

# SUNYCUAD Awards for Excellence Program

## Rating Sheet

### 18. ADVERTISING

Awards will be given for the best ad campaigns and single ads used in the advancement of an institution, with an emphasis placed on paid advertising aimed at target audiences. Special consideration will be given to fresh ideas and creative concept development.

Submit entries in one of the following subcategories:

- a. Total advertising programs:** Total packages, as represented by space ads, display posters, billboards, multimedia ad campaigns, web advertising, radio advertising, television advertising, and other promotions;
- b. Individual advertising:** Individual pieces such as space ads, posters, web advertising, etc. (not including items used in direct mail promotions, outdoor advertising, radio or television advertising);
- c. Outdoor advertising:** Billboard, bus signs, bus wraps, transit platform signs, or other forms of exterior advertising;
- d. Radio:** Maximum length is 60 second. Submit on audio cassette. One entry per tape. Submit entries either as a single ad or as a series of radio advertisements.
- e. Television:** Maximum length is 60 seconds per spot. Submit in VHS 1/2 format. One entry per tape. Submit entries either as a single ad or as a series of television advertisements.

All entries must include a brief abstract (maximum of four pages) outlining program goals and objectives and how well you have reached them; understanding of your target audience(s); ad's content, writing, editing, and design; budget; and use of available resources.

**Submit samples** as indicated: **A. Total Advertising Programs:** Three to eight different samples from your ad campaign. If submitting web advertising, please provide printout of ad as it appeared on the web and/or a URL: if web ad is still accessible; **B. Individual Advertising:** One sample; **C. Outdoor Advertising:** Submit color print mounted on poster board showing the advertising in use (on a highway billboard or on a banner, for example)

Criteria	rating 1-5, with 5 being highest
Creativity/innovation	
Quality of presentation	
Success in meeting stated goals and objectives taking into consideration the investment of resources	