

# RULES AND FEES (PRESS)

## A. ELIGIBILITY

01. Entries cannot be made without the prior permission of the advertiser/ owner of the rights of the commercial or advertisement.
02. All advertisement must be designed for public exposure.
03. All advertisement must have been commercially screened or aired for the first time between 1st January 2011 and 31st December 2011.
04. Advertisements which may offend national or religious sentiments or public taste will not be accepted.
05. Only advertisements that have run as part of a legitimate media plan or campaign are eligible.
06. All entries have to be conceptualised and produced in Bangladesh.

Advertisements that have been run purely to make them eligible for competition will be disqualified and the submitting organisation will be banned from AdFest competitions for a period of 3 years.

## B. JUDGING

A panel of experts from profession related to marketing communication will carry out the judgment of entries.

01. For all submissions received, a pre-screening may be necessary to accommodate the time frame of the first day's viewing. Following the first day's viewing, a short list of entries will be decided by category and be computer tallied.
02. The Jury will make the final decision on the short list as well as the allocation of Gold, Silver and Bronze Awards.

Note: Interest voting: At all marking stages, a judge may not vote for any entry submitted by his/her agency(ies). The decision of the Jury in all matters related to the awarding of prizes will be final and binding.

## C. AWARDS

The awards presented will be as follows-

In each category, the Jury will award Gold, Silver and Bronze Awards to advertising work that is deserving of this honour. The awards will be presented to the entrant company. Entries that are short-listed as finalists will be given a Certificate.

Note: If award winners are not present at the Award Presentation Night, the AdFest Awards will be collected directly from the AdClub office by the winners at their own expense.

## ENTRY DEADLINE: 10 MAY 2012 (10 AM - 7 PM)

All materials, documentation and payment must reach **Ad Club North Office: 3W, Gulshan Grace CWS (C)-8, South Avenue, Gulshan-1, Dhaka-1212**, no later than this date.

## D. ENTRY REQUIREMENTS

01. Only one party may enter a given commercial or advertisement, to be agreed in advance between the parties concerned (such as Agency/Director/Producer/Advertiser).
02. Each commercial or advertisement constitutes ONE entry. Individual teaser ads are not eligible.
03. Each entry may only be entered into ONE category. The AdFest Organisers reserve the right to move entries to more appropriate categories.
04. A Campaign is limited to four advertisements or commercials.
05. Submission Requirements

- A separate Entry Form is required for each commercial, advertisement or campaign. Entry forms for TV commercials should include a synopsis of the story of up to 35 words in English.

Please carefully check and re-check the credits you have entered. If the work is short-listed for a winner, these credits will be used in all published materials and on the AdFest website, exactly as they appear in the entry form.

- A separate DVD of each entry must be provided. A set of commercials entered as a campaign may be submitted on one DVD in the order they will be used at AdFest.
- Please include a Media Schedule or a letter signed by client verifying the media booking.
- An Entry Payment Summary should be enclosed.

### 06. Technical Requirements

- One mounted proof. It should be mounted on black lightweight card (maximum size of black lightweight card should be 60 cm x 60 cm) with the English translation of the headline placed under the advertisement and a copy of the entry form attached to the back.
- The original tearsheet from a publication.
- One digital image of each entry strictly in the following format:
  - 1) JPEG, 300 dpi, RGB, A4 size for award book (if the entries are short-listed as finalists).
  - 2) JPEG, 70 dpi, RGB for presentation at the Award Ceremony.
  - 3) Digital images must be supplied on PC compatible CD
  - 4) Please separate your electronic folder according to the resolution and match the name of all images with the title of the corresponding entry.

The AdFest Organisers reserve the right to cancel the entry or may charge for the alteration of the submission in the case of press entries that are not submitted in this format.

## E. PAYMENT DETAILS

01. An entry fee of Tk 2000 is charged for EACH single entry.
02. An entry fee of Tk. 3000 is charged for EACH campaign entry. (One campaign is limited to a maximum of 4 related ads). A fee of Tk. 500 will be charged for each additional entry after the fourth one in case of campaign.
03. Payment for entry fees should be made by cross cheque or by cash to: Dhaka Ad Club
04. No refund will be given for wrong, disqualified or withdrawn entries.

## F. CHECKLISTS

The following instructions must be strictly adhered to. Failure to do so may involve disqualification and/or loss of the CD concerned.

## ENTRY DEADLINE: 10 MAY 2012 (10 AM - 7 PM)

The following material and documents should be included:

01. One mounted proof
02. PC Compatible CD containing a digital image version or work.
03. Entry Form
04. Entry Summary Form
05. Media Schedule or a signed client letter verifying the media booking.
06. Entry Payment Summary and Money Receipt.

The Entry Package should be submitted to: **Ad Club North Office: 3W, Gulshan Grace CWS (C)-8, South Avenue, Gulshan-1, Dhaka-1212**, no later than this date.

Please ensure your documentation is enclosed in its own envelope within your package and NOT enclosed in tape boxes or affixed to the outside of your parcel.

The AdFest Organisers cannot accept responsibility for non-presentation at the AdFest of materials received at above **Ad Club North Office: 3W, Gulshan Grace CWS (C)-8, South Avenue, Gulshan-1, Dhaka-1212** after 10 May 2012.

## G. TREATMENT AND PUBLICATION OF ENTRIES

01. All entries submitted will become the property of the AdFest Organisers and will not be returned. Adfest Organisers can copy it and sell it if needed.
02. In order to promote the Advertising Festival, each entrant authorises the AdFest Organisers to show his/her advertising materials with or without charge at public or private presentations, at such time and place and as often as the AdFest Organisers see fit.

The AdFest Organisers reserve the right to transfer any videotape to film. In addition, each entrant undertakes to allowing the lending or selling by the AdFest Organisers of the entries to any interested public or private organisation with a view to promoting the AdFest Awards, either directly or indirectly.

03. For further promotional purposes, each entrant of advertising commercials will supply the AdFest Organisers upon request with a series of different digital copies on CD-Rom of each of his/her nominated or award-winning commercials. The AdFest Organisers may also use CD-Rom copies of advertisements submitted for similar purposes.

04. Any entry that wins an award may be used by the AdFest Organisers to compile into a collection bearing a designation indicating that the entry has won such an award. Such a collection of award winning materials, or any extract or extracts from it, may not be copied, marketed or sold. Each entrant agrees to assist the AdFest Organisers in supporting any legal action taken by the AdFest Organisers to prevent a breach of this condition and to supply information to the AdFest Organisers immediately on becoming aware that an unauthorized collection or compilation is being made available for sale or distribution.

05. Each entrant agrees not to hold the AdFest Organisers responsible for any claims made against them by reason of any presentation set out in clause 2 or the publication of any collection as set out in clause 4.

06. Winners have the right to use any award given to them for promotional purposes on condition that this is correctly described.

## H. MISCELLANEOUS

01. Each entrant accepts full responsibility in respect of the quality of videotape entries and discharges the AdFest Organisers from any responsibility in respect of third parties.

02. All entrants must strictly observe the Entry Rules and Regulations. Completion of the summary of entries form will imply full acceptance by each entrant of the AdFest Rules. Non-compliance with any of the Entry Rules and Regulations will result in the automatic disqualification of the entry.

03. The decisions of the AdFest Organisers in all matters relating to the Advertising Festival Dhaka Awards 2012, shall be final and binding.

