

MPA *KELLY AWARDS*

• 2017 •

Honoring
OUTSTANDING MAGAZINE MEDIA ADVERTISING

CALL FOR ENTRY

We are pleased to announce the revival of the Kelly Awards honoring the creative spirit of excellence and innovation in the art of advertising in magazine media. Named after former MPA president, Stephen E. Kelly, the Kelly Awards are given to agency creative teams, advertising clients and magazine media publishers whose campaigns demonstrate both creative excellence and effectiveness in meeting campaign objectives.

Winners will be announced at the American Magazine Media Conference in New York City on February 8, 2017. For more information, visit www.magazine.org/KellyAwards17.

AWARD CATEGORIES

Best Print Magazine Creative

Outstanding and high-impact print creative (minimum full page). To be judged on originality, copy/design and overall effectiveness.

Best Magazine Media Creative/Campaign

Outstanding advertising campaign that utilizes multiple magazine media platforms such as web, mobile, video and print.

Best Custom Magazine Media Program

A first-class magazine media program created by a publisher exclusively for a marketing client/brand. To be evaluated on: originality, creativity and client satisfaction/program results.

RULES AND ELIGIBILITY

1. At least one ad of the campaign must have appeared in a 2016 issue of an MPA member magazine.
2. Print ads must be a minimum full page.
3. Digital-only campaigns are not eligible.
4. MPA maintains the right to reclassify entries from one category to another.
5. Self-nomination is encouraged.

Please contact Skye Rubel at srubel@magazine.org with any questions.

SUBMISSION REQUIREMENTS

1. Entry Form

- Describe the campaign and the marketing/advertising objective.
- Explain how and why magazine media was used. State specific benefits of magazine media advertising to the campaign.
- Document the impact and results of the campaign using internal or external, non-confidential metrics.
- Include entry fee of \$195 payable to MPA-Kelly Awards.

2. Supporting Materials

(Note: All materials must be sent digitally)

- PDFs of print ads
- URLs
- Screen shots
- Photographs
- Video
- Testimonials
- Data
- Additional descriptive or supporting material

TIMELINE

Entry deadline
January 6

Winners notified
January 26

Awards ceremony
February 8

Send completed entry form and all related digital materials in a zip file to Kelly@magazine.org subject line "Kelly Awards Entry."

WHO SHOULD ENTER THE KELLY AWARDS?

Agency creative teams, advertising clients and magazine media publishers working on advertising creative, multi-platform campaigns, and custom programs that effectively meet strategic objectives in a creative manner.

HOW ARE THE 2017 KELLY AWARD WINNERS CHOSEN?

A panel of judges composed of top agency creative directors and marketing executives will review entries in their areas of expertise. No judge shall review the work of his or her own brand, agency or corporate entity. Entries will be judged on the goals, elements and impact of the advertisement or advertising campaign.

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