insurance  
Leisure  
Media  
Online/Web Services  
Personal Items  
Pet/Petcare  
Pharmaceuticals  
Public Service  
Recreational Items  
Restaurants/Fast Food Outlets  
Retail Food  
Retail Services  
Retail Stores  
Telecommunications  
Toiletries  
Travel/Tourism  
Utilities

### DESIGN

Annual Reports  
Brochures-Product/Service  
Catalog  
Corporate Identity  
Direct Marketing  
Editorial Design

Environmental Design  
Package Design  
Point of Purchase  
Posters  
Self-Promotion

### INNOVATIVE MEDIA

Apparel/Fashion/Footwear  
Automotive  
Automotive Products/Services  
Banking/Financial  
Beverages/Alcoholic  
Beverages/Non-Alcoholic  
Business Equipment/Services  
Business-to-Business  
Confections/Snacks  
Corporate/Institutional  
Cosmetics/Beauty  
Direct Marketing  
Electronic Equipment  
Entertainment  
Foods  
Health Care Services  
Home Entertainment  
Home Furnishings/Appliances  
Household Products  
Insurance  
Leisure  
Media  
Online/Web Services  
Personal Items  
Pet/Petcare  
Pharmaceuticals  
Public Service  
Recreational Items  
Restaurants/Fast Food Outlets  
Retail Food  
Retail Services  
Retail Stores  
Telecommunications  
Toiletries  
Travel/Tourism  
Utilities  
**INTEGRATED CAMPAIGN**  
Integrated Campaigns do not have categories

### INTERACTIVE

Animation  
Artistic Technique  
Banner/Display Ads  
Brand Building  
Branded Content  
Business-to-Business Site  
Consumer-Targeted Site  
Direct Marketing  
E-Commerce/Retail  
Fresh Approach

Functional Design  
 Innovative Use Of Technology  
 Microsite  
 Mobile/ Wireless  
 Online Application  
 Online Games  
 Relationship Marketing  
 Rich Media Advertising  
 Self-Promotion  
 Sound/Music  
 Video/Moving Image  
 Viral  
 Widget

**POSTER**

Apparel/Fashion/Footwear  
 Automotive  
 Automotive Products/Services  
 Banking/Financial  
 Beverages/Alcoholic  
 Beverages/Non-Alcoholic  
 Business Equipment/Services  
 Business-to-Business  
 Confections/Snacks  
 Corporate/Institutional  
 Cosmetics/Beauty  
 Direct Marketing  
 Electronic Equipment  
 Entertainment  
 Foods  
 Health Care Services  
 Home Entertainment  
 Home Furnishings/Appliances  
 Household Products  
 Insurance  
 Leisure  
 Media  
 Online/Web Services  
 Personal Items  
 Pet/Petcare  
 Pharmaceuticals  
 Public Service  
 Recreational Items  
 Restaurants/Fast Food Outlets  
 Retail Food  
 Retail Services  
 Retail Stores  
 Telecommunications  
 Toiletries  
 Travel/Tourism  
 Utilities

**PRINT**

Apparel/Fashion/Footwear  
 Automotive  
 Automotive Products/Services  
 Banking/Financial  
 Beverages/Alcoholic  
 Beverages/Non-Alcoholic  
 Business Equipment/Services  
 Business-to-Business  
 Confections/Snacks  
 Corporate/Institutional  
 Cosmetics/Beauty  
 Electronic Equipment  
 Entertainment  
 Foods  
 Health Care Services  
 Home Entertainment  
 Home Furnishings/Appliances  
 Household Products  
 Insurance  
 Leisure  
 Media  
 Online/Web Services  
 Personal Items  
 Pet/Petcare  
 Pharmaceuticals  
 Public Service  
 Recreational Items  
 Restaurants/Fast Food Outlets  
 Retail Food  
 Retail Services  
 Retail Stores  
 Telecommunications  
 Toiletries  
 Travel/Tourism  
 Utilities

**PRINT: DIRECT MAIL**

Brochure  
 Collateral  
 Dimensional  
 Other

**RADIO**

Apparel/Fashion/Footwear  
 Automotive  
 Automotive Products/Services  
 Banking/Financial  
 Beverages/Alcoholic  
 Beverages/Non-Alcoholic  
 Business Equipment/Services  
 Business-to-Business  
 Confections/Snacks  
 Corporate/Institutional  
 Cosmetics/Beauty  
 Direct Marketing

Electronic Equipment  
 Entertainment  
 Foods  
 Health Care Services  
 Home Entertainment  
 Home Furnishings/Appliances  
 Household Products  
 Insurance  
 Leisure  
 Media  
 Online/Web Services  
 Personal Items  
 Pet/Petcare  
 Pharmaceuticals  
 Public Service  
 Recreational Items  
 Restaurants/Fast Food Outlets  
 Retail Food  
 Retail Services  
 Retail Stores  
 Telecommunications  
 Toiletries  
 Travel/Tourism  
 Utilities

**STRATEGIC COMMUNICATIONS / PUBLIC RELATIONS**

Consumer  
 Corporate  
 Crisis Management

**TELEVISION/CINEMA/DIGITAL**

Apparel/Fashion/Footwear  
 Automotive  
 Automotive Products/Services  
 Banking/Financial  
 Beverages/Alcoholic  
 Beverages/Non-Alcoholic  
 Business Equipment/Services  
 Business-to-Business  
 Confections/Snacks  
 Corporate/Institutional  
 Cosmetics/Beauty  
 Direct Marketing  
 Electronic Equipment  
 Entertainment  
 Foods  
 Health Care Services  
 Home Entertainment  
 Home Furnishings/Appliances  
 Household Products  
 Leisure  
 Insurance  
 Media  
 Online/Web Services  
 Personal Items

Pet/Petcare  
 Pharmaceuticals  
 Public Service  
 Recreational Items  
 Restaurants/Fast Food Outlets  
 Retail Food  
 Retail Services  
 Retail Stores  
 Telecommunications  
 Toiletries  
 Travel/Tourism  
 Utilities

**TELEVISION/CINEMA/DIGITAL TECHNIQUE**

Animation  
 Cinematography  
 Direction  
 Editing  
 Music-Adaptation (*These entries should be a commissioned re-working of an existing piece of materiel, be it public domain or licensed.*)

Music-Licensed (*Music that has been used straight from the master recording. This can be edited but should not have been re-arranged.*)

Music-Original (*This is a music track, which has been commissioned and composed specially for the entry. This does not include arrangements of any sort as that is covered by Music Adaptation. This also does not include any materiel that is in the public domain.*)

Sound Design  
 Visual Effects

**TELEVISION/CINEMA/DIGITAL HALL OF FAME**

Hall of Fame entries do not have categories

**Campaigns can be entered in the following Mediums:**  
 Television/Cinema/Digital  
 Radio  
 Print  
 Poster  
 Billboard

## STUDENTS

Students may enter the CLIO Awards in the following media:

### SINGLE

Billboard  
Design  
Innovative Media  
Interactive  
Poster  
Print  
Television/Cinema/Digital

### CAMPAIGN

Billboard  
Integrated Campaign  
Poster  
Print  
Television/Cinema/Digital

## Deadline

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### MARCH 13, 2009

All entries in all mediums (except Strategic Communication / Public Relations) first appearing during 2008 or the first quarter of 2009 are due by March 13, 2009.

### APRIL 10, 2009

All entries in the Strategic Communications / Public Relations medium first appearing during 2008 or the first quarter of 2009 are due by April 10, 2009.

## Judging Criteria

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Each year, the CLIO Awards appoints an average of 115 top creatives from 65 countries to seven distinct CLIO Juries. Juries are comprised of individuals whose own work epitomizes the vanguard in their respective fields, ensuring that each juror has a profound understanding of the global market's ever-evolving dynamics, industry innovations and creative work that represents the next wave.

CLIO's judging process is known for its democratic and non-political approach to recognizing creative excellence. Submissions that survive the first round are re-evaluated in the second round to determine the Shortlist as well as the Gold, Silver and Bronze statue winners. Each jury also has the option of awarding CLIO's highest honor, the Grand CLIO, to one truly exceptional piece of work in each medium from the Gold winners chosen.

Entries submitted in product/service do not compete in the selected category (except entries in the Public Service category). They compete against all product/service entries as a whole. Product/service categories are for classification purposes only. Design, Interactive and Technique mediums are judged in the specific categories in which they are entered.

CLIO's system of judging ensures that each entry is evaluated for its own individual merit.

The culmination of the competition takes place May 12-14, 2009 at the 50th Annual CLIO Awards Festival at the Hard Rock Hotel and Casino, Las Vegas. Attended by an international who's who of advertising, the Festival offers delegates the chance to see the year's best work from around the world and network with industry leaders.

