



# ASTRID AWARDS

2012

## 2012 DESIGN EXCELLENCE AWARDS

THE ONLY AWARDS PROGRAM DEDICATED  
TO CORPORATE DESIGN

ENTRY DEADLINE: ~~JAN. 31ST, 2012~~  
Extended Deadline: February 22, 2012

- ◆ Advertisements ◆
- ◆ Annual Reports ◆
- ◆ Brochures ◆ Calendars ◆
- ◆ Campaigns ◆ Cover Design ◆
- ◆ Custom Publications ◆
- ◆ Employee Publications ◆
- ◆ Graphics ◆ Logos ◆
- ◆ Magazines ◆ Photography ◆
- ◆ Posters ◆ Self-Promotion ◆
- ◆ Special Projects ◆ Videos ◆ Websites ◆

# CONGRATULATIONS

## GRAND WINNERS 2011

### BEST OF SHOW

**Burda Creative Group GmbH**  
HENKEL AG & CO. KG AA  
*We love hair*  
(GERMANY)



#### ADVERTISING

**Ruth: Edelman Integrated Marketing**  
I-GO CAR SHARING  
*Mass Transit Campaign*  
(USA)

#### ANNUAL REPORTS

**EDICO Financial Press Services Limited**  
CHINA TELECOM CORPORATION LIMITED  
*Annual Report 2009 - "Change has come"*  
(HONG KONG)

#### BROCHURES

**Cheil Worldwide**  
SAMSUNG ELECTRONICS  
*You are: Samsung Profile: 2010*  
(KOREA)

#### CALENDARS

**EDICO Financial Press Services Limited**  
*Calendar 2011 "Your Choice, Our Pride"*  
(HONG KONG)

#### CAMPAIGNS

**U.S. Trust Bank of America Private Wealth Management**  
*2010 U.S. Trust "What is Worth?" Brand Campaign*  
(USA)

#### COVER DESIGN

**Burda Creative Group GmbH**  
ALLIANZ GLOBAL INVESTORS AG  
*PROJECT M*  
(GERMANY)

#### CUSTOM PUBLICATIONS

**G+J Corporate Editors GmbH**  
V & B FLIESEN GMBH  
*nuances*  
(GERMANY)

#### EMPLOYEE PUBLICATIONS

**grasundsterne GmbH**  
SAP AG  
*SAP World*  
(GERMANY)

#### GRAPHIC DESIGN

**Equity Financial Press Limited**  
*2011 Calendar*  
(HONG KONG)

#### MAGAZINES

**Arnold, Inhalt und Form AG**  
IBM (SCHWEIZ) AG  
*Think! - Intelligenter arbeiten*  
(SWITZERLAND)

#### PROMOTION

**Studio 210, LLC**  
MASTERCARD WORLDWIDE  
*MasterCard/Rugby World Cup 2011 Sales Tool Kit*  
(USA)

#### SELF-PROMOTION

**The Hong Kong Heritage Project**  
*"Heritage Raiders - An Adventure Game Exploring Hong Kong's Past"*  
(HONG KONG)

#### SPECIAL PROJECTS

**Burda Creative Group GmbH**  
HENKEL AG & CO. KG AA  
*We love hair*  
(GERMANY)

#### VIDEOS

**Hong Kong Tourism Board**  
*2010 Festive Hong Kong Video*  
(HONG KONG)

#### WEBSITES

**Hong Kong Tourism Board**  
*Hong Kong Halloween Treats Website & Scream Inception Campaign*  
(HONG KONG)

## IMPORTANT DATES

Deadline for entries: ~~January 31, 2012~~  
Extended! February 22, 2012

Winners notified: April 11, 2012

Jurying: February/March 2012

Best of Category  
Winners Announced: May 21, 2012

## Spread joy to your creative team!

ASTRID – the name heralds the stellar qualities of creativity, recognizing the beauty of the heavens reflected on earth by the beauty of design.

Judging is “for creatives, by creatives.” Last year’s work was judged by 47 designers and creative directors from around the world. This year, you can expect even more. Being judged by international panels of esteemed creative professionals elevates you among the stars in the industry. The exposure of the event is excellent... every agency should participate!

The stunning ASTRID trophies, plaques and certificates are proudly displayed in top design agencies and corporate departments worldwide ... and rightfully so. They look magnificent and are a stellar reflection of your achievement.

Our mission is formidable: We aim to promote design as a fundamental element of communications, a business imperative, and a powerful tool for commercial success.

Spread joy to your creative team. Join the design industry’s premiere competition!

Wishing you honor, kudos and joy!

Reni L. Witt  
President

P.S. The ASTRID Awards program is the only festival that permits nominators to see the judges’ evaluations. Entrants find the scores of utmost importance in their continual learning and creative process. Take this professional opportunity by entering your work no later than ~~January 31, 2012~~. **There’s still time! February 22, 2012**



# KUDOS!

“Thank you very much for the great news of our three wins”  
**ADEL SAATCHI & SAATCHI**  
Athens, GREECE

“Great news! Thank you so much for the Grand Award.”  
**BANK OF AMERICA**  
New York, NY USA

“Thanks for the good news of our three awards!”  
**CLP HOLDINGS LIMITED**  
Kowloon, HONG KONG

“With thanks for the scores and our two Honors wins.”  
**DIRECT PRINTING CO.LTD.**  
North Point, HONG KONG

“Thank you for the Bronze prize. It’s great news.”  
**ELEGANCE FINANCE PRINTING SERVICES LTD**  
Central, HONG KONG

“Thanks tremendously for the notification of our Grand Award win. We are very happy about this wonderful success.”  
**GRASUNDSTERNE**  
München, GERMANY

“We are thrilled to hear about our Astrid Award win. Thank you very much!”  
**HAWTHORNE DIRECT**  
Fairfield, Iowa USA

“We are excited and honored that we won 2 Grand Awards in the 2011 ASTRIDs.”  
**HONG KONG TOURISM BOARD**  
North Point, HONG KONG

## MISSION STATEMENT

MerComm Inc. was founded in 1987 with the principal purpose of advancing the arts and sciences of communications in an international arena. MerComm strives to establish and promote high standards of individual and collective achievement. By way of recognizing the multi-disciplines involved in professional communications, MerComm Inc. sponsors six award programs:

ASTRID Awards for Design • QUESTAR Awards for Video/DVDs  
ARC Awards for Annual Reports • GALAXY Awards for Marketing  
iNOVA Awards for Websites • MERCURY Awards for Public Relations

MerComm’s award programs are now celebrating twenty-five years, with entries from around the world: Afghanistan, Antigua, Argentina, Australia, Austria, Bahrain, Belgium, Bermuda, Brasil, Canada, Chile, Croatia, Denmark, France, French West Indies, Germany, Greece, Hong Kong, India, Indonesia, Ireland, Israel, Italy, Japan, Korea, Lichtenstein, Luxembourg, Macau, Malaysia, Malta, Mexico, the Netherlands, New Zealand, Norway, Pakistan, People’s Republic of China, Peru, the Philippines, Poland, Portugal, Puerto Rico, Russia, Saudi Arabia, Scotland, Singapore, Slovenia, South Africa, Spain, Sri Lanka, Sultanate of Oman, Sweden, Switzerland, Taiwan, Trinidad, Turkey, United Arab Emirates, United Kingdom, Venezuela, Vietnam, Yugoslavia, Zimbabwe, and the United States. Our mission is to honor the individuals whose work has made an outstanding contribution to their organization, corporation, or client.

# ENTRY INFORMATION

"Thank you very much for our numerous wins."

**IONE FINANCIAL PRESS LTD**  
Central, HONG KONG

"Today we received the information that we won the Gold award. Our client is very proud."

**LACON CORPORATE DESIGN-MANAGEMENT GMBH**  
Langenargen, GERMANY

"We all appreciate receiving the Bronze Award."

**KOREAN TOURISM ORGANIZATION**  
Seoul, SOUTH KOREA

"Thanks for the scores and comments!"  
**METLIFE RESOURCES**  
Somerset, New Jersey USA

"Thanks for the good news of our two Bronze wins."  
**NWS HOLDINGS LTD**  
Central, HONG KONG

"Many thanks for the good news!"  
**PRH HAMBURG**  
**KOMMUNIKATION GMBH**  
Hamburg, GERMANY

"OMG! That is SENSATIONAL news! Thank you for letting us know of our Grand Award win. We can't wait to tell everyone!"  
**RUTH: EDELMAN**  
**INTEGRATED MARKETING**  
Chicago, Illinois USA

"Yahoo! What marvelous news! A Grand Award! Thank you!"  
**STUDIO 210, LLC**  
Norwalk, Connecticut USA

"Thank you for your email about our Gold win—our firm was elated to hear this great news!"  
**TEMPLE SCOTT ASSOCIATES INC.**  
Ottawa, Ontario CANADA

## WHO SHOULD ENTER

The ASTRID Awards afford all creators and producers of design communications an exceptional opportunity for international recognition.

There are classifications suitable for any professional involved in the concept, design, or production of advertisements, annual reports, brochures, catalogues, direct mail, DVDs, graphic design, magazines, newsletters, photography, promotion materials, special projects, and websites.

## WHAT TO SUBMIT

The following must be included with your entry:

- Completed Entry Form
- 3 Copies\* of Entry Submitted
- Entry Fee

Note: Video, DVD and CD entries must state the running time and format of the piece. Please provide English translations.

\*Only one copy of large or bulky entries need be submitted. When appropriate, entries may be mounted on the size and color board the nominator feels best displays the entry. ("Duplicates" may be sent unmounted.) Very large entries should be entered in photographic form or on CD.

## ELIGIBILITY

Any material produced or dated from January 1, 2011, to January 31, 2012 is eligible to be entered.

## NOMINATOR

The person submitting the entry will be our permanent contact throughout the course of the competition, and will receive acknowledgment that the entry was received, all information and announcements, as well as any prizes received.

## CHOOSING CATEGORIES

Twenty-six major categories are offered in the ASTRID Awards. Nominators may enter their work in any combination of categories and classifications. You must send a fee for each classification entered.

## JUDGING PROCEDURE

Entries are judged by international panels of design professionals on the basis of concept creativity, clarity and production quality.

Each entry is evaluated three separate times during the preliminary rounds. The three sets of scores are then averaged into a single score for the individual entry. The top 30% of entries will win awards. A certain minimum score must be achieved to qualify for an award. Only one Gold, Silver, Bronze, and Honors Award will be given in each classification. If no entry scores high enough, no award will be given.

The Gold Award Winners become candidates for the Best of Category Awards. In addition, one Best of Show Award will be presented to the one entry that best exemplifies the spirit of the ASTRID Awards.

## ENTRY FEE

The fee for each entry is \$325 per classification. Fees include handling and preparation costs, judging expenses, receipt of your score sheets, and posting on the website. Send the fee (U.S. Dollars), entry form, and entry submission to MerComm, Inc. 500 Executive Boulevard, Ossining-on-Hudson, NY 10562. Payment may be made by credit card, bank transfer, or U.S. Check. Make checks payable to MerComm/AST. (Checks must be drawn on a U.S. based bank. We cannot accept foreign checks.) Payment is also accepted via telephone: 914-923-9400. You may also FAX your entry form: 914-923-9484. Please contact our offices for information concerning bank transfers.

## MULTIPLE ENTRIES DISCOUNT

We must receive separate completed entry forms for each individual entry. You may send one check for multiple entries. There is a 5% discount for submitting 5-9 entries; a 10% discount for 10-19 entries; and a 20% discount for 20 or more entries.

## REFUNDS

Once the entry has been sent out for judging, there can be no refund for any reason.

## RETURN OF MATERIALS

All entries submitted to the competition become the property of the ASTRID Awards and may be used for exhibition and promotional purposes. Entries will not be returned unless specifically requested on the Entry Form. We will contact you regarding shipping costs. Please do not send irreplaceable materials. We cannot be held liable for the replacement costs of the entry(ies). The greatest care will be taken to safely return your materials to you in good condition.

## DEADLINE

**Feb. 22, 2012**

All entries postmarked by ~~January 31, 2012~~ will be considered by the ASTRID Awards Distinguished Panel of Judges and Advisors. You will be notified upon the receipt of your entries.

## AWARDS NOTIFICATION

Winners will be notified the week of April 11, 2012. Grand Winners will be announced May 21, 2012.

## AWARD CERTIFICATES

Should your entry place as an award winner, your certificate will be personalized in the following format:

Nominating Company  
Client Company  
"Title of Entry"

If you would prefer any variation of this format, you must let us know in writing on the entry form.

## VISIT OUR WEBSITE

Complete entry information can also be seen at:

[www.mercommawards.com](http://www.mercommawards.com)

# CATEGORIES & CLASSIFICATIONS

## A. Advertisements – Print

1. Campaign
2. Business-to-Business
3. Magazine Ad
4. Outdoor Billboard
5. Transit/Airport/Subway
6. Vehicle
7. Other/Misc.

## B. Advertisements – Television

1. Commercial – Corporate
2. Commercial – Non-Profit Organization
3. Commercial – Product
4. Commercial – Service
5. Non-Profit Org.
6. Public Service Announcement
7. Other/Misc.

## C. Annual Reports – Corporate

### Traditional Format

1. Under 100 Pages
2. Between 101-160 Pages
3. Between 161-200 Pages
4. Between 201-230 Pages
5. Over 231 Pages
6. Dual Language Reports (any number of pages)
7. Non-English Annual Reports (any number of pages)

## D. Annual Reports – Corporate

### Non-Traditional Format

1. Under 120 Pages
2. Over 120 Pages

## E. Annual Reports – Not-for-Profit Organizations

1. Traditional Format – USA - Vertical (8 1/2" x 11")
2. Traditional Format – Other Countries
3. Special Size or Distinctive Format – Horizontal, Die Cuts, Wraps, 2-Parts, Oversize, etc.

## F. Annual Reports – Specialized

1. Community Benefits Report
2. Diversity Report
3. Guidebook
4. Interim Report
5. Social And Public Responsibility Report
6. Sustainability Report
7. Trend Report
8. Other/Misc.

## G. Brochures

1. Business Review
2. Company Profile
3. Contest/Competition
4. Corporate
5. Corporate Citizen Report
6. Hospital/Medical
7. Promotion
8. Public Awareness
9. Rebate Booklet
10. Recruitment
11. Special Purpose
12. Sports
13. Sustainability Report
14. Travel/Tourism
15. Other/Misc.

## H. Calendars

1. Agency-Self Promotion
2. Community Relations
3. Corporate
4. Medical/Pharma
5. Non-Profit Organization
6. Tourism
7. Other/Misc.

## I. Campaigns

1. Climate/Environmental Awareness
2. Corporate Social Responsibility
3. Multi-Media
4. New Product Launch
5. Targeted Marketing
6. Other/Misc.

## J. Covers

1. Annual Reports – Artistic (Graphics/Illustrations)
2. Annual Reports – Photography (People, Places, Products)
3. Book
4. CD Cover/Label
5. College/University
6. Customer Magazine
7. Magazines
8. Other/Misc.

## K. Custom Publications – Produced for Companies & Corporations

1. Automobiles
2. Business-to-Business – Perfect Bound
3. Business-to-Business – Saddle-Stitched
4. Consumer Products

5. Customer Promotion
6. Executive Magazine
7. Financial Services
8. Logistics
9. Luxury
10. Marketing & Communications
11. Retail
12. Stress Management Guide
13. Technology
14. Telecommunications
15. Transportation
16. Travel/Entertainment
17. Other/Misc.

## L. Custom Publications

### – Produced for Non-Profit Organizations

1. Architecture/Urban Planning
2. Association
3. Government
4. History/Archival
5. School
6. Other/Misc.

## M. Employee Publications

1. e-Journal
2. Magazine
3. Newsletter
4. Newspaper
5. Staff Publications
6. Other/Misc.

## N. Graphic Design

1. Corporate Design/Identity
2. Exhibition
3. Flyer
4. Illustrations
5. Letterhead
6. Logo
7. Recruitment Brochure
8. Trade Show Booth
9. Other/Misc.

## O. Green Marketing

1. Annual Report
2. Brochure
3. Household Conservation
4. Recycling Efforts
5. Special Purpose Publication
6. Wind Energy
7. Work Environment
8. Other/Misc.

## P. Invitations

1. Conference
2. Festival/Event
3. Grand opening
4. Open House/Tour
5. Recruitment
6. Other/Misc.

## Q. Magazines

1. Anniversary Edition
2. Automobiles/Transportation
3. Business-to-Business
4. Corporate Publishing
5. Culture, Art, Fashion
6. Customer
7. Employee/Internal
8. Investing
9. Marketing & Communications
10. Membership
11. Non-Profit Organization
12. Special Edition
13. Travel/Lifestyle
14. Other/Misc.

## R. Miscellaneous/Other

1. (Please describe on Entry Form.)

## S. Newsletters

1. e-Newsletters
2. Financial/Investment Svcs.
3. Non-Profit Org.
4. Trade
5. Other/Misc.

## T. Photography

1. Annual Report
2. Landscapes/Places
3. People/Portrait
4. Product/Things
5. Other/Misc.

## U. Posters

1. Competition/Contest
2. Employee Information
3. Health
4. Other/Misc.

## V. Promotion

1. Business-to-Business
2. Campaign Press Kit
3. Corporate Souvenir
4. Office Opening
5. Product Launch
6. Prospectus
7. Recycling Program
8. Other/Misc.

## W. Self-Promotion

1. Award Recognition
2. Board Game
3. Christmas Card
4. Gift Set
5. Media Information
6. Redesign/Relaunch
7. Souvenir
8. Thank You Card
9. Other/Misc.

## X. Special Projects

1. Anniversary/History
2. Book
3. e-Card
4. Employee Communications
5. Enrollment Campaign
6. Exhibit Booth
7. Healthcare
8. Integrated Campaign
9. iPhone Application
10. Medicine/Pharmaceuticals
11. Recruitment
12. YouTube
13. Other/Misc.

## Y. Video/DVD

1. Brand Experience
2. Customer Information
3. Direct Response
4. Employee
5. Financial
6. Holiday
7. Infomercial
8. Non-Profit Org.
9. Training
10. Other/Misc.

## Z. Websites

1. App Launch
2. Campaign Site
3. Company Brand
4. Corporate
5. Corporate Responsibility Report
6. e-Card
7. Educational
8. e-magazine
9. Enrollment Campaign
10. Healthcare
11. Insurance
12. Internal Communications
13. Local Heritage Preservation
14. Medicine/Pharmaceuticals
15. Online Annual Report
16. Recruitment
17. Redesign/Relaunch
18. YouTube
19. Other/Misc.

Last call! 2/22/12

# THE JUDGES

33 Visual - MEXICO  
Abbott Laboratories Addison  
Affno - SRI LANKA  
AHA Design - AUSTRIA  
AIR Health  
Alex Schkrutz Consultancy  
AND Partners  
Arnold Saks Associates, Inc.  
Asia Public Relations Agency - HONG KONG  
Bank of China - HONG KONG  
Baoviet Holdings - VIETNAM  
Baxter International  
BCN Communications  
Beau Gardner Associates Inc.  
Burgess Strategic Marketing Services  
Burson - Marsteller  
Carlow University  
Charles Schwab  
CHC Enterprises  
China Telecom - HONG KONG  
Ciel Design Partners  
C.J. Graphics  
CLP Holdings Ltd - HONG KONG  
CME Group  
Coal Creative Consultants - SINGAPORE  
Coyne Public Relations

Creative Fire - CANADA  
Curran & Connors, Inc.  
Curtis Group  
Daniel Kennedy Communications Services  
Decker Design, Inc.  
Donahue Communications Inc.  
Edelman/Ruth  
EDICO - HONG KONG  
Eisenman Associates  
Equity Group - HONG KONG  
Euroclear - BELGIUM  
Family Health International  
First Rabbit - GERMANY  
Flughafen Wien AG - AUSTRIA  
Gabbe Group  
G+J Corporate Editors - GERMANY  
Greater Toronto Airports Authority - CANADA  
Greg Kinch Photography  
Hirschhorn Central Communications  
Horizon Film & Video  
Ideas on Purpose  
i.LINK Group Limited - HONG KONG  
Image Boutique Productions Ltd - HONG KONG  
Inbrax - CHILE  
INCA Communications - KOREA  
INC Design

In-Design - HONG KONG  
Insight Creative - NEW ZEALAND  
Infonation - SOUTH KOREA  
iONE Financial Press - HONG KONG  
Jim Barber Studio  
John Giammatteo Photographs  
John Madere Photography  
Kitty Hawk Studios  
köckritzdörrich GmbH - GERMANY  
KRS Consulting  
Lamb's Farm  
Lockheed Martin Corporation  
Loved GmbH - GERMANY  
M&M Consultancy - HONG KONG  
MacDonald Design - CANADA  
Maloney & Fox  
Mark Joseph Photography, Inc.  
Marsteller  
MasterCard  
Media Genesis  
Mensalia GmbH - AUSTRIA  
Mike Klodnicki & Associates  
Milenio 3 - MEXICO  
mind(21)factory - GERMANY  
MWW Group  
Northeastern University  
O'Connor & Partners  
Origin Design

Ove Design + Communications Ltd. - CANADA  
Paragraphs Design  
Perfugut Group  
Phoenix Communications Ltd. - HONG KONG  
PVF Investor Relations - GERMANY  
Q&E Advertising - SRI LANKA  
Ravelle Brickman Public Relations  
REF Financial Press Ltd. - HONG KONG  
Ringzwei - GERMANY  
Robert Wood Johnson Foundation  
RR Donnelley - HONG KONG  
RTL Group - LUXEMBOURG  
Savage Branding & Corporate Design  
Sedgwick Richardson - HONG KONG  
Sedgwick Richardson - SINGAPORE  
Shian Inc. - JAPAN  
Shoemake Photography Inc.  
Signi Design - MEXICO  
Skaggs Advertising & Design  
Smart Media - SRI LANKA  
Smith & Associates - CANADA  
Soapbox Design Communications - CANADA  
S/O Project - KOREA

Southern Company  
Speedy Design Communications - HONG KONG  
SRP  
Stan Gellman Graphic Design Inc.  
Strategic Alliance International  
Studio 210  
Taylor & Ives  
The Design Associates Ltd. - HONG KONG  
The Hong Kong & Shanghai Hotels, Ltd. - HONG KONG  
The Hong Kong Institute of Education - HONG KONG  
Thema Communications - GERMANY  
The Third Age - SOUTH KOREA  
Thiel Design  
Tierney Communications  
Time, Inc. Content Solutions  
Toppan Vite Limited - HONG KONG  
Twice Graphics - HONG KONG  
University of Pittsburgh  
VVA/see see eye  
Weber Shandwick Worldwide  
William Blair & Company  
Yellow Creative (HK) Limited - HONG KONG

# ENTRY FORM

#Log No.  
Official Use Only  
Do not write in this area

## ENTRY INFORMATION *Fill out this column for each entry*

Title \_\_\_\_\_  
(Please write out as it should appear on winning certificate.)

Category-Classification Code: -- (See other page for codes.)  
Example L-02

Category-Classification: \_\_\_\_\_  
(Please write out)

Other/Misc. \_\_\_\_\_  
(Describe entry)

Length of Entry: \_\_\_\_\_ min. \_\_\_\_\_ sec.

Format:  PowerPoint  CD - ROM  DVD - ROM  DVD - VIDEO

url http:// \_\_\_\_\_

Briefly define objective and intended audience:  
(You may type on separate sheet of paper. Please, one-page description only.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## NOMINATOR'S INFORMATION

Nominated by: \_\_\_\_\_  
First/Given Name Last/Surname

Nominator's Title: \_\_\_\_\_

**Nom. Organization:** \_\_\_\_\_  
(Please write out as it should appear on winning certificate.)

Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov./State: \_\_\_\_\_ Zip: \_\_\_\_\_

Country: \_\_\_\_\_

Telephone: \_\_\_\_\_  
Country Code City/Area Code Number

Fax: \_\_\_\_\_  
Country Code City/Area Code Number

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

## CLIENT INFORMATION

Client's Name: \_\_\_\_\_  
First/Given Name Last/Surname

Client's Title: \_\_\_\_\_

**Client Company:** \_\_\_\_\_  
(Please write out as it should appear on winning certificate.)

Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov./State: \_\_\_\_\_ Zip: \_\_\_\_\_

Country: \_\_\_\_\_

Telephone: \_\_\_\_\_  
Country Code City/Area Code Number

Fax: \_\_\_\_\_  
Country Code City/Area Code Number

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

## PAYMENT INFORMATION *Fill out this column once for all entries*

Total Number of Entries:

Entry Fee @325.00 per entry; Subtotal \$ \_\_\_\_\_

5-9 Entries, 5% Discount \$ \_\_\_\_\_

10-19 Entries, 10% Discount \$ \_\_\_\_\_

20+ Entries, 20% Discount \$ \_\_\_\_\_

Please return my entry(ies). We will notify you of costs prior to shipping.

**Total Fees Paid \$** \_\_\_\_\_  
(U.S. Dollars - Drawn on U.S. Banks only.)

Check Enclosed  Bank-to-Bank Transfer  
(Contact us for details)

American Express

----

Exp. -

MasterCard/Visa

----

Exp. -

Cardholder's Name \_\_\_\_\_

Cardholder's Address \_\_\_\_\_

City: \_\_\_\_\_ Prov./State: \_\_\_\_\_ Zip: \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

**IMPORTANT:** Send **three** copies of each entry. Upon receipt, entries become the property of MerComm Inc., and may be used for exhibition and promotional purposes.

### Make checks payable and mail to:

MerComm/AST  
500 Executive Boulevard  
Ossining-on-Hudson, NY 10562 USA

### For More Information:

1-914-923-9400  
FAX: 1-914-923-9484  
info@mercommawards.com  
www.mercommawards.com

**Final Deadline:**  
**February 22, 2012**

**DEADLINE: ~~January 31, 2012~~**

**SHIPPING INSTRUCTIONS:** Mailing/shipping costs, insurance, and handling fees for all entries are at the entrant's expense. Send entry materials along with entry forms and fees. For foreign entries, we suggest you send your material either by airmail or courier service which will deliver them directly to our offices. To hasten your package through customs, please affix or mark in bold lettering outside the package - "Contest Material. No Commercial Value."