



Prism Award Entry

Preparing the Entry

1. Log on to **www.lincolnama.com**
2. Click on "Prism Awards"
3. Click on "How to Enter"
4. Click on "Entry Form/Supportive Text" to View 2-Page Printable Document
5. Submit **Two** Hard Copies of the Filled Out Entry Form and **One** Hard Copy of the Filled Out Supporting Text
6. Save the Entry Form/Supportive Text to a CD/DVD, Depending on Your Entry Type- See Number 7
7. PRINT ENTRIES — Save PDFs of the Entry to the CD with the Entry Form/Supportive Text
8. RADIO SPOTS — Save MP3 of the Entry to the CD with the Entry Form/Supportive Text
9. TV/VIDEO SPOTS — Save File that is Playable on any Consumer DVD Player to DVD with the Entry Form/Supportive Text. In addition, please save a QuickTime video file or Windows Media video file to the disc as well.
10. INTERACTIVE MEDIA — For web site and all online entries, submit the URL addresses. In addition, submit a printed, 8.5" x 11" color screenshot of the homepage, pop-up banner, e-mail, e-card, etc. Save the site/entry to a CD with the Entry Form/Supportive Text.
11. Entry fees must be included with your submissions. Checks for the total amount of fees should be made payable to the Lincoln AMA. No credit cards, cash or money orders will be accepted. Entry fees are NOT refundable. Receipts will be available upon request.
 - » Marketer of the Year..... no charge (nomination only)
 - » Corporate Marketer of the Year.....no charge (nomination only)
 - » AMA Member Entries..... \$25
 - » Non-Member Entries.....\$40
 - » Student Entries.....\$15

***For every four entries submitted to the Lincoln AMA Prism Awards, a fifth entry may be submitted for free.*

*** A concept can be entered in a maximum of three different categories (ie. limit individual entries to three pieces/ categories). Please take that into consideration when choosing categories, and each entry requires a separate fee.*

Packaging the Entry

1. Place Physical Entry, **One** Entry Form, **One** Supportive Text, CD/DVD and Entry-Fee Check Inside an Appropriately-Sized Manila Envelope
 - ** Mounted materials and or materials in ring binders will not be accepted.*
2. Securely Attach **One** Entry Form on the Back of the Envelope

Submitting the Entry

1. All materials must be received by **4 p.m. on Thursday, January 28, 2010**. Please allow at least two additional days for receipt of mailed entries.
2. Send your entries to:
 - Jessica Kinser
 - Swanson Russell
 - 1222 P Street
 - Lincoln, NE 68508
3. Entries may also be delivered in person to Swanson Russell during its hours of operation: M–F, 8 a.m. to 5 p.m.

*** Entries may be picked up at the conclusion of the Prism Awards ceremony. Items will be stored at Swanson Russell for one week after the event, and items left at the end of that week will be disposed of.*



2010 Corporate Marketer of the Year and Marketer of the Year Nomination

*** Nominations for Corporate Marketer of the Year and Marketer of the Year are no charge.*

Preparing the Nomination

1. Log on to www.lincolnama.com
2. Click on "Prism Awards"
3. Click on "How to Enter"
4. Click on "Corporate Marketer of the Year" or "Marketer of the Year" to View Printable Documents
5. Submit **Two** Hard Copies of the Filled Out "Corporate Marketer of the Year" or "Marketer of the Year" Form
6. Save the Filled Out "Corporate Marketer of the Year" or "Marketer of the Year" Form to a CD

Packaging the Nomination

1. Place **One** "Corporate Marketer of the Year" or "Marketer of the Year" Form and CD Inside an Appropriately-Sized Manila Envelope
2. Securely Attach **One** "Corporate Marketer of the Year" or "Marketer of the Year" Form on the Back of the Envelope

Submitting the Nomination

1. All materials must be received by 4 p.m. on Thursday, January 28, 2010. Please allow at least two additional days for receipt of mailed entries.
2. Send your entries to:
Jessica Kinser
Swanson Russell
1222 P Street
Lincoln, NE 68508
3. Entries may also be delivered in person to Swanson Russell during its hours of operation: M–F, 8 a.m. to 5 p.m.

Eligibility

Campaigns submitted must have been implemented between January 1, 2009 and December 31, 2009. Any company or individual in the Lincoln and Mid-Nebraska areas (Hastings, Kearney and Grand Island); any agency operating in Lincoln and Mid-Nebraska that has completed a project for a national or local company and any student who attended a college or university during all or part of 2009, in the Lincoln and Mid-Nebraska areas, is eligible to enter.

It is not necessary to be an AMA member to submit entries.

*** To achieve a Prism Award or Merit Certificate, a required number of points must be earned by the entry. If the point minimum is not met by any entries in a category, no awards will be given for that category.*

All Entries Must:

- » Meet all eligibility and deadline requirements.
- » Be entered in the correct category and be correctly identified.
- » Include a complete and signed entry form.
- » Conform to defined submission requirements.
- » Conform to all copyright laws.

Prism Awards Entry Form Checklist

- » Entry Form Attached to Each Entry and Attached to Back of Manilla Envelope
- » Entry Submitted in Both Hard Copy and on CD/DVD
- » Supportive Text in Both Hard Copy and on CD/DVD
- » Entry Fee
- » Nomination Form if Applicable