



Adrian Awards Area: Public Relations	Uploads	Links*	Graphic File Types 5 MB			Video File Types 20 MB				Audio File Types 5 MB				
Entries are accepted in the following classifications: Hotel (a) Individual Property, Hotel (b) Chain, Affiliated Group or Franchise System, Airline, Area Attraction/Theme Park, Car Rental, Casino, Convention Center, Cruise Line, CVB/Destination/Offices of Tourism, Railroad/ Bus Line, Stand Alone or In-House Restaurants (to include F&B/Catering), Spa, Time Share/Extended Stay, Travel Service/Supplier	Minimum/ Maximum Uploads	Link to Media*	PDF	GIF	JPEG/JPG	MPEG/MPG	WMV	SWF	MOV	AVI	WMA	WAV	MP3	AIFF
<b>Public Relations Single Entry: Limited to one example or item per entry.</b>														
1P. Advertorial—Magazine/Newspaper	1/1	X	X	X	X									
2P. Feature Placement Online—Consumer Media	1/1	X	X	X	X	X	X	X	X					
3P. Feature Placement Online—Trade Media	1/1	X	X	X	X	X	X	X	X					
4P. Feature Placement Print—Consumer Magazine or Newspaper	1/1	X	X	X	X									
5P. Feature Placement Print—Trade Publication	1/1	X	X	X	X									
6P. Feature Placement—Radio	1/1	X								X	X	X	X	X
7P. Feature Placement—Television	1/1	X				X	X	X	X					
8P. Newsletter—Print or eNewsletter	1/1	X	X	X	X									
9P. Media Center—Online Press Room	1/8	X	X	X	X	X	X	X	X	X	X	X	X	X
10P. Press Kit	1/8	X	X	X	X	X	X	X	X	X	X	X	X	X
11P. Public Affairs/Public Service Announcement	1/1	X	X	X	X	X	X	X	X	X	X	X	X	X
12P. Video News Release	1/1	X				X	X	X	X					
<b>Public Relations Campaigns: A total public relations effort build around a single, unified theme. Campaigns primarily conducted online should be entered under Web Marketing.</b>														
13P. Community Service/Social Responsibility	1/12	X	X	X	X	X	X	X	X	X	X	X	X	X
14P. Crisis Communication	1/12	X	X	X	X	X	X	X	X	X	X	X	X	X
15P. Employee Program	1/12	X	X	X	X	X	X	X	X	X	X	X	X	X
16P. In House/On Board—Customer Promotion	1/12	X	X	X	X	X	X	X	X	X	X	X	X	X
17P. Marketing Program—Consumer	1/12	X	X	X	X	X	X	X	X	X	X	X	X	X
18P. Marketing Program—Trade	1/12	X	X	X	X	X	X	X	X	X	X	X	X	X
19P. New Opening/Launch	1/12	X	X	X	X	X	X	X	X	X	X	X	X	X
20P. Partnership with Major Brand (national or local)	1/12	X	X	X	X	X	X	X	X	X	X	X	X	X
21P. Public Affairs/Public Service Announcement	1/12	X	X	X	X	X	X	X	X	X	X	X	X	X
22P Re-launch of Existing Product	1/12	X	X	X	X	X	X	X	X	X	X	X	X	X
23P. Special Event	1/12	X	X	X	X	X	X	X	X	X	X	X	X	X
*HSMAl cannot guarantee media submitted via a web link will be viewable by all judges.														

Adrian Awards Area: Web Marketing		Links*	Graphic File Types 5 MB			Video File Types 20 MB				Audio File Types 5 MB				
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Web Marketing Single Entry: Limited to one example or item per entry.														
1W. Application	1/1	X												
2W. Blog	1/1	X												
3W. Game	1/2	X												
4W. E-mail	1/2	X	X	X	X	X	X	X	X	X	X	X	X	X
5W. Map	1/2	X	X	X	X	X	X	X	X	X	X	X	X	X
6W. Mobile	1/2	X	X	X	X	X	X	X	X	X	X	X	X	X
7W. Multimedia (video, flash, animation)	1/1	X	X	X	X	X	X	X	X	X	X	X	X	X
8W. Podcast	1/3	X								X	X	X	X	X
9W. Social Media/Social Networking	1/3	X	X	X	X	X	X	X	X	X	X	X	X	X
10W. Video	1/1	X				X	X	X	X					
11W. Viral	1/3	X	X	X	X	X	X	X	X	X	X	X	X	X
12W. Web Ad	1/1	X												
13W. Web Site	1/1	X												
14W. Wiki	1/1	X												
15W. Webcast	1/3	X	X	X	X	X	X	X	X	X	X	X	X	X
Web Marketing Series: Two or more elements built around a theme in one medium.														
16W. E-mail Series	1/8	X	X	X	X	X	X	X	X	X	X	X	X	X
17W. Mobile Series	1/8	X	X	X	X	X	X	X	X	X	X	X	X	X
18W. Multimedia (video, flash, animation) Series	1/8	X	X	X	X	X	X	X	X					
19W. Podcast Series	1/8	X								X	X	X	X	X
20W. RSS Feeds	1/8	X	X	X	X	X	X	X	X	X	X	X	X	X
21W. Viral Series	1/8	X	X	X	X	X	X	X	X	X	X	X	X	X
22W. Web Ad Series	1/8	X	X	X										
23W. Webcast Series	1/8	X	X	X	X	X	X	X	X	X	X	X	X	X
Web Marketing Campaigns: A total web marketing effort built around a single, unified theme, using at least two different types of media.	1/8													
24W. Contest/Sweepstakes	1/8	X	X	X	X	X	X	X	X	X	X	X	X	X
25W. Integrated Marketing Campaign for Consumers (B2C)	1/8	X	X	X	X	X	X	X	X	X	X	X	X	X
26W. Integrated Marketing Campaign for GDS and Travel Agents (B2B)	1/8	X	X	X	X	X	X	X	X	X	X	X	X	X
27W. Search Marketing Strategy	1/8	X	X	X	X	X								