



## ***Promotional Award Information***

- 31. Best Radio Commercial, Associate**
- 32. Best Radio Commercial, Remodeler**
- 33. Best Radio Commercial, Developer**
- 34. Best Radio Commercial, Builder**

### **Judging Criteria:**

The commercial must have run between January 1, 2021 and December 31, 2021. Entries may be any length and will be judged on effectiveness of meeting the communication objective, production technique, creativity and audience impact.

### **Materials for Submission Checklist:**

- Audio file of radio commercial
- Completed Promotional Award Information form
- Completed Entry form

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### **Additional Entry Information**

\_\_\_\_\_ Category Number

\_\_\_\_\_ Length of time marketed

\_\_\_\_\_ Number of inquiries generated by entry