



1. **Apparel & Footwear:** Clothing, Shoes, Jewelry, Watches, Accessories
2. **Automotive:** Cars, Trucks, Motorcycles, Dealerships, Gasoline/Petrol, Oil, Additives, Tires, Service
3. **Branding:** Self Promotion, Corporate Identity, Corporate Image, Station/Network Promos & IDs
4. **Business / Commercial Products & Services:** Computers, Printers, PDAs, Software, Industrial & Heavy Equipment, Office Supplies, and any other products or services for businesses
5. **Charitable / Non-Profit Organizations:** Awareness Messages, Fundraising, Recruitment
6. **Consumer Electronics:** Computers, Printers, Software, Cameras, Camcorders, Cell/Mobile Telephones, Smartphones, Tablets, TVs, DVRs, Portable Music Players, Video Game Systems & Peripherals, Video Games
7. **E-Commerce:** Online Retail/Wholesale & Marketplaces, Services, etc.
8. **Education:** Schools, Colleges, Universities, Trade Schools, Vocational Institutes, Scholarships, Athletic Programs, Recruiting
9. **Entertainment Media:** DVD's, Videos, Music, Newspapers, Magazines, Publications, Books, Television Programming, Movies, Trailers & Promos, etc.
10. **Environmental:** Environmental Issues & Concerns, Eco-Friendly Products, Eco-Friendly Services
11. **Food, Beverages:** All Food Products, All Beverages
12. **Government/Political/Military:** Awareness Messages, Recruitment, Fundraising, Campaign Messages
13. **Healthcare:** Health Insurance, Dental Services, Doctors, Hospitals, Surgery Centers, Medical Offices, Rehabilitation Facilities, Out-Patient Facilities, etc.
14. **Home Care & Maintenance Products:** Building Materials, Cleaning Supplies, Tools, Hardware, Yard & Garden Products, Remodeling
15. **Home Furnishings & Appliances:** Home Décor, Flatware, Glassware, Table Settings, Furniture, Appliances, etc.
16. **Personal Care Products:** Beauty/Grooming Products, Cosmetics/Make-up, Shaving, Hair Care, Perfume, Condoms, etc.
17. **Pharmaceutical/Medical:** Non-Prescription, Prescriptions, Medical Supplies, Surgical Supplies, etc.
18. **Photography:** Original Commissioned Work – in use, Original Commissioned Work – not in use, Personal Work, (Subsequently used in Advertising), Conceptual Photography-in use (*Photography media type entries only*)
19. **Public Service Announcement:** (PSA)
20. **Recreation, Leisure & Travel:** Restaurants/Dining, Fast Food Restaurants, Bars, Nightclubs, Museums, Theme/Amusement Parks, Zoos, Casinos, Art Galleries, Airlines, Bus, Train, Cruise Lines, Tourism, Hotels, Resorts, Spas, Entertainment Events, Concerts, Sporting Events, Fitness Centers, Fitness Equipment, Sporting Goods, Luggage, Hobbies, Games, Crafts, Toys, Lottery, etc.
21. **Religion/Spirituality:** Awareness Messages, Fundraising
22. **Retail Stores:** Department Stores, Discount, Mass Market, Apparel & Footwear, Drug Stores, Jewelry & Accessory, Consumer Electronics, Environmental, Supermarket, Grocery Stores, Convenience Stores, Business/Commercial Products, Pet Products, Home & Garden, DIY, Home Furnishings, Book Stores, Florists, etc.
23. **Services:** Financial, Insurance, Postal/Post Office, Freight/Couriers, Cable/Satellite Services, Internet Service Providers (DSL, FiOS), Advertising, Repairs, Email Service Providers (ESP), Professional Services, Public Utilities (water, electric, etc.), Telephones, Real Estate, Web Hosting, etc.
24. **Miscellaneous:** Tobacco, Pet Products, etc.
25. **Specialty:** Eco-Friendly Advertising Concept (*causes minimal or no harm on the environment*)
26. **Specialty:** Low Budget, Local Station Conceived & Produced Advertising
27. **Specialty:** Unique Use of Media (*Innovative use of a medium*)
28. **Spec. Advertising:** Professionally created advertising that was never released, intentionally or otherwise (*Spec. Advertising media type entries only*)
29. **Student:** *Student entries only*
30. **Craft/Technique:** 3D
31. **Craft/Technique:** Animation
32. **Craft/Technique:** Art Direction
33. **Craft/Technique:** Cinematography
34. **Craft/Technique:** Copywriting
35. **Craft/Technique:** Direction
36. **Craft/Technique:** Editing
37. **Craft/Technique:** Humor
38. **Craft/Technique:** Illustration/Graphics
39. **Craft/Technique:** Live Commercial / Live Performance
40. **Craft/Technique:** Music (Adaptations or Original)
41. **Craft/Technique:** Overall Production
42. **Craft/Technique:** Set Design
43. **Craft/Technique:** Sound Design (Editing, Effects)
44. **Craft/Technique:** Talent
45. **Craft/Technique:** Typography
46. **Craft/Technique:** Visual Effects (VFX)