



Communication Arts Advertising Competition 2024

Deadline: June 14, 2024

Enter online at commarts.secure-platform.com/a

Advertising Categories

These categories are judged by the advertising jury and will appear in the 2024 Advertising Annual, in print and digital editions, and on commarts.com:

Consumer Magazine Advertising

Single ad, any size, including spreads (\$45)
Series of ads for the same campaign, limit of five (\$90)

Consumer Newspaper Advertising

Single ad, any size, including spreads (\$45)
Series of ads for the same campaign, limit of five (\$90)

Trade/Institutional Advertising

Single ad, any size, including spreads (\$45)
Series of ads for the same campaign, limit of five (\$90)

Posters—Outdoor

Single outdoor poster, 24-sheet or larger. JPG (\$45), Video (\$110)
Series of outdoor posters for the same campaign, 24-sheet or larger. JPG, limit of five (\$90), Video, limit of three (\$220)

Posters—Transit

Single transit poster (bus, subway, shelter), JPG (\$45), Video (\$110)
Series of transit posters for the same campaign (bus, subway, shelter), JPG, limit of five (\$90), Video, limit of three (\$220)

Posters—Point-of-Purchase

Single point of purchase poster, JPG (\$45), Video (\$110)
Series of point of purchase posters for the same campaign, JPG, limit of five (\$90), Video, limit of three (\$220)

Posters—Other

Single poster not covered in previous categories, JPG (\$45), Video (\$110)
Series of posters for the same campaign not covered in previous categories, JPG, limit of five (\$90), Video, limit of three (\$220)

Sales Promotion

Single direct mail, data sheet, sales kit, collateral material, etc. JPG, limit of three (\$45) PDF (\$60)
Series of direct mail, data sheets, sales kits, collateral material, etc.. JPG, limit of five (\$90) PDF, limit of five (\$120)

Self-Promotion

Single promotion for ad agencies, creatives, suppliers, art schools. JPG, limit of three (\$45), Video (\$110)
Series of promotion for ad agencies, creatives, suppliers, art schools. JPG, limit of five (\$90), Video, limit of three (\$220)

Self-Promotion for Ad Clubs

Single promotion/communication for Advertising clubs. JPG, limit of three (\$45), Video (\$110)
Series of promotion/communication for Advertising clubs. JPG, limit of five (\$90), Video, limit of three (\$220)

Television Commercials

Single television commercial (\$110)
Series of television commercials for the same campaign, limit of three (\$220)

Radio Commercials

Single radio commercial (\$110)
Series of radio commercials for the same campaign, limit of three (\$220)

Digital Advertising Online Video

Single online video (viral video, paid online commercial). URL/Video (\$110)
Series of online videos for the same campaign (viral videos, paid online commercials). URL/Video, limit of three (\$220)

Digital Advertising Banner Ads

Single web banner ad (static, pop-up, rich media). JPG (\$45), URL/Video (\$110)
Series of web banner ads for the same campaign (static, pop-ups, rich media). JPG, limit of 5 (\$90), URL/Video, limit of three (\$220)

Digital Advertising Social Media

Innovative use of one social media platform (Facebook, Pinterest, or Twitter, etc.) JPG (\$45), URL/Video (\$110)
Innovative use of multiple social media platforms (Facebook, Pinterest, Twitter, etc.) JPG, limit of five (\$90), URL/Video, limit of three (\$220)

Digital Advertising Mobile

Single ad on smartphones and tablets. JPG (\$45), URL/Video (\$110)
Series of ads on smart phones and tablets for the same campaign. JPG, limit of five (\$90), URL/Video, limit of three (\$220)

Digital Advertising Other

Websites and other projects requiring significant user interaction should be entered in the Interactive Competition.

Single work not covered in previous digital advertising categories, i.e. email marketing, webisode, etc. JPG (\$45), URL/Video (\$110)
Series of work not covered in previous digital advertising categories, i.e. email marketing, webisodes, etc. JPG, limit of five (\$90), URL/Video, limit of three (\$220)

Any work produced for a nonprofit organization for the public good, including zoos, museums, orchestras, ballet companies, etc.

Public Service Print Ads

Single magazine/newspaper ad (\$45)
Series of magazine/newspaper ads, limit of five (\$90)

Public Service Posters

Single poster (\$45)
Series of posters, limit of five (\$90)

Public Service Collateral

Single piece of collateral, JPG (\$45) PDF (\$60)
Series of collateral, JPG, limit of five (\$90) PDF, limit of five (\$120)

Public Service Television

Single television commercial or online video (\$110)
Series of television commercials or online videos, limit of three (\$220)

Public Service Radio

Single radio commercial (\$110)
Series of radio commercials, limit of three (\$220)

Public Service Non-Traditional

Single non-traditional (out-of-home, guerilla, etc.) JPG, limit of three (\$45), Video (\$110)
Series of non-traditional (out-of-home, guerilla, etc.) JPG, limit of five (\$90), Video, limit of three (\$220)

Integrated Campaigns

Campaign must include a minimum of three different media types (e.g., print, broadcast, online, guerilla, etc.) Video documentaries of the campaign should be no longer than three minutes (\$300)

Non-Traditional Advertising

Video case studies showing 3 or more media types belong in Integrated Campaigns

Single work not covered in previous categories (out-of-home, guerilla, etc.) JPG, limit of three (\$45), Video (\$110)

Series of work not covered in previous categories (out-of-home, guerilla, etc.) JPG, limit of five (\$90), Video, limit of three (\$220)

Student Work

Any single advertising project created for a school assignment. JPG (\$20) Video/Radio (\$45)
Series of advertising projects created for the same school assignment. JPG, limit of five (\$40) Video/Radio, limit of three (\$90)