

Call for Entries

The 1st Annual Association for the Study of African American Life and History Advertising Showcase

The Association for the Study of African American Life and History (ASALH), www.asalh.org and the Founders of Black History Month, announces its first annual showcase to recognize exceptional accomplishment, skill, talent, and excellence in advertising directed to the African American marketplace and consumer. And advertising which exemplifies the Association's mission "to promote, research, preserve, interpret, and disseminate information about Black life, history, and culture to the global community".

The showcase will take place at the Association's 86th annual Black History Month Luncheon in Washington, DC on Saturday, February 25th, 2012. Information on the luncheon can be found at http://www.asalh.org/Annual_Luncheon.html

What to Enter

Advertising which has aired, printed, or published between January 2011 through February 2012 is eligible. Publication means a form of mass media exposed to a substantial audience. Submission of entries will acknowledge the right of ASALH to use entries for publication and exhibition.

Entries are sought in (6) categories

1. Television (including viral videos)
2. Radio
3. Print
4. Out-of-Home
5. Digital
6. Integrated Advertising Campaign

How to Enter

Please prepare entries according to these guidelines

1. **Contact Information** (person submitting the work)
 - a. Name
 - b. Address
 - c. Phone Number
 - d. E-mail address

2. **Title of Project**
 - a. Also include name of design firm and/or agency

3. Entry Format

- a. **Audio/Visual Entries:** Submit television commercials and viral videos on DVD NTSC (viewable on standard DVD player) or mpeg files on a CD-ROM. Include 5 seconds of black, no slate or bars. Single entries must be on individual disks. Series should be edited together on one disk with 3 seconds of black between each entry. Computer based formats such as QuickTime or Flash should have a maximum screen size of 1024(h) x 768 (v). Radio commercials should be submitted as WAVE or AIFF files on CD-ROM. Series should be submitted as one file with (3) seconds of silence between each spot. Label disks accordingly.
- b. **Print Entries:** Submit ad tearsheets or proofs, unmounted and trimmed as they appeared. Do not tape campaigns together. Send collateral, folders, books, direct-mail, etc. in bound form. Label the back of entries accordingly.. For poster over 18" x 24", packaging displays, and out-of-home advertising, submit JPG files with a resolution of 102 (h) x 768 (v).
- c. Any digital file submissions should be saved as RGB (not CYMK) JPG format (maximum 1024 pixels wide x 768 pixels high @72 dpi)

4. Preparation of Packages

- a. Address packages to ASALH Advertising Showcase. All entries must be received by the deadline date of **February 1, 2012**.

5. Questions: Please reach us by e-mail at info@asalh.net

Mail entries to:

ASALH Advertising Showcase
Howard University-The Howard Center
2225 Georgia Avenue NW, Suite 331
Washington, DC 20059
Attn: Gwen Kelly