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SUNYCUAD Awards for Excellence Program

Rating Sheet

1. ADVERTISING

Cy ctf u'y km'dg'i kxgp'hqt'yj g'dgu'cf "eco r cki pu'cpf 'ukpi ng'cf u'wugf 'kp'yj g'cf xcpago gpv'qh'cp" kpuvkwkqp.'y kj "cp'go r j cuku'r rcegf "qp'r cki "cf xgt vukpi "cko gf "cv'cti gv'cwf kgpegu0Ur gekn' eqpukf gtcv'kp'y km'dg'i kxgp'v'q'ht guj 'kf gcu'cpf 'et gc'v'kg'eqpegr v'f gxgr o gp'0"

Uwdo k'gpv'kgu'kp'qpg'qh'yj g'hqmy kpi 'uwdecvgi qt'kgu<

- a. **Total advertising programs:** "Vqcn'r cenci gu."cu'tgr t'gugpv'gf "d{ "ur ceg'cf u."f kur r{ " r quvgtu."dkndqctf u."o wko gf kc"cf "eco r cki pu."y gd"cf xgt vukpi ."tcf kq"cf xgt vukpi ." vgrxkukqp"cf xgt vukpi ."cpf "qy gt"r tqo qv'kpu="
- b. **Individual advertising:** "Kf kxf wcn'r kgegu'uwej "cu'ur ceg'cf u."r quvgtu."y gd"cf xgt vukpi ." gve0*pv'kpenf kpi "kgo u'wugf 'kp'f k'gevo ckn'r tqo qv'kpu."qwf qqt"cf xgt vukpi ."tcf kq"qt" vgrxkukqp"cf xgt vukpi ="
- c. **Outdoor advertising:** "Dkndqctf ."dwi'uki pu."dwi'y tcr u."t'cpuk'r r'v'hto "uki pu."qt"qy gt" hqto u'qh'gz v'gtkq"cf xgt vukpi ="
- d. **Radio:** "O czko wo "rgpi yj "ku'82"ugeqpf 0"Uwdo k'qp'EF "qt"FXF 0"Qpg"gpv{ "r gt"vcr g0" Uwdo k'gpv'kgu'gkj gt"cu'c'ukpi ng'cf "qt"cu'c'ugt'kgu'qh'tcf kq"cf xgt vukgo gpw0'
- e. **Television:** "O czko wo "rgpi yj "ku'82"ugeqpf u'r gt"ur qv0"Uwdo k'kp'FXF "hqto cv0"Qpg" gpv{ "r gt"vcr g0"Uwdo k'gpv'kgu'gkj gt"cu'c'ukpi ng'cf "qt"cu'c'ugt'kgu'qh'vgrxkukqp" cf xgt vukgo gpw0'

Cm'gpv'kgu'o wv'kpenf g'c"dt'kgh'edutcev*o czko wo "qh'4'r ci gu"q'wv'kpi "r tqi tco "i qcnu'cpf " qdl'ge'v'kgu'cpf "j qy "y gni'f qw'j cxg't'gej gf "yj go =v'p'f gtuc'p'f kpi "qh'f qwt'v'cti gv'cwf kgpeg*u="cf u" eqpv'p'y tkkpi ."gf k'kpi ."cpf "f guki p=dwf i gv=cpf "wug'qh'cx'ck'cdng't'gu'qwt'egu0'

Submit samples "cu'kpf k'ecv'gf <A. **Total Advertising Programs** <Vj tgg'v'q'gki j v'f k'ht'gpv'uco r ngu" hqto "{ qwt'cf "eco r cki p0K'uwdo k'kpi "y gd"cf xgt vukpi ."r r'guc'g'r tqxkf g'r t'kp'q'w'qh'cf "cu'k" cr r gct'gf "qp'yj g'y gd"cpf lqt"e"WTN<h'y gd"cf "ku'ukm'ceegu'kdng=<B. **Individual Advertising:** "Qpg" uco r ng=<C. **Outdoor Advertising:** "Uwdo k'eqm't'r t'kp'v'uj qy kpi "yj g'cf xgt vukpi "kp"wug" *qp"e"j ki j y c{ "dkndqctf "qt"qp"e"dcppgt."hqt"gzco r ng="

Etkgtk"	tcv'kpi "3/7."y kj "7"dgl'pi "j ki j guv"
Etgc'v'kxk{ k'ppqxcv'kqp"	"
S wcrk{ "qh'r t'gugpv'v'kqp"	"
Uweegu'kp'o ggv'kpi "uvc'gf "i qcnu'cp f "qdl'ge'v'kgu" vcn'kpi "kp'v'q'eqpukf gtcv'kqp'yj g'k'p'x'guo gpv'qh t'gu'qwt'egu"	"

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