



# APRO 2010 Rental Advertising Excellence Awards Advertising Agency Entry Form

To be used if advertisement was created by a professional advertising agency

**Early RAE entry deadline: May 25, 2010** - \$35 per entry for APRO Members - \$70 per entry for non-members

**Late RAE entry deadline: June 1, 2010** - \$45 per entry for APRO Members - \$90 per entry for non-members

**Entry submitted by:**     Advertising Agency         Rent-to-Own Company

Contact person submitting the entry: \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

**Rent-to-Own Company represented in the advertisement:** \_\_\_\_\_

**Advertising Agency that created the ad:** \_\_\_\_\_

**Advertisement name/campaign:** \_\_\_\_\_

*(If your entry is a winning entry, the description of the advertisement/campaign will appear on the trophy exactly as submitted above)*

**\*NEW\***

**Trophy Order** (If your entry is a winning entry, you will receive one (1) complimentary trophy. Trophies will be shipped to the person listed in the contact information above)

**\*\*If I have a winning entry, I would like to order \_\_\_\_\_ additional trophies to be invoiced at \$50 each.**

- Print:** Submit two tear sheets or samples of advertising. Do not send photocopies of original artwork.
- Radio:** Submit entries on compact discs. One entry per compact disc.
- Television:** Submit entries on DVD. One entry per DVD.
- Outdoor:** Submit a 5x7 or larger photograph of the entry.
- Ad specialties:** If possible, submit the actual advertising. Otherwise send a 5x7 or larger photograph.
- Community relations:** Submit footage, articles, news coverage and/or photographs, along with a description of the program and its impact.

**Please submit a separate entry form for EACH ENTRY. If more than one category is checked below, entry will be disqualified.**

## **CATEGORIES**

### **Print materials**

- \_\_\_ 1-A Brochure or free-standing insert, one page front and/or back
- \_\_\_ 1-B Catalog/brochure, four pages or more or two pages front and back
- \_\_\_ 1-C In-store signs, posters and/or banners
- \_\_\_ 1-D Other – coupons, contests, etc.

### **Direct Marketing**

- \_\_\_ 2 Direct mail advertisements, campaign designed to solicit a direct response

### **Newspaper**

- \_\_\_ 3-A Black-and-white
- \_\_\_ 3-B Color

### **Radio**

- \_\_\_ 4-A 30-second spot
- \_\_\_ 4-B 60-second spot

### **Television**

- \_\_\_ 5-A Production costs less than \$1,000
- \_\_\_ 5-B Production costs more than \$1,000

### **Specialty Items**

- \_\_\_ 6 Calendars, gift cards, web specials, referral programs, advertising sponsorships, etc.

### **Creative Campaigns**

- \_\_\_ 7 Seasonal, themed, 30-day or more, contests – must include more than one type of advertising included in the campaign – radio, TV, print, banners, etc.

### **Community Relations Programs**

- \_\_\_ 8 Donations, charitable campaigns, volunteering, non-profit support, etc.

### **Web site**

- \_\_\_ 9 Judging is based on design, user friendly, complexity, etc.

**Web address:** \_\_\_\_\_

**Mail submission forms, advertising and payment to:  
APRO, 1504 Robin Hood Trail, Austin, Texas, 78703**

**Contact Tulisha Carson, [tcarson@rtohq.org](mailto:tcarson@rtohq.org), for information, payments and electronic payments.**