

# ENTRY FORM

**PLEASE CONTACT** *Skye Rubel* at [srubel@magazine.org](mailto:srubel@magazine.org) with any questions.

# MPA KELLY AWARDS • 2017 •

*Honoring*  
OUTSTANDING MAGAZINE MEDIA ADVERTISING

## Agency Information

CONTACT PERSON/ TITLE: \_\_\_\_\_

\_\_\_\_\_

AGENCY: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

CREATIVE DIRECTOR: \_\_\_\_\_

ART DIRECTOR: \_\_\_\_\_

COPYWRITER: \_\_\_\_\_

PHOTOGRAPHER: \_\_\_\_\_

OTHER TEAM MEMBERS/TITLES:

NAME OF ADVERTISER: \_\_\_\_\_

TITLE OF CAMPAIGN: \_\_\_\_\_

CLIENT CONTACT/ TITLE: \_\_\_\_\_

CLIENT TELEPHONE: \_\_\_\_\_

### MEDIA SCHEDULE:

MAGAZINE TITLE(S)/DATE OF ISSUE(S):

CATEGORY:

PRINT MAGAZINE  
CREATIVE

MAGAZINE MEDIA  
CREATIVE/ CAMPAIGN

CUSTOM MAGAZINE  
MEDIA PROGRAM

CAMPAIGN DESCRIPTION/HEADLINE:

ADVERTISING/MARKETING OBJECTIVE (e.g. increase sales, market share, brand share, web visits or store traffic by X%)

**TARGET AUDIENCE** (e.g. specific age group, demographic, region, etc.)

**HOW/WHY WERE PRINT MAGAZINES USED?** (e.g. How did magazine advertising contribute to the success of your campaign?)

**RESULTS** (State specific objectives that were met, e.g. sales, market share, etc. Please include facts and figures. Supplemental anecdotal information can also be included. Please note: Results should align with advertising/marketing objectives)

**MEDIA RANGE**  UNDER \$1MM  \$1-5MM  \$5-10MM  \$10MM+

**PERCENT MAGAZINES OF TOTAL MEDIA BUDGET:**  UNDER 10%  10-24%  25-49%  50-74%  75%+

**SUPPORTING DOCUMENTATION AND/OR SUPPLEMENTAL DATA**

Please attach any supporting documentation you have for this entry, including but not limited to PDFs of print ads, URLs, screen shots, photographs, video, testimonials and data.

**#1** Document or file description

Attached or  Link to file: \_\_\_\_\_

**#2** Document or file description

Attached or  Link to file: \_\_\_\_\_

**#3** Document or file description

Attached or  Link to file: \_\_\_\_\_

**#4** Document or file description

Attached or  Link to file: \_\_\_\_\_

**#5** Document or file description

Attached or  Link to file: \_\_\_\_\_

**CHECKLIST FOR ENTRY**

Email the following to Skye Rubel at [SRubel@magazine.org](mailto:SRubel@magazine.org), subject line **KELLY AWARD ENTRY**:

- A separate, completed form for each award entry
- Supporting documents attached or linked
- Entry fee document, \$195/entry

# MPA *KELLY AWARDS*

## • 2017 •

*Honoring*  
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**Number of Submissions:** \_\_\_\_\_ x \$195.00

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**METHOD OF PAYMENT** (check one)

- Check Enclosed—Payable to MPA – The Association of Magazine Media  
*(Please include company name and Kelly Awards on check and attach form)*
- American Express                       MasterCard                       Visa

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**Card Number**

**Expiration Date (month/year)**

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**Cardholder's Name (please print)**

**Signature**

**Date**

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**TOTAL PAYMENT: \$** \_\_\_\_\_

Email this form to [Kelly@magazine.org](mailto:Kelly@magazine.org)

OR

Mail check to:

MPA  
Kelly Awards Attn: Skye Rubel  
757 Third Avenue, 11th Floor  
New York, NY 10017

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