



APRO 2010 Rental Advertising Excellence Awards

In-House Entry Form

To be used if advertisement was created by in-house personnel

If the ad was created by a professional advertising agency, use the Advertising Agency entry form or the entry will be disqualified

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:

Contact person submitting the entry: _____ Owner: _____

Rent-to-Own Company _____

Address _____

City _____ State _____ Zip code _____

Telephone _____ E-mail _____

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, for information, payments and electronic payments.