



General Information

Eligibility for the 2010 OBIE Awards competition requires that paid advertising was displayed on an out of home advertising structure at some point during the 2009 calendar year (January 1 through December 31). Identical advertisements displayed during the 2009 calendar year, but entered in any previous OBIE Awards competition, are ineligible.

For an advertisement to qualify for an OBIE Award, the advertiser (or its agency) must have made payment for the unit space directly to an out of home media company owning the structure. The exception is public service advertisements, in which case a validation of the advertisement must be made by the non-profit organization for which the advertisement was created and an affidavit of display must be provided by an out of home media company. Illegal installations or entries that do not comply with standard entry guidelines may be declared ineligible.

Entry Fees

2010 OBIE Awards submissions are \$150 per entry.

In order to complete your entry submission online, payment must be made by credit card. If your organization prefers to pay by check, you can still submit online but please contact Makeda Kefale (mkefale@oaaa.org) to make payment arrangements. Checks should be made payable to "OAAA 2010 OBIE Awards." Checks or money orders from all countries outside the United States must be drawn on a U.S. bank, payable in U.S. dollars.

Submission Procedure

All entry forms, digital files, and payments must be received by **Thursday, December 31, 2009**. Entries also may be submitted by mail to the address.

OAAA 2010 OBIE Awards
1850 M Street NW, Suite 1040
Washington, DC 20036
202.833.5566

Each image must be in JPEG format and under 1 MB. In order to preserve image quality for the judging, OAAA asks that each image depict only one execution or phase of an execution. Multiple images can be submitted (at no additional cost) to demonstrate stages of execution (i.e. a tease and reveal) or multiple creative executions within the same campaign.

OAAA only accepts video submissions for entries in the Video Content Media category. Please contact Makeda Kefale (mkefale@oaaa.org) at (202) 833-5566 for video submission requirements.



Entry Groups

Entries may be submitted in one of three entry groups. These groups evaluate and reward outdoor advertising placed on multiple locations. Single location executions should be submitted in the Special Product Categories as Individual Execution: Traditional Billboard or Individual Execution: Street Furniture/Transit/Alternative Media. Submissions that incorporate special embellishments or unique technological applications should be entered in the Special F/X Special Product Category. OAAA reserves the right to determine the appropriate entry group for an entry and move that entry accordingly.

The three entry groups are as follows:

1. Traditional Billboard Campaign

Advertising consisting solely of 8-sheet posters, 30-sheet posters, bulletins, digital billboards, wall murals, and wrapped posters.

2. Street Furniture/Transit/Alternative Media Campaign

Advertising consisting solely of airports, arenas and stadiums, bus shelters, bus transit, convenience stores, indoor displays, kiosks and public telephones, rail transit, resorts, shopping malls, taxi transit, wrapped vehicles, and other forms of alternative out of home media.

3. Multi-Format Campaign

Campaigns that utilize a combination of billboard, street furniture, transit, and alternative media formats.

Product Categories

Judging is by product category. There are nine standard product categories and seven special product categories. A Best of Show Award winner will be selected from the standard product categories. Single location executions should only be submitted in the Special Product Categories under A or B. OAAA reserves the right to determine the appropriate product category for an entry and move that entry accordingly.

Standard Product Categories

1. **AMUSEMENT & ENTERTAINMENT** – Casinos, concerts and venues, lotteries, motion pictures, museums, night clubs and bars, race tracks, sporting events and teams, theatres and live productions, theme parks, and zoos
2. **AUTOMOTIVE** – Cars, motorcycles, trucks, after-market parts and services, dealers, and manufacturers
3. **BEVERAGE** – Alcoholic and non-alcoholic
4. **BUSINESS & TECHNOLOGY** – Builders, business-to-business services, churches, computers and software, financial, freight services, government organizations, health care,



insurance and real estate, manufacturing equipment, office products, telecommunications, and telemarketing firms

5. CONSUMER GOODS & SERVICES – Appliances, clothing, dry cleaners, educational institutions, electronics, fashion accessories, footwear, furniture, gyms, health and beauty, health clubs, hobby crafts, household products, jet skis, jewelry, office supplies, pet supplies, snowmobiles, sporting goods, toys and games, and watches
6. FOOD & RESTAURANTS – Coffee houses, confectioneries, food services, prepared foods, produce and ingredients
7. MEDIA – Magazine, newspapers, Internet services, out of home, radio, television, and yellow pages
8. RETAIL – Convenience and drug stores, department stores, discount and variety stores, shopping centers and malls, and supermarkets
9. TRANSPORTATION, TRAVEL & TOURISM – Airlines, bus lines, cruise ships, gasoline products, hotels, motels and resorts, national parks, public transportation, rental car agencies, trains, travel and tourism services

Special Product Categories - Entries submitted in the special product categories may not be entered into other product categories.

- A. INDIVIDUAL EXECUTION: TRADITIONAL BILLBOARD – Any single location execution utilizing any billboard format
- B. INDIVIDUAL EXECUTION: STREET FURNITURE/TRANSIT/ALTERNATIVE MEDIA – Any single location execution utilizing any Street Furniture/Transit/Alternative format
- C. INTERNATIONAL – Any campaign appearing outside the United States
- D. MULTI-CULTURAL - Any domestic campaign targeting a multicultural audience utilizing a foreign language
- E. PUBLIC SERVICE– Any campaign created expressly for use by a charitable cause or non-profit organization
- F. SPECIAL F/X – Any campaign that incorporates the use of three-dimensional effects, lighting, or other embellishments
- G. VIDEO CONTENT – Any campaign utilizing video or other animated media formats