



CATEGORIES

PICK ONE CATEGORY PER ENTRY

AUTOMOTIVE

1. Cars, Trucks, Motorcycles, etc.
2. Dealerships
3. Gasoline / Petrol, Oil, Additives, Tires, etc
4. Service

BUSINESS / COMMERCIAL PRODUCTS

5. Computers, Printers, PDAs, Software
6. Industrial, Heavy Equipment
7. Office Supplies, Equipment, Furniture
8. Other

CHILDREN'S PRODUCTS

9. Children's Products

CLOTHING, FOOTWEAR

10. Men's
11. Women's
12. Children's
13. Men's, Women's and/or Children's

CONSUMER ELECTRONICS

14. Cameras, Camcorders
15. Cell/Mobile Telephones, Smart Phones, PDAs, etc. *(Product only)*
16. Home Entertainment *(TV's, DVR, Portable Music Players, etc.)*
17. Personal Computers, Printers, Software
18. Video Game Equipment & Games

E-COMMERCE

19. Automotive
20. Business / Commercial Products
21. Children's Products
22. Clothing, Footwear
23. Consumer Electronics
24. Department Stores
25. Environmental **NEW CATEGORY**
26. Healthcare
27. Home & Garden Care, DIY, Home Furnishings
28. Mass Market, Warehouse, Discount Retail Stores
29. Personal Articles & Gift Items
30. Personal Care Products
31. Pet Products
32. Pharmaceutical / Medical
33. Recreation / Entertainment
34. Services

ENVIRONMENTAL **NEW**

35. Awareness Messages *(Public Service Announcements)* **NEW CATEGORY**
36. Environmental Issues & Concerns **NEW CATEGORY**
37. Eco-Friendly Products **NEW CATEGORY**
38. Eco-Friendly Services **NEW CATEGORY**
39. Green Initiatives **NEW CATEGORY**

FOOD, BEVERAGES

40. Beverages *(All Products)*
41. Food *(All Products)*
42. Restaurants, Fast Food
43. Supermarkets, Grocery Stores, Convenience Stores

HEALTHCARE

44. Senior Communities, Assisted Living Facilities
45. Health Insurance
46. Hospitals / Surgery Centers / Medical Offices / Rehabilitation Facilities
47. Dental

HOME CARE & MAINTENANCE PRODUCTS

48. Building Materials
49. Home Décor, Furnishings, Appliances
50. Household Products & Supplies *(cleaning, laundry, etc.)*
51. Tools, Hardware
52. Yard, Garden Care Products

PERSONAL ARTICLES & GIFT ITEMS

53. Flowers, Food
54. Greeting Cards, Stationery
55. Jewelry, Watches, Pens
56. Luggage, Umbrellas, Travel Accessories

PERSONAL CARE PRODUCTS

57. Men's
58. Women's
59. Children's
60. Men's, Women's and/or Children's

PET PRODUCTS

61. Pet Products

PHARMACEUTICAL / MEDICAL

62. Non-Prescription Pharmaceuticals
63. Prescription Pharmaceuticals
64. Medical Supplies – Consumer
65. Medical/Surgical Supplies – Professional
66. Services – Professional & Consumer

RECREATION / ENTERTAINMENT

67. Bars, Nightclubs
68. DVD's, Videos
69. Entertainment Events *(festivals, concerts, sporting events, etc.)*
70. Fitness Centers, Equipment, Sporting Goods
71. Hobbies, Games, Crafts, Toys
72. Motion Pictures *(Trailers, One-Sheets, etc.)*
73. Museums, Theme / Amusement Parks, Zoos, Casinos, Art Galleries
74. Music *(CDs, Music Downloads, etc.)*
75. Newspapers, Magazines, Publications, Books
76. Television Programming *(Promos, Print, etc.)*
77. Tourism, Hotels, Resorts, Spas

RETAIL STORES

78. Automotive
79. Business / Commercial Products
80. Children's Products
81. Clothing, Footwear
82. Consumer Electronics
83. Department Stores
84. Environmental **NEW CATEGORY**
85. Home & Garden Care, DIY, Home Furnishings
86. Mass Market, Warehouse, Discount Retail Stores
87. Personal Articles & Gift Items
88. Personal Care Products
89. Pharmaceutical / Medical
90. Pet Products
91. Recreation / Entertainment

SERVICES

92. Financial
93. Freight & Package Forwarders, Air Couriers
94. Insurance
95. Internet Service Providers, DSL, FiOS, etc.
96. Professional Services: *Advertising/ Marketing, Web Hosting, Repairs, etc.*
97. Public Utilities *(Electric, Water, etc.)*
98. Real Estate
99. Rental Auto, Truck, Furniture, etc.
100. Other Services **NEW CATEGORY**
101. Telephones, Cell/Mobile Phones, *(services only)*
102. Travel, Transportation

MISCELLANEOUS

103. Announcements, Invitations, Holiday Greetings
104. Branding, Corporate Identity, Self Promotion
105. Charitable / Non-Profit Organizations
106. Education *(school, college, university)*
107. Environmental Issues & Concerns
108. Fundraising
109. Infomercial *(maximum 30 minutes)*
110. Local Station Conceived & Produced Commercial
111. Lottery
112. Low Budget TV Commercial *(under \$10,000 production cost)*
113. Political, Government, Military
114. Public Service Announcements (PSA)
115. Religion / Spirituality **NEW CATEGORY**
116. Station / Network Promos & ID's
117. Tobacco Products
118. Other
(Entry will be reclassified and entered into a specific category when possible)

TECHNIQUE CATEGORIES

119. Animation – Computer
120. Animation – Non-Computer
121. Animation – Computer & Non-Computer
122. Art Direction
123. Cinematography
124. Copywriting
125. Direction
126. Editing
127. Humor
128. Illustration
129. Live Commercial / Live Performance
130. Music – Adaptations
131. Music – Original
132. Overall Production
133. Photography
134. Set Design
135. Sound Design
136. Sound Editing / Sound Effects
137. Special FX
138. Talent

SPECIALTY CATEGORIES

139. Eco-Friendly Concept **NEW CATEGORY**
140. Spec. Advertising - Professional
141. Unique Use of Media