



MEDIA TYPES

PICK ONE PER ENTRY

TELEVISION



- T** – Television
- TC** – Cinema/In-Flight

RADIO



- R** – Radio

PRINT



- CP** – Consumer Magazine
- TP** – Trade Magazine (business-to-business)
- NP** – Newspaper
- PS** – Poster (one-sheet, etc.)
- LO** – Logo / Trademark / Corporate Identity
- OP** – All Other Print

OUTDOOR



NEW

- BL** – Billboard
- TA** – Transit Ad
- DG** – Digital Displays
- OT** – All other Outdoor (guerilla, etc.)

PACKAGE DESIGN



NEW

- PD** – Package Design
- SP** – Sustainable Package Design
- PR** – Package Redesign

POP (POINT OF PURCHASE)



- SA** – In-store, Kiosks, Theater displays, etc.

BROCHURE / BOOK



- BB** – Brochure / Book (Catalog, Annual Report, etc.)

DIRECT



UPDATED

- DM** – Mail, Email Marketing, Video, Direct Response

ONLINE



- WF** – Website: Flash
- WB** – Website: Non-Flash
- OL** – Banners, Pop-up, Floating Ad, etc.
- OM** – All other Online

NEW MEDIA



NEW

NEW

- NV** – Virals (guerilla, etc.)
- NM** – Mobile Messaging/Marketing
- SN** – Social Networking
- BN** – Blogs
- ON** – All other New Media

MIXED MEDIA CAMPAIGNS / INTEGRATED



- MX** – Mixed Media / Integrated Campaigns