

# LEADING THE WAY



The 51<sup>st</sup> Annual  
Jersey Awards

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*In Loving Memory  
of Lana Jackson*

Event Sponsors:

 

## Awards Entry Categories

In addition to individual category awards, a “Best of” Award will be given in the following categories: Newspaper Advertising, Magazine Advertising, Collateral, Social Media, Digital Media, Television, Radio, Out-of-Home, Public Relations and Best of Show.

### Jersey Awards Show Committee Members

- |  |  |   |
|--|--|---|
| ▶ <b>Herb Barry</b><br>Interstate Outdoor                    | ▶ <b>Nancy Fischer</b><br>NCF Design                   | ▶ <b>Sandra Schler</b><br>Non-Profit Professional |
| ▶ <b>Gary Denburg</b><br>GarDen Printing                     | ▶ <b>Robin Kantor</b><br>Newark Trade Digital Graphics | ▶ <b>Rob Schnapp</b><br>Coyne PR                  |
| ▶ <b>Grace DePaola</b><br>Advertising & Marketing Consultant | ▶ <b>Anthony Oade</b><br>Giovatto Advertising          | ▶ <b>Franco Zito</b><br>Spectrum Reach            |
| ▶ <b>Frank DiGioia</b><br>Fort Group                         | ▶ <b>Scott Price</b><br>Skyline, NJ                    |   |
| ▶ <b>Ed Efchak</b><br>Customers by Design                    | ▶ <b>David Rand</b><br>HarrisonRand Advertising        |   |

#### Printing

Newark Trade Digital Graphics  
Catalyst Print & Packaging

#### Concept & Design

Giovatto Advertising

#### Chairman

Gary Denburg,  
GarDen Printing



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## Rules & Regulations

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**For the past 51 years, the Jersey Awards has celebrated creative excellence across communication platforms throughout New Jersey. We seek to recognize the most creative, most innovative, and most compelling work produced every year. Work that gets attention...gets results...and inspires.**

*To be eligible for the NJ Ad Club Jersey Awards, entries must meet one of the following criteria:*

1. Have been produced for a company head-quartered in New Jersey.
2. Have been produced by a New Jersey-based agency, production company or media property for a client located in New Jersey or elsewhere.
3. Have been produced by a NJ Ad Club member who resides in New Jersey.

**Entries must have been published, displayed or aired between January 1, 2018 and December 31, 2018.** Entries must be submitted before February 22, 2019 to be considered for judging.

All entries are judged by impartial out-of-state advertising organizations. Judges' decisions are final. If you've been selected for an award, you'll be notified by the end of April, 2019 as to which entry and client in which category has won an award. This means you have won either a First Place trophy, a Second Place trophy, or an Award of Excellence; and are eligible to win a Best of Category or the Best in Show award.

The precise awards are not announced until the night of the Jersey Awards Dinner on Wednesday, June 5th, 2019.

Entries not properly labelled according to the official guidelines will not be judged. An entry form **MUST** be attached to each entry and **MUST** be entered in the proper category (see [njadclub.org](http://njadclub.org) for entry form information and list of categories). The Jersey Awards Committee reserves the right to re-categorize any work entered in the wrong category without notification.

All entries are the property of the NJ Ad Club and cannot be returned. The NJ Ad Club is not responsible for the loss of any submitted entries. Please make sure that each entry sent can be displayed in the exhibition of finalists.

**If you have any questions or would like some assistance with your entries, please call Pat Hanley at 201-998-5133 or email to: [info@njadclub.org](mailto:info@njadclub.org)**

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## General Entry Instructions

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### Follow General Entry Instructions Carefully

1. Please review the Rules & Regulations outlined on page 1 and follow instructions carefully. All entry forms can be filled out online and emailed to the NJ Ad Club, or printed out for completion and mailed with a check.
2. Determine the appropriate category in which your entry is to be judged. An ad may only be entered in one size category. Changing the size of the same ad does not constitute eligibility in another category.
3. If the same entry is submitted in more than one category, you must include a duplicate sample for each category entered.
4. Fill out a separate entry form for EACH judging submission.
5. All “Campaigns” must be a minimum of three elements (ads, billboards, packaging, posters, TV or radio spots, etc.). For campaigns, attach duplicate entry form on each element and mark as 1 of 3, 2 of 3, etc. so all elements are kept together and judged collectively.
6. If not mailed separately, enclose Summary Sheet with payment in a separate envelope marked “Entry Check & Forms” along with work being entered.
7. If entry is not submitted in the requested format, it could be disqualified and not judged.

### Print / Collateral / Out-of-Home

8. Please attach the entry form to the back of the respective entry and place in an appropriately sized, clear plastic bag. Do **NOT** fold the entry.
  9. Please note that all entries for Collateral, Direct Mail, Identity and Out of Home (OOH)\* should be submitted as actual printed samples. \*Large signage, such as, Billboards, Transit or Banners can be submitted as a photo of the entry, shot at the location site(s) or on the vehicle(s).
  10. Entries 9” x 12” or smaller should be mounted to a foam board, with the entry form attached to the back of the board. This prevents damage and will be helpful during the display at the awards ceremony.
  11. Magazine and Newspaper entries must be submitted as the actual tear sheet or in the printed publication. Digital submissions will not qualify and therefore, not judged.
  12. Entries for Packaging and Premiums/Specialties should be submitted as actual samples. We cannot accurately judge photo submissions, as well as actual samples.
  13. Photography entries must be submitted as professionally, printed samples on either glossy or matte material as appropriate to the piece. Digital submissions will not be accepted.
  14. For campaigns, please attach a duplicate entry form on each element of the campaign and number them as 1 of 3, 2 of 3, 3 of 3, etc. and place in same clear bag.
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### Digital Media

15. Submit Digital work on USB Flash Drive - Windows format only. Judges will use PC with Windows Media Player to review. (Not MAC)
16. Place all USB Flash Drives and accompanying material in proper size clear plastic bag with entry form. Note number of elements in bag (for example: 1 USB Flash Drive, 3 screenshots).
17. We require a LIVE URL for website entries, plus at least one screenshot. If website is no longer live, or content is different than submission, or it's protected, please submit on USB Flash Drives with printed 4/C screenshots. Do NOT send PDF of screenshots via email to club because we cannot print in color or guarantee correct layout.
18. To ensure accuracy of link for judging, and to create QR Code for viewing of finalists the night of the awards, please email URL to: [jerseyawards@njadclub.org](mailto:jerseyawards@njadclub.org) (in addition to noting address on entry form).
19. A unique file name must accompany each digital entry and be noted on the USB Flash Drives. The same file name with sequential numbering should be used on campaigns. The file name must be listed on the submission form as well.

### Public Relations / Social Media

20. All Public Relations and Social Media entries MUST be accompanied by a one-page brief description of the following:
    - a. Identify Target Market
    - b. Describe Objectives
    - c. Explain Solution (including media implemented)
    - d. Results (ROI compared to goals)
  21. Social Media should include examples of all communication vehicles on USB Flash Drives, along with any URL. Screenshots of all elements must be submitted as well, to simplify judging and for display at exhibition of finalists.
  22. YouTube video entries must be submitted on a USB Flash Drive as MP4 file. Include printed screenshots of key parts of video. Finalists will be viewed via QR codes the night of the awards, so please also submit specific YouTube link via email to: [jerseyawards@njadclub.org](mailto:jerseyawards@njadclub.org) (in addition to noting address on entry form).
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### TV / Video / Radio / Music

23. Submit all TV and Video entries on a USB Flash Drives as MP4 only (self-opening files preferred). Judges will use PC with Windows Media Player to review.
24. Submit Radio spots as MP3 files only on a USB Flash Drive.
25. Put USB Flash Drives securely in a resealable clear plastic bag with entry form.
26. Music entries should be accompanied by an explanation as to how and where music was used in a campaign. This would be very helpful to the judges.

**Deadline for Entries is Friday, February 22, 2019.**

**Early Bird Discount for NJAC Members only expires on February 8, 2019.**

**Please return completed form with check made payable to:  
The New Jersey Advertising Club  
199 Prospect Avenue, North Arlington, NJ 07031**

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## Awards Entry Categories

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### **PUBLIC RELATIONS**

- 1 Feature Media Placement
- 2 Internal Communications Campaign
- 3 External Communications Campaign
- 4 Special Event/Client Celebration
- 5 Fundraiser Communications
- 6 Public Affairs
- 7 Media Relations, Consumer or Trade
- 8 Not for Profit/Pro Bono Work
- 9 Advocacy/Political Multimedia Campaign
- 10 Consumer Product or Service Launch

### **SOCIAL MEDIA**

- 11 Facebook Page
- 12 Facebook Campaign, 3 or More Elements
- 13 Social Media, Single Platform (FB, Instagram, Pinterest, Twitter, YouTube, Snapchat, etc.)
- 14 Social Media, Multi-Platform Campaign
- 15 Social Media Promotion, Incentive Program or Contest
- 16 Social Media for Brand Building
- 17 Not for Profit/Pro Bono Work

### **DIGITAL MEDIA**

- 18 Website Design: B2B
- 19 Website Design: Consumer
- 20 Website Design: Internal
- 21 Website Design: Self-Promotion
- 22 Microsite Design
- 23 Blog Writing
- 24 Email Blast
- 25 Not for Profit/Pro Bono Work
- 26 Invitations/Announcements
- 27 Landing Page
- 28 Digital Campaign, 3 or More Elements
- 29 Display (Banner) Ad
- 30 Rich Media Advertisement
- 31 Digital Publication (e.g., Annual Report, Newsletter, Magazine, etc.)

### **TELEVISION**

- 32 Spot, :30 or Less
- 33 Spot, :45 or More

- 34 Animated Commercial, Any Length
- 35 Campaign, 3 or More Elements
- 36 Not for Profit/Pro Bono Work

### **VIDEO**

- 37 Non-Broadcast (Training, Educational, Sales, Institutional, or Trade Show)
- 38 Not for Profit/Pro Bono Work
- 39 Campaign: 3 or More Elements
- 40 Animation/Motion Graphics
- 41 YouTube Video
- 42 Social Media Video
- 43 Online Commercial, :15 or Less
- 44 Online Commercial, :30 or More
- 45 Explainer Video

### **RADIO**

- 46 Spot, :30 or Less
- 47 Spot, :60 or More
- 48 Not for Profit/Pro Bono Work
- 49 Podcast
- 50 Campaign, 3 or More Elements

### **MUSIC**

- 51 Jingle
- 52 Original Music Composition/Non-jingle for Commercial
- 53 Original Composition for Long-Form Video

### **OUT-OF-HOME**

- 54 Outdoor Billboard
  - 55 Outdoor Poster
  - 56 Transit-Bus: Internal
  - 57 Transit-Bus: External
  - 58 Transit-Rail
  - 59 Transit Shelter
  - 60 Kiosk
  - 61 Campaign: 3 or More Elements
  - 62 Not for Profit/Pro Bono Work
  - 63 Banners
  - 64 Vehicle Wraps
  - 65 Inventive Use of Out-of-Home (Building Wrap, etc.)
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## Awards Entry Categories (continued)

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### NEWSPAPER

- 66 Fractional, Any Number of Colors
- 67 Full Page, Any Number of Colors
- 68 Special Advertising Insert/Supplement
- 69 Not for Profit/Pro Bono Work
- 70 Campaign: 3 or More Elements, Any Size, Any Number of Colors

### MAGAZINE AD: CONSUMER

- 71 Any Size, Any Number of Colors
- 72 2-Page or Multipage Spread or Special Insert
- 73 Not for Profit/Pro Bono Work
- 74 Campaign: 3 or More Elements

### MAGAZINE AD: TRADE

- 75 Any Size, Any Number of Colors
- 76 2-Page or Multipage Spread or Special Insert
- 77 Campaign: 3 or More Elements

### COLLATERAL/ALL PRINTED MATERIAL

- 78 Sell Sheets, Any Number of Colors
- 79 Rack Brochure, Any Number of Colors
- 80 Corporate/Product Brochure, 8 Pages or Less
- 81 Corporate/Product Brochure, More than 8 Pages
- 82 Catalog, Any Number of Pages
- 83 Pocket Folder
- 84 Annual Report
- 85 Incentive Program or Contest
- 86 Poster, Single Piece
- 87 Poster, Campaign, 3 or More Elements
- 88 Point-of-Sale
- 89 Invitations/Announcements
- 90 Holiday Card (Print Version Only)
- 91 Calendar
- 92 Product Launch or Relaunch
- 93 Product Campaign, 3 or More Elements
- 94 Multimedia Campaign, 3 or More Elements
- 95 Not for Profit/Pro Bono Work
- 96 Advertising for the Arts
- 97 Magazine Design
- 98 Miscellaneous

### COLLATERAL/DIRECT MARKETING

- 99 Self-Mailer, Single Piece, Any Number of Colors
- 100 Not-a-Self-Mailer, Single, Any Number of Colors
- 101 Package, Any Number of Colors
- 102 Package, With High-Impact Premium Item
- 103 Packaging Campaign, 3 or More Elements
- 104 Direct Marketing Campaign, 3 or More Elements
- 105 Not for Profit/Pro Bono Work

### COLLATERAL/IDENTITY

- 106 Logo, Consumer
- 107 Logo, B2B
- 108 Stationery Package
- 109 Newsletter, Single Issue (Print Version Only)
- 110 Newsletter Campaign, 3 or More Issues (Print Version Only)
- 111 Self-Promotion, Agency
- 112 Self-Promotion, All Others
- 113 Advertising Specialties
- 114 Not for Profit/Pro Bono Work

### COLLATERAL/PHOTOGRAPHY

- 115 Advertising - Lifestyle/People
- 116 Photojournalism
- 117 Still Life/Miscellaneous
- 118 Campaign, 3 or More Elements

### COLLATERAL/TRADE SHOWS

- 119 Exhibit Booth, Under 200 Square Feet
  - 120 Exhibit Booth, Over 200 Square Feet
  - 121 Exhibit Booth Graphics
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## Awards Entry Categories (continued)

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### ALL STUDENT ENTRIES

- 122 Newspaper
- 123 Magazine
- 124 Public Relations
- 125 Social Media
- 126 Digital Media
- 127 Television
- 128 Video
- 129 Radio
- 130 Music
- 131 Out-Of-Home
- 132 Collateral





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## Fee Structure

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Deadline: February 22, 2019	Member	Member (Early Bird if Received Prior to February 8, 2019)	Non-Member
Single Entry (1 or 2 Elements)	\$90	\$80	\$105
Campaign Entry (3 or More Elements)	\$125	\$115	\$140
Student Entry	\$15	N/A	\$15

### Note

The Jersey Awards is a great time to join the NJ Ad Club. Simply add \$150 for an individual membership or \$525 for a corporate membership (up to 4 members) with your entry check on the Entry Payment Form to take advantage of the reduced Jersey Awards entry rates.

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**Please note: Entries and check for the full amount must be received at the NJ Ad Club office by February 22, 2019.**



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### Entry Payment Form

Member     Non-Member

Please tally your submissions and fill out one payment sheet. Attach to check or complete credit card payment info below.

Total # of Entries Enclosed \_\_\_\_\_ Company/School/Firm \_\_\_\_\_

Address \_\_\_\_\_

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

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**PAYMENT METHOD** (check one)

Check     Credit Card (Amex, Visa, MasterCard)

Credit Card# \_\_\_\_\_ Code \_\_\_\_\_ Exp. Date \_\_\_\_\_

Card Holder Name \_\_\_\_\_ Signature \_\_\_\_\_

Card Holder Address \_\_\_\_\_

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

**Jersey Awards Fee Structure**

<b>Deadline: Feb. 22, 2019*</b>	<b>Member</b>	<b>Non-Member</b>
Single Entry (1 or 2 elements)	\$90	\$105
Campaign Entry	\$125	\$140
Student Entry	\$15	\$15

<b>Early Bird: Before Feb. 8, 2019**</b>	<b>Member</b>
Single Entry (1 or 2 elements)	\$80
Campaign Entry	\$115

- 1. New Member Fee (\$150 single, \$450 corporate) \$ \_\_\_\_\_
  - 2. Total Due for Single Entries \$ \_\_\_\_\_
  - 3. Total Due for Campaign Entries \$ \_\_\_\_\_
  - 4. Total Due for Student Entries \$ \_\_\_\_\_
  - 5. Optional donation of \$50 to support member programs and education for the NJ Ad Club \$ \_\_\_\_\_
- Total Amount Enclosed** \$ \_\_\_\_\_

\* Entries and check for the full amount must be received at the NJ Ad Club office by February 22, 2019.

\*\* Entries and check for the full amount must be received at the NJ Ad Club office by February 8, 2019.

**Please return completed form with check made payable to:  
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[Click here to download Entry Payment Form](#)



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## Entry Submission Form

**Please attach one copy of this form to the back of each entry.**

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

Number of Elements Submitted \_\_\_\_\_

URL (for Website Entries) \_\_\_\_\_

**To ensure accuracy, please email URL to [jerseyawards@njadclub.org](mailto:jerseyawards@njadclub.org)**

File Name \_\_\_\_\_

Agency or Entrant Name \_\_\_\_\_

Advertiser \_\_\_\_\_

Title of Entry \_\_\_\_\_

Creative Director \_\_\_\_\_ Art Director \_\_\_\_\_

Copywriter \_\_\_\_\_ Account Manager \_\_\_\_\_

Other \_\_\_\_\_

Name of Contact \_\_\_\_\_

Email \_\_\_\_\_

Signature \_\_\_\_\_

The above information will be used on all awards and online and event literature. Your signature on behalf of the above-named firm grants the Jersey Awards Committee permission to include entry information and credits in all exhibitions and to use them for publicity and educational purposes.

Entries not properly labeled according to the official guidelines will not be judged. A completed entry form MUST be attached to each entry and MUST be entered in the proper category. The Jersey Awards Committee reserves the right to re-categorize any entry entered in the wrong category without notification.

1. Determine the appropriate category in which your entry is to be judged. (An ad may only be entered in one size category. Changing the size of the same ad does not constitute eligibility in another category.)
2. Fill out a separate entry form for each contest submission.
3. Attach the individual entry form to the back of its respective entry, and place in a clear plastic bag of the proper size. Any entry 9 x 12 or smaller, should be mounted on board with the entry form attached on the back.
4. A unique file name must accompany each digital entry and be listed on the USB Flash Drive. The name must be listed on the submission form as well. The same file name with sequential numbering should be used on campaign entries.

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[Click here to download  
Entry Submission Form](#)



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## Sponsorship Opportunities



### Platinum Event Sponsor: \$10,000

- Up to two tables of 10 with Premium Seating (Up to a \$3,000 Value)
- Full page color ad in Jersey Awards Program
- Exclusive rights to be the only Platinum Sponsor
- All creative collateral will have “**Sponsored By YOUR LOGO**” added to creative
- Three billboards with logo attached to creative live for up to three months, advertising different facets of the event.
- Introductory remarks at the start of the Dinner Gala
- Using your messages, NJ Ad Club will send 4 email blasts over the course of one year, using their list of 2,000 names.
- Full page color ad in 201 Magazine
- Corporate link on both the Ad Club’s homepage & Jersey Awards landing page for one year
- Table top booth at Gala Dinner
- Sponsor recognition on all social media posts, printed materials, press releases, ads, website, email blasts and night of the event



### Gold Event Sponsor: \$4,000

- Table of 10 with Premium Seating (\$1500 Value)
- Full page color ad in Jersey Awards Program
- Corporate link on both the Ad Club’s homepage & Jersey Awards landing page for one year
- +Cocktail Hour Sponsor with Signage or Promotional Item branding during cocktail hour (\$1,500 Value)
- Sponsor recognition on all printed materials, press releases, ads, website, email blasts and night of the event



### Silver Event Sponsor: \$3,000

- Table of 10 with Preferred Seating (\$1500 Value)
- Full page color ad in Jersey Awards Program
- Corporate link on the Jersey Awards landing page
- +Valet Signage at Parking area (Value of \$500)
- Sponsor recognition in all printed materials, press releases, ads, website, email blasts and night of the event



### Bronze Sponsor: \$2,250

- Table of 5 with Preferred Seating (\$750 Value)
- Full page color ad in Jersey Awards Program
- +Exhibit table Sponsor in cocktail area (Value of \$500)
- Sponsor recognition in program, Jersey Awards website and night of the event



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## A La Carte – Sponsorship Opportunities

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### Centerpiece Sponsor: \$1,500

- Two complimentary dinner tickets (\$300 Value)
  - Signage on each table
  - Sponsor recognition in program, Jersey Awards website and night of the event
- 



### Photography Sponsor: \$1,000

- Complimentary dinner ticket (\$150 Value)
  - Signage on each table
  - Sponsor recognition in program, Jersey Awards website and night of the event
- 



### Signature Drink Sponsor: \$500

- Complimentary dinner ticket (\$150 Value)
- Signage during Cocktail hour in that area
- Sponsor recognition in program, Jersey Awards website and night of the event