

## ENTRY RULES

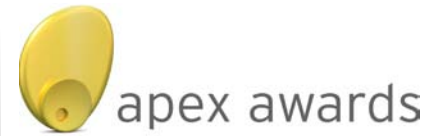
1. Submissions must be entered via the ACA website and one CD / DVD Master Copy must be submitted to the ACA offices **in the correct format per the submission guidelines**. All material is non-returnable and must be submitted to the ACA by no later than 12H00 on Monday, 1 February 2010.
2. APEX is only open for entry to ACA member agencies. The entry fee per submission is R1,650 excluding VAT.
3. Each entry must reach the ACA electronically via the website and delivered to the stipulated address before the 12H00 deadline on Monday 1 February 2010 and must be accompanied by the following documents:
  - The 'Permission to Publish Form' completed in full and signed off as required
  - A press release of no more than 750 words for publishing should the entry win an award
  - A caption of no more than 150 words summarizing the entire campaign and its results
  - Proof of entry fee payment - payments can be made by EFT, direct deposit or cheques made out to The Association for Communication & Advertising. Banking details are as follows:  
Account Name: The Association for Communication & Advertising  
Bank: Standard Bank  
Account Number: 023064404  
Branch: Sandton City (Code: 018105)

The ACA regrets that there will be no refunds after the closing date or for disqualified entries.

4. The number of words per entry must not exceed 5,000 (five thousand) excluding charts and tables. Suggested headings are given for guidance only (see Clarity and Style page 5). Authors are free to modify these for their own circumstances (bearing in mind that “Evidence of Results” is the most important criterion for good papers).
5. Entries may be submitted by a team from the agency or by an individual. However, the principal agency authors must be nominated for each entry, along with the marketer (client) with the main responsibility for the advertising. Acknowledgement of any significant contribution by people or organizations not part of the agency, such as specialists or consultants, must be included.
6. Each entry must be made with the written permission of both the agency’s Chief Executive and Senior Client Executive responsible for the product or service on the accompanying authority form.
7. APEX places an exceptionally high premium on strategic and creative effectiveness that has been developed locally. Entries from African networks are encouraged. If international campaigns are entered, judges will pay particular attention to how the strategy was adapted and implemented locally for the entry to be a contender at all.
8. Entries must be original, though parts of the material included may have been previously published.
9. If previous APEX winners are re-entered, judges will be looking for stronger argumentation and/or evidence of effectiveness to prove effectiveness.

10. No award in a category or special prize will be awarded if, in the opinion of the judges, the standard of entries was not sufficiently high.
11. The campaign must have been written and placed in the media within three years of the date of submission, though it may have commenced earlier.
12. The judge's decision is final and no correspondence will be entered into. Any agency and/or Marketer represented on the judging panel may enter. However that agency representative and/or Marketer will not take part in the decision on any entries from their organisation.
13. The ACA may publish winning papers in complete and/or summary form, with due credit to the entrants. If an agency entering APEX does not have the copyright on all material/information used in the entry, it must obtain the necessary permission in order that the ACA can publish the entry in complete or summary form, in physical and/or electronic format. All entrants are therefore required to complete the Permission to Publish form in full – this form is attached to the Entry Form. Cases submitted for APEX may be published subsequently by their authors with acknowledgement to the ACA and APEX. (For those Marketers who are concerned about confidentiality, please refer to the Note to Clients section)
14. ACA members are polled to ensure that the selection of judges represent – as widely as possible – the industry at large. Judges have an understanding that sensitivity may exist regarding the submission of certain data at the time of entry and will be required to sign confidentiality agreements. Agencies are not allowed to submit entries on condition that one or more judges be eliminated from judging the entry.

WHERE GREAT IDEAS CREATE GREAT RESULTS  
Call for entries. Deadline 1 February 2010.  
[www.acasa.co.za](http://www.acasa.co.za)



15. A presentation of selected entries may be requested from the authors at an open seminar or workshop.
16. The entrants, as well as his/her client will receive invitations to attend the annual APEX gala event and awards ceremony, irrespective of whether the entrant is a prizewinner or not.
17. In line with international best practice, advertisements and/or campaigns that have been ruled against by the ASA or any Regulatory or Self-regulatory and/or similar international body will be automatically disqualified for entry into APEX.