



2009 SAM AWARDS
*** ADVERTISING & MARKETING AWARDS ***
BEST DIRECT MAIL PIECE (AD3)
Submission Guidelines

Entry Deadline: FRIDAY, NOVEMBER 13, 2009 by 4:00 PM – NO EXCEPTIONS
FEE: \$180.00/entry (+GST)

CRITERIA

- **Accepted Direct Mail Piece Types: Newsletters, Mail Outs, Electronic Mails, etc.**
- **Direct Mail Piece must have been initially distributed during the period between November 1, 2008 and October 31, 2009 and not previously entered. National Campaigns are not permitted for submission.**
- Distribution quantity must be a minimum of one hundred (100).
- Proof of Distribution – invoices from vendor, showing dates and quantities of distribution, must be provided with submission. If submission is an electronic mail, provide the first 100 email addresses to whom it was distributed.

NUMBER OF ENTRIES

Maximum of eight (8) entries for Single Family and/or eight (8) entries for Multi-Family per member company for Advertising & Marketing Awards.

SUBMISSION REQUIREMENTS

1. Company Logo – on CD
- black & white or colour (both if available) in JPG and EPS format (must be true vector file, not converted)
NOTE: Entrants submitting for multiple awards are only required to submit their company logo once.
2. Full Payment - acceptable payment methods: MasterCard, Visa and Cheque – made payable to the Canadian Home Builders' Association - Calgary Region.
3. Master Submission Form – one (1) hard copy
NOTE: Only one copy of the Master Submission Form is required to be submitted per entry deadline.
4. Proof of Performance – one (1) hard copy of invoices from vendor, showing dates and quantities of distribution
***Please collate the following materials into seven individual judging packages
All electronic components can be included on one cd***
5. Award Entry Form – seven (7) hard copies and one (1) on CD
6. Direct Mail Piece – seven (7) printed copies (unmounted) and one (1) image on CD

JUDGING PROCEDURES / DETAILS

- **Judging will take place in-house Friday, December 4, 2009.**
- Incomplete entries are judged accordingly and may, at the discretion of the judges, be disqualified due to insufficient information and materials.
- Entries will be judged according to the following criteria:
 - Impact (*What is your first impression? Initial impact.*)
 - Content (*Does the content deliver a clear message?*)
 - Delivery (*Is the method of delivery appropriate to the intended message?*)
 - Theme and Concept
 - Creative Design (*Innovation. Creativity.*)



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ACCEPTABLE IMAGE / PHOTO FORMATS

Please ensure that all photo requirements are provided in individual sheet protectors.

The image quality requested below is required to produce the video presentation and all marketing materials.

Images on CD (ie. pictures, photos, advertisements, etc.) can be submitted in the following formats:

- JPG or TIFF

NOTE: Must be 300 DPI; size 8" x 10", NOT to exceed file size of 4 MB per image.

Printed photos can be submitted in the following formats:

- Size of 8" x 10", protect photos by using plastic sleeve protectors
- Do not glue or mount photos on board or any other product

NOTE: Place label on the back of photo.

NAMING / LABELING FILE DOCUMENTS, IMAGES AND PHOTOS

When naming / labeling, please provide the following information:

Award Reference ID_Company Name_Document / Image Detail

EXAMPLES using **ABC Homes** as the company:

⇒ AD3_ABC Homes_Entry Form

⇒ AD3_ABC Homes_Direct Mail Piece

GRAND SAM QUALIFIER

For *builder members* to qualify for the Grand SAM Award, you must enter a minimum of two (2) Advertising & Marketing Awards.

- 100% of ALL points awarded for Advertising & Marketing Awards go towards *Builder of the Year* or *Multi-Family Builder of the Year*.

POINT ALLOCATION

1 st Place = 10 pts.	2 nd Place = 8 pts.	3 rd Place = 6 pts.	4 th Place = 4 pts.	5 th Place = 2 pts.
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GENERAL CONDITIONS & INFORMATION

- Entrant must be a Canadian Home Builders' Association - Calgary Region (CHBA – Calgary Region) Member in good standing.
- Full payment must be accompanied with submission(s). Acceptable payment methods: MasterCard, Visa and Cheque – made payable to the Canadian Home Builders' Association - Calgary Region. Please include all entry fees in one payment.
- All materials submitted become the property of the CHBA – Calgary Region and will not be returned. Refer to our privacy policy online at www.chbacalgary.com or contact the CHBA – Calgary Region office to receive a hardcopy.
- All entrants agree to allow any information contained in their submission(s) to be exhibited and/or published at the discretion of the CHBA – Calgary Region.
- All entries and judging forms are audited for irregularities and inconsistencies by the accounting firm of Rahal, Warren & Chugh.
- You will not be notified of missing components.



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HOW TO SUBMIT ENTRIES

Follow the SUBMISSION REQUIREMENTS.

* Remember to save a copy of your submission for reference. *

Mail or Courier completed submission(s) to:

2009 SAM Awards
c/o Canadian Home Builders' Association - Calgary Region
#100 7326 10th Street NE
Calgary, AB T2E 8W1

Tel: 403.235.1911 ▪ Fax: 403.248.1272 ▪ Email: info@chbacalgary.com ▪ Web: www.samawards.com