

APRO's 2008 Rental Advertising Excellence Awards entry form

EARLY ENTRY: \$25 PER ENTRY FOR APRO MEMBERS; \$ 50 PER ENTRY FOR NON-MEMBERS; DuE by JuNE 13, 2008
IATE ENTRY: \$30 PER ENTRY FOR APRO MEMBERS; \$ 55 PER ENTRY FOR NON-MEMBERS; DuE by JuNE 30, 2008

Submission for: In-house category Advertising agency category

Participant information

Owner/president _____ Company _____

Address _____

City _____ State _____ Zip code _____

Telephone (_____) _____ Fax (_____) _____ E-mail _____

Advertising agency—entering this information will automatically enter your submission into the agency category

Representative _____ Company _____

Address _____

City _____ State _____ Zip code _____

Telephone (_____) _____ Fax (_____) _____ E-mail _____

Advertisement name/campaign (to help identify submitted piece) _____ **Print:**

Submit two tear sheets or samples of advertising. Do not send photocopies or original artwork.

Radio: Submit entries on compact discs. Only one entry per compact disc.

Television: Submit entries on DVD. Only one entry per DVD.

Outdoor: Submit a 5x7 or larger color photograph of entry.

Ad specialties: If possible, submit the actual product. Otherwise, send a 5x7 or larger color photograph.

Community relations: Submit video footage, news articles and/or photographs, along with a description of the program and its impact.

CATEGORIES

Print materials

- 1-A Brochure or free-standing insert, one page, front and back
- 1-B Catalog/brochure, four pages or more
- 1-C In-store point-of-rent signs, posters and/or banners
- 1-D Other-door hangers, coupons, contests, etc.

Direct marketing

- 2-A Order solicitation/direct-mail pieces or campaign designed to produce a direct response

Newspaper

- 3-A Black-and-white, half page or more
- 3-B Color, half-page or more

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 advertising

- 6-A Specialty item/giveaway as a referral item, bonus gift with rentals, etc.

Campaign

- 7-A Creative campaign design, more than 30 days but less than 90 days; single-theme campaign using print, television, and/or radio; designed to get a direct response.

Community relations program

- 8-A Food drive, donations, volunteering at homeless shelters, etc.

Web site

- 9-A Rental store Web site and/or online presence.

Web address _____

MAIL THIS FORM WITH EACH SUBMISSION TO APRO, 1504 ROBIN HOOD TRAIL, AUSTIN, TEXAS 78703.
DEADLINE FOR EARLY ENTRIES (DISCOUNTED RATE) IS JUNE 13; IATE ENTRIES (FULL RATE) ACCEPTED UNTIL JUNE 31.