

# HOW <sup>2012</sup> PROMOTION DESIGN AWARDS

## PAYMENT FORM

Include 2 copies of the Payment Form with payment.

SUBMITTER'S NAME	
SUBMITTING FIRM NAME	
STREET ADDRESS	
CITY, STATE, ZIP	COUNTRY
PHONE	
E-MAIL	

ONLINE

## ENTRY FEES

Single Entry—\$65 (identity systems are counted as single entries)

Campaign—\$90 (three or more pieces that function as a system)

Student Single Entry—\$35

Student Campaign—\$55 (three or more pieces that function as a system)

_____ SINGLE ENTRIES	X \$65 =	_____
_____ CAMPAIGN ENTRIES	X \$90 =	_____
_____ STUDENT SINGLE ENTRIES	X \$35 =	_____
_____ STUDENT CAMPAIGN ENTRIES	X \$55 =	_____
_____ LATE ENTRIES	X \$35 =	_____
	<b>TOTAL =</b>	_____

CHECK  VISA  MC  AMEX

CREDIT CARD NUMBER	EXPIRATION DATE
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SIGNATURE
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(CHARGE WILL APPEAR ON YOUR STATEMENT AS "F+W CONTESTS" WITHIN 90 DAYS OF THE DEADLINE)

## PAYMENT INFORMATION

Make checks payable (in U.S. funds) to F+W Media, Inc. Payment must accompany entries. Entries received without payment will be disqualified. Entry fees are nonrefundable.

## THE DEADLINE

All entries must be postmarked no later than March 1, 2012.

Entries postmarked after March 1 will be charged a late fee of \$35 per entry. Entries postmarked after March 19, 2012, will not be accepted.

Please contact me via e-mail with information on other HOW, Print and I.D. competitions.

Designs may be entered in more than one category. Submit a separate entry and fee for each category. Work must have been created between January 1, 2011 and March 19, 2012.

**MAIL TO: HOW PROMOTION DESIGN AWARDS**  
8469 BLUE ASH ROAD, SUITE 100  
CINCINNATI, OH 45236

# HOW <sup>2012</sup> PROMOTION DESIGN AWARDS

## ENTRY FORM

Securely attach a copy of the Entry Form to the back of each sample of your entry.

- SINGLE ENTRY  STUDENT SINGLE ENTRY  
 CAMPAIGN ENTRY  STUDENT CAMPAIGN ENTRY

ENTRY CATEGORY
ENTRY TITLE
DESCRIPTION (WHAT IS IT?)
DESIGN FIRM
DESIGN FIRM LOCATION (CITY, STATE, COUNTRY)
WEBSITE (TO BE LISTED IN DESIGN ANNUAL)
ART DIRECTOR(S)
DESIGNER(S)
ILLUSTRATOR(S)
PHOTOGRAPHER(S)
COPYWRITER(S)
PRINTER(S)
OTHER NAMES/TITLES OF CREATIVE TEAM
CLIENT (COMPANY NAME)
RELEASE DATE
SUBMITTER'S NAME
SUBMITTER'S E-MAIL OR PHONE
SUBMITTING FIRM NAME

## HOW TO ENTER

1. Send 2 well-protected samples. No slides please. If digital images are provided on a CD or zip drive, you must also include print outs of the images.
2. Type or print the Entry Form completely. This information will be reproduced exactly as submitted if you are a winner.
3. Credit all persons involved in the creation of the piece. HOW isn't responsible for incorrect, illegible, or incomplete credits.
4. Describe the objective and results of your entry in 100 words or less and include the description with the Entry Form. (Optional but highly suggested.)
5. If this is a student entry please provide your school name, school location and school website. Also include the names of instructor(s) who advised the project as well as the student(s) name and student's location. If applicable, also provide a personal website to be listed.