

# ENTRY GUIDELINES

DEADLINE: JANUARY 10, 2012

## WHO IS ELIGIBLE?

Entries may be submitted by any company or individual involved in the creation or production of the work. Entries must have been created or placed in the store between January 1, 2010 and September 30, 2011.

## CATEGORIES

### PACKAGE DESIGN

1. Health and Beauty
2. Wine and Liquor
3. Food and Beverages
4. Electronics and Computers
5. Music and Entertainment
6. Household/Garden
7. Sports/Toys/Games
8. Baby and Children's
9. Industrial Products
10. Other

### SPECIAL FEATURES

11. Luxury Packaging
12. Sustainable Packaging
13. Private Label Packaging

### INSTORE GRAPHICS

14. P-O-P/Posters/Signs
15. Kiosks/Displays
16. Hangtags
17. Giftwrap/Shopping Bags/Takeout
18. Store Logos/Identity/Branding

## HOW TO ENTER

### OPTION 1: ENTER ONLINE

Go to [www.gdusa.com/apda2011](http://www.gdusa.com/apda2011) to download an entry form. Fill out one entry form for each entry you are submitting. Create a folder which includes all completed entry forms and one digital image per entry. Please zip the file and name it with your company name. Upload the zipped file on our site.

### OPTION 2: MAIL IN YOUR ENTRY

Please send the actual printed piece, unmounted but well protected. We cannot return entry materials. Do not send original artwork or any work in low supply.

All entries should be accompanied by a high-resolution digital file. Please provide ONE image for each entry submitted on a CD. Multiple entries from one company can all be submitted on the same CD. 300 dpi Adobe Photoshop .tiff or .jpeg files are acceptable. Files should be 5 inches wide and CMYK. Adobe Illustrator files are acceptable with outlines created around the type. Oversized entries larger than 11" x 14" should be submitted as a high-res digital file on a CD accompanied by a laser printout.

WE DO NOT ACCEPT QUARK, INDESIGN OR ADOBE PDFS. PLEASE CONVERT THESE FILE TYPES TO PHOTOSHOP JPEGS OR TIFFS.

## FORM PREPARATION

Fill in two entry forms for each of your submissions. Attach one copy of the entry form to the back of the actual piece and include the other copy with your payment. If you are submitting the same piece in more than one category, please include a separate entry form for each category.

## RIGHTS AND PERMISSIONS

Winning entrants grant Kaye Publishing Corporation the right to reproduce the winning pieces in Graphic Design USA and its Package Design Annual, and on our website at [www.gdusa.com](http://www.gdusa.com).

## ENTRY FEES

1 Entry	\$55
2 Entries	\$85
3 Entries	\$115
4-6 Entries	\$145
7-14 Entries	\$180
15-20 Entries	\$210

Multiple entries which are part of a series or campaign may be submitted as one entry. Please indicate on the back of each member of the series that it is part of a larger group (e.g. 1 of 5) up to 5 pieces in a series.

## MAIL ENTRIES TO:

Graphic Design USA  
89 Fifth Avenue  
Suite 901  
New York, NY 10003  
Attention: Awards Department

## QUESTIONS

TEL: 212.696.4380  
FAX: 212.696.4564  
EMAIL: [awards@gdusa.com](mailto:awards@gdusa.com)

## SPONSORED BY



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Learn more about Neenah Packaging and Label Papers at <http://neenahpaper.com/FinePaper/PackagingLabelPaper>

# AMERICAN PACKAGE DESIGN AWARDS

PACKAGING, P-O-P AND THE ENTIRE INSTORE EXPERIENCE

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# ENTRY FORM

## CONTACT INFORMATION

submitter's name

company/department name

address

city

state

zip

phone

fax

email

## BILLING INFORMATION

I am enclosing a check for \$ \_\_\_\_\_ for a total of \_\_\_\_\_ entries payable to Graphic Design USA.

Please charge my credit card \$ \_\_\_\_\_ for a total of \_\_\_\_\_ entries.

VISA  MasterCard  American Express

credit card number

expiration date

card verification\*

signature

\*Visa and Mastercard customers only – please include the last 3 numbers on the back of your credit card for card verification

## CREDIT INFORMATION

category number

company name

client

title of entry

art director

designer

illustrator

photographer

\* paper/label/substrate mill or brand

\* If the project you are entering is printed on a Neenah Paper grade, your entry fee is waived!

## MARKET INFORMATION

Do you buy/specify package printing?  YES  NO

Do you buy/specify package papers/substrates?  YES  NO

Would you like to receive package paper promotions, samples and information during the year?  YES  NO