



RULES & REGULATIONS

- > **ELIGIBILITY – Date of Production/First Use:** The competition is open to consumer and business-to-business advertising created, produced, published, marketed, screened or aired from **October 1, 2008, through October 1, 2009**. Previously created, produced, published, marketed, screened or aired advertising that has been reintroduced is also eligible.
- > **DEADLINE:** The entry deadline is **October 1, 2009**. Late entries accepted. Entry packages postmarked **after** October 1, 2009 will be charged a \$25 Late Fee per single and campaign entry.
- > **RUN TIME:** TV, Cinema/In-flight and Radio commercials **may not exceed 10 minutes** in length unless they are entered in Category 109 Infomercial. Infomercials may not exceed 30 minutes in length.
- > **SPEC WORK:** Spec work in any media type may be submitted by professionals and may only be entered in Category 140. Spec work winners will receive a *“Certificate for Outstanding Creativity.”*
- > **LANGUAGE:** Entries must be submitted in English, have English subtitles or be accompanied by an English script.
- > **CAMPAIGN ENTRIES:** Campaign entries may not exceed 10 ads / commercials / items per campaign.
- > **MIXED MEDIA/INTEGRATED CAMPAIGNS:** Mixed Media/ Integrated Campaigns must include a combination of at least two (2) different media types and may not exceed ten (10) elements/ads. For example, Billboard and Transit ads are considered 2 different kinds of media types even though they are both classified as Outdoor.
- > **PACKAGE DESIGN, PACKAGE REDESIGN & SUSTAINABLE PACKAGE DESIGN PRODUCT RANGE:** Two or more products in a product range are considered “campaign entries” and not a single entry.
- > **MULTIPLE ENTRIES:** Entries may be made in multiple categories and media types. Each category/media type is a separate entry and requires a separate entry form, entry fee and entry materials.
- > **DUPLICATION OF COMMERCIALS:** Entrants allow commercials to be duplicated for judging purposes and permit winning commercials to be aired to public audiences and/or shown on television for promotion and publicity purposes with the entrant assuming any broadcast, union or talent fees, if applicable.
- > **RETURN OF ENTRIES:** Entries will not be returned unless specifically requested at the time of entry and accompanied by an \$80 return fee per single entry and/or campaign.
- > **BANK TRANSFERS:** Mobius Awards Ltd accepts Bank Transfers for entry fee payment. A \$35 Bank Transfer Fee will be added to the entry fee total for each bank transfer received. Entrants must contact the Mobius Award office after their entry has been completed in order to receive bank details.
- > **STUDENT ENTRY:** Students may enter work done for a class project, an internship, as spec work or for a client as long as the student is not a paid employee in the advertising industry. All Mobius Awards Rules & Regulations, Entry Material Requirements, Categories, Media Types, Payment and Shipping instructions apply to Student Entrants. A photocopy of a valid ID must be included in the entry package. Winning Student entries will be awarded a *“Student Award Certificate.”*
- > **LIABILITY:** Every reasonable care will be used to protect entries from damage or loss, but Mobius Awards Ltd., its management or judging committees cannot assume liability for either
- > **CONFIRMATION OF ENTRY:** An acknowledgement of entry letter and an acknowledgement email of entry will be sent to each entrant once their entry materials **and** payment have reached The Mobius office and the entry has been processed.
- > **AWARD PRESENTATION:** Winners of First Place Mobius Statuettes, Second Place Certificates for Outstanding Creativity and Student Award winners will be presented their awards in **February 2010** in Los Angeles, California.
- > **AWARDS:** All awards will be issued in the name of the entrant’s organization. First Place Mobius statuettes and Second Place Certificates not picked up at the Award Presentations will be sent to the entrant at the entrant’s expense.
- > **DUPLICATES:** Personalized duplicates in individual’s names may be purchased once the judging results have been released. Duplicates will be shipped after the Award Presentations in **February 2010**.
- > **JUDGING RESULTS:** Judging Results will be mailed and emailed to each entrant **between December 18 and December 23, 2009**. Judging Results will not be released until all of the entrant’s fees have been paid in full.