



## ***Promotional Award Information***

- 1. Best Print or Digital Ad, Associate**
- 2. Best Print or Digital Ad, Remodeler**
- 3. Best Print or Digital Ad, Developer**
- 4. Best Print or Digital Ad, Volume Builder**
- 5. Best Print or Digital Ad, Custom Builder**

### **Judging Criteria:**

The ad must have run in a newspaper or magazine between January 1, 2021 and December 31, 2021. Entries will be judged on excellence of concept, copy, layout, overall design execution, and communication of the advertisement's objective.

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

- Tear sheet of ad mounted on black display board (no photocopies or color proofs of any kind will be accepted for judging.)
- Dated tear sheet or written verification from the publisher confirming media insertion dates.
- Image of ad in jpeg format
- Completed Promotional Award Information form
- Completed Entry form

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### **Additional Entry Information**

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

Traffic/Telephone Interest Generated by Entry \_\_\_\_\_