



# 2010

## MIDAS AWARDS

FOR FINANCIAL SERVICES COMMUNICATIONS

RULES AND REGULATIONS 



## 1. DEADLINE FOR ENTRIES

The Final Deadline to enter is June 30, 2010.

## 2. ENTRY FEES

\$325 USD Single Entry

\$495 USD

Campaign\*

\$645 USD Integrated (Mixed Media) Campaign\*: see section 7 for details on campaigns

You may enter the same item or campaign in more than one category; however, each entry will be charged an additional entry fee.

**IMPORTANT:** All fees must be paid in full before each entry can be processed.

### PAYMENT INSTRUCTIONS:

A separate fee is applicable for each category selection. Preferred payment is by Visa, MasterCard or AMEX credit card, or by a check drawn on a USA bank in US dollars made payable to International Awards Group. For bank transfer payments, all bank charges must be prepaid and an additional \$35 US dollars must be added to the total amount of the bank transfer to cover intermediary bank fees.

Send confirmation of the bank transfer by courier or registered mail to our New York office so we can match your payment to your entry(s).

(P) 1.212.643.4800

(F) 1.212.643.0170

(E) info@midasawards.com

If entering online, include our invoice number (found on your printer friendly receipt) on your bank transfer.

**NOTE:** Each entry submitted using offline entry forms are subject to an additional fee of 20% of entry cost.

### LATE ENTRY FEE:

Any entry submitted after the official Final Deadline may be subject to a 10% processing fee.

### REFUND POLICY:

No refunds will be made once judging begins. Any entry refunded prior to the commencement of judging will incur a \$100 processing fee.

## 3. ELIGIBILITY

To be eligible for the 2010 competition, entries must have been first produced, aired or screened after May 1, 2008, a two-year time frame.

## 4. DISPOSITION OF ENTRY

Entries and materials submitted will not be returned (unless requested in writing) and may be displayed, shown, duplicated, published or reproduced for educational purposes and promotional purposes, as Midas Awards deems appropriate. By entering, the entrant agrees to hold Midas Awards and any of its affiliated companies exempt from any costs or expenses of any claim arising out of such use.

## 5. AWARDS

Winners will be announced in September. Press releases will be sent to international wire services and to the trades. All winners will be published on our website, promoted via media partners, press releases and live events.

## 6. CATEGORIES

You may enter the same item or campaign in more than one category; however, each entry will be charged an additional entry fee, and, if not uploaded online, will require a duplicate copy of your entry for judging. If you are unsure of which category to enter, then chose the "Other" category and the judges will assign a category for you.

## **7. CAMPAIGNS**

Single Medium Campaigns should include up to three pieces from a single medium (ex: 3 print ads, 3 online ads), but if necessary can include up to 6 pieces.

Integrated (Mixed Media) Campaigns may include up to six total pieces. Only one entry form is required per campaign. Submit all pieces of a campaign together on one medium if possible (i.e. one DVD with 2 seconds of black or silence between each spot). If submitting physical entries (Direct mail, Packaging, Calendars, Annual reports...) all pieces must be clearly labeled.

## **8. TRANSLATION**

If your entry is non-English, you MUST provide a translation in the space provided on our website OR a digital translation MUST be attached to the Entry Form if you are submitting your entry by mail or courier. Because judging takes place online, **NO OFFLINE PAPER PRINTOUTS OF YOUR TRANSLATION OR SYNOPSIS WILL BE ACCEPTED**. Offline translations and synopses must be submitted on a CD/DVD or emailed to [processing@internationalawardsgroup.com](mailto:processing@internationalawardsgroup.com). The translation must include major headlines and titles.

## **9. CONTEXT STATEMENT**

While finance is a global issue, local languages and other traditions play important roles in effective financial communication. To ensure that each Midas entry is evaluated properly, the judges encourage all entrants to provide a short summary of the framework in which the entry was prepared and published. This summary may cover issues such as the audience; marketing objectives, financial environment, and can include explanations of cultural nuances, word plays, graphic references, etc. It must not exceed a single page in length and should be entered in the space provided on the website OR attached to the entry itself.

## **10. CREDITS**

When submitting your credits, be aware that if your entry is a winner, only the name of the entering company, name of the brand, and title of the entry will appear on the trophy. Certificates additionally list four names with corresponding job titles. An additional eight names with job titles can be listed in the showcase section of our website. You may use any title you wish for the people involved in the creation of the work. Customized duplicate awards may also be ordered immediately following the announcement of winners.

## **11. ONLINE ENTRY FORMS**

Once you have checked out of the website, and if you have indicated that you are going to upload your entry(s) online, you will receive an email within one hour containing an entry upload link containing full instructions. Simply use the browse function contained in that link to upload your entry(s) directly into our system.

An individual form must be filled out for each entry or campaign. A printable record of the total for all your entries will be automatically generated at checkout. This record will include an invoice for the total amount due and shipping instructions, along with any necessary entry item id labels. Be sure to submit all of your entries before proceeding to checkout.

Once you have checked out of the website, and if you have indicated that you are going to upload your entry(s) online, you will receive an email containing full instructions after checkout. Simply reply to the email(s) and attach the file(s) to be uploaded in the format required.

## **12. OFFLINE/PAPER ENTRY FORMS**

**NOTE:** All entries submitted using paper entry forms are subject to an additional fee of 20% of entry cost. If you wish to submit your entry using traditional paper entry forms, you may use the forms found at the end of this document. You will find three forms:

- (1) Registration Form,
- (2) Entry Form and
- (3) Credits Form.

Only one Registration Form is required per entering company. Each entry must be accompanied by a separate Entry Form and Credits Form. If you are submitting a single entry in multiple categories, you must submit separate Entry and Credits Forms for each category you enter. All shipping costs, insurance, customs duties and handling fees for all entries must be prepaid by the sender. We cannot assume responsibility for customs clearance.

## IMPORTANT!

When entering offline and sending entries by mail or courier you must do the following three things before you package your entries.

1. As soon as you receive the email sent to you immediately after checkout, follow the provided link to the printable record of your entry(s). Make extra copies.
2. Cut out the Entry Item ID labels provided in the second half of the record and attach to each individual entry. Attach the provided mailing address label to the package to be shipped. Important: These labels contain necessary coding information specific to each entry and must be attached.
3. Enclose a copy of the record you received immediately after checkout in the shipping carton along with your entries. Make extra copies if necessary. **NOTE:** All shipping costs, insurance, customs duties and handling fees for all entries must be prepaid by the sender. Send labeled materials, along with the computer-generated invoice and any fees due, to (please note our address):

Midas Awards  
260 West 39th Street, 10th Floor  
New York, NY 10018, USA  
Tel 212.643.4800  
Fax 212.643.0170

## 13. TECHNICAL REQUIREMENTS

### TEXT FORMATTING:

All entries **MUST** use the following standards for text formatting. These standards allow us to better judge and showcase your work:

#### TITLE OF ENTRY AND BRAND NAME FORMAT:

Proper Case (all first letters capitalized) must be used in the title and brand name. Campaigns must be named with a single campaign title or with individual ad titles separated by slashes.

Single Entry Example: *Title Of Entry*

Campaign Example: *Title One / Title Two / Title Three*

Campaign Example with overall title: *Campaign Title: Title One / Title Two*

#### CLIENT / BRAND URL FORMAT:

Submit client or brand web addresses **ONLY**.

URL Example:

[www.midasawards.com](http://www.midasawards.com)

#### TRANSLATION / SYNOPSIS FORMAT:

Include text in Sentence Case (first letter of each sentence capitalized). Do not use all capital or all lowercase letters.

Example:

This entry was created to support the release of a new product.

It was released worldwide.

#### CREDITS FORMAT:

Talent names and job titles must be in Proper Case (all first letters capitalized). Do not use all capital or all lowercase letters. Do not use commas to separate first and last names or job titles. Do not abbreviate job titles unless necessary. If listing multiple names or titles, separate by slashes as demonstrated below.

Example:

*John Doe, Creative Director*

Example:

*John Doe / Jane Doe, Creative Directors*

Example:

*Jane Doe, Creative Director / Art Director*

## **ENTRY FORMATTING:**

ENTRIES SUBMITTED ONLINE:

AUDIO UPLOAD:

Standard MP3 format.

IMAGE UPLOAD:

JPEG file format, maximum quality, 72 dpi minimum in RGB color. The dimensions of the JPEG should be approximately 2000 pixels by 3400 pixels (portrait or landscape).

VIDEO UPLOAD:

All uploaded videos must be in the QuickTime .mov format as specified for either NTSC or PAL.

NTSC VIDEO:

h.264 compression: 29.97 fps, Auto Key Frames, near-Broadcast quality and size. Audio: Stereo, 48 kHz, 16bits, MPEG-4/AAC.

PAL VIDEO:

h.264 compression: 25fps, Auto Key Frames, near-Broadcast quality and size. Audio: Stereo, 48 kHz, 16bits, MPEG-4/AAC.

**IMPORTANT:** All submitted URLs must be active from the time you submit your entry until November 2010 to allow for online judging.

VIDEO FORMATS:

Video formats may be submitted on DVD (either NTSC or PAL), or .MOV on CD. All entries should be submitted on separate DVDs. Please remove all region and security encryption and be sure the file structure is a standard DVD-5 format (all VOB files accessible). Blu-Ray, HDDVD and copyright-protected DVDs are not accepted.

WEBSITES AND ONLINE ADVERTISING:

Submit website address (URL) and any required username and password. You may set up an entry page with links to the features you'd like to be judged.

## **ENTRIES SUBMITTED BY MAIL OR COURIER:**

AUDIO FORMATS:

Entries must be submitted digitally (MP3) on CD/DVD format and each commercial must be preceded by an announcer naming the entering company, advertiser, title of entry and length of entry.

PRINT/OUTDOOR FORMATS:

Entries must be submitted in JPEG file format (72 dpi minimum, maximum quality, approx. 2000 pixels by 3400 pixels) on CD/DVD. Single entries should be placed in an envelope, and our automated label should be affixed to the envelope (if submitted online). If submitting a campaign, a separate copy of each ad is required. Insert each entry piece, a copy of the entry form or printed invoice and translations (non-English entries only) into a separate envelope and label clearly with company name, category and entry title.

**DIRECT MAIL:**

Submit a sample as it would be mailed, in its envelope or carrier (unsealed).

**COMPANY LITERATURE / CORPORATE IDENTITY / PACKAGE DESIGN / PROMOTIONS  
MARKETING / SPECIALTY ADVERTISING:**

Submit one sample of the entry in its original format (actual piece **MUST** be included).

**IMPORTANT:** Images of these types of entries **CANNOT** be submitted online.

**VIDEO FORMATS:**

Video formats may be submitted on DVD (either NTSC or PAL), or .MOV on CD. All entries should be submitted together on a single DVD or CD if possible. If submitting a DVD that is burned in-house, please remove all region and security encryption and be sure the file structure is a standard DVD-5 format (all VOB files accessible).

For an additional fee of \$200, entries may be submitted on Beta SP. Important: Digibeta is **NOT** accepted.

**INTERACTIVE CD-ROMS:** Must be PC-compatible and viewable directly from the CD with no installation required. Include directions as to which files to go to if auto launch does not work. In addition, include step-by-step directions detailing where you want the judges to go on the CD-ROM. **IMPORTANT:** All directions submitted with CD-ROMs should be submitted on paper.

The Midas Awards would like to wish you the best of luck in this year's competition.

If you have any comments/suggestions/questions, please don't hesitate to contact us at:

1.212.643.4800 or email us at [info@midasawards.com](mailto:info@midasawards.com).

## OFFLINE ENTRY FORMS (1 OF 3)

If you prefer to use paper entry forms instead of entering online, use these three pages (Registration Form, Entry Form and Credits Form). **IMPORTANT:** There is an additional fee of 20% for submitting offline. Only one Registration Form is required per entering company. A separate Entry Form and Credits Form are required for each entry you submit. Include the full set of forms (along with full payment of your entry fee/s) in the package with your entries.

### REGISTRATION FORM

Entering Company: _____		
Contact Person: _____	Job Title: _____	
Address: _____		
City: _____	State: _____	Zip: _____
Country: _____		
Telephone: _____	Fax: _____	
Email Address: _____		

  

Entry Title	Category Code	Fee
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____

Subtotal: \_\_\_\_\_

Offline entry fee (20% of subtotal): \_\_\_\_\_

**TOTAL:** \_\_\_\_\_

*Include a separate sheet if submitting more than five entries.*

  

Bank Transfer (Reference # \_\_\_\_\_ )

Credit Card (Complete the following:)

MasterCard     
  Visa     
  American Express

Cardholder's Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

CSC/CCV (required - 3 or 4 digit code found on your credit card): \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Cardholder's Signature (required for processing): \_\_\_\_\_

Credit Card Address: \_\_\_\_\_

No additional entry or finalist fees will be required. No refunds will be made once judging begins. If you are submitting more than one entry, send only one payment for total amount of fees. Checks written on a bank located in the USA in US dollars must be payable to International Awards Group, and should accompany your Entry Forms. Payments from outside the USA must be made by credit card or by bank transfer to: JP Morgan Chase, 1 Chase Manhattan Plaza, New York, New York, ABA/Routing # 021000021 or Swift: CHASUS33 For further credit to International Awards Group, LLC Account # 707 5599 10. All originating bank charges must be prepaid – add \$35 to cover intermediary bank fees. Send confirmation of your bank transfer via fax to +1 212-643-4800 so we can match payment to your entry(s).



## OFFLINE ENTRY FORMS (3 OF 3)

Please fill in all of the information requested (do not abbreviate). Insert each entry or campaign into an envelope, attach one copy of this form on the outside of the envelope (do not seal envelope). Be sure to fill out and submit a separate Entry Form and Credits Form for each entry you submit.

### CREDITS FORM

When submitting credits, be aware that if your entry is a winner, only the name of entering company, name of the brand, title of entry and category will appear on the trophy. Certificates list an additional four names with corresponding job titles. The New York Festivals Annual of Advertising lists the first nine credits. The showcase section of the Midas Awards website lists all of the below credits. Please DO NOT repeat any credits.

Company Name: \_\_\_\_\_

Brand Name: \_\_\_\_\_

Title of Entry: \_\_\_\_\_

#### **These Credits will be listed on CERTIFICATES, in the ANNUAL and on the WEBSITE:**

1 Name of Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

2 Name of Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

3 Name of Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

4 Name of Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

#### **These Credits will also be listed in the ANNUAL and on the WEBSITE:**

5 Name of Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

6 Name of Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

7 Name of Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

8 Name of Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

9 Name of Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

#### **These Credits will also be listed on the WEBSITE:**

10 Name of Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

11 Name of Person: \_\_\_\_\_ Job Title: \_\_\_\_\_

12 Name of Person: \_\_\_\_\_ Job Title: \_\_\_\_\_