

2010 ADRIAN AWARD CATEGORIES ACCEPTABLE FILES TYPES

Adrian Awards Area: Advertising	Uploads	Links	GRAPHIC FILE TYPES 5 MB			VIDEO FILE TYPES 20 MB				AUDIO FILE TYPES 5MB				
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	Max	Links to Media	PDF	GIF	JPEG/JPG	MPEG/MPG	WMV	SWF	MOV	AVI	WMA	WAV	MP3	AIFF
Advertising Single Entry: Limited to one example or item per entry.														
1A. Brochure—Consumer	2	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes					
2A. Brochure—Group Sales/Meetings	2	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes					
3A. Brochure—Travel Trade	2	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes					
4A. Direct Mail—Consumer	3	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
5A. Direct Mail—Group Sales/Meetings	3	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
6A. Direct Mail—Travel Trade	3	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
7A. DVD/CD/Video—Consumer, Group Sales or Travel Trade	1	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
8A. On property/In Flight—Consumer, Group Sales or Travel Trade	3	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
9A. Magazine or Newspaper—Consumer	1	Yes	Yes	Yes	Yes									
10A. Magazine or Newspaper- Group Sales/Meetings	1	Yes	Yes	Yes	Yes									
11A. Magazine or Newspaper- Travel Trade	1	Yes	Yes	Yes	Yes									
12A. Radio—Consumer	1	Yes								Yes	Yes	Yes	Yes	Yes
13A. Signage—Outdoor/Transit	1	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
14A. Special Advertising Section	2	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
15A. TV—Consumer	1	Yes				Yes	Yes	Yes	Yes					
Advertising Series: Two or more ads built around a theme or an event in one medium.														
16A. Direct Mail—Consumer	8	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
17A. Direct Mail—Group Sales	8	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
18A. Direct Mail—Travel Trade	8	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
19A. Print Media—Consumer	8	Yes	Yes	Yes	Yes									
20A. Print Media—Group Sales	8	Yes	Yes	Yes	Yes									

2010 ADRIAN AWARD CATEGORIES ACCEPTABLE FILE TYPES

21A. Print Media—Travel Trade	8	Yes	Yes	Yes	Yes									
22A. TV- Consumer	8	Yes				Yes	Yes	Yes	Yes					
23A. Radio- Consumer	8	Yes								Yes	Yes	Yes	Yes	Yes
<b>Advertising Campaign: A total advertising effort built around a single, unified theme, using at least two different types of media. Campaigns primarily conducted online should be entered under Digital Marketing.</b>														
24A. Contest/Sweepstakes	8	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
25A. Group Sales	8	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
26A. Complete Campaign- Consumer or Group Sales or Travel Trade (to include Positioning)	8	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
27A. Loyalty Program-Consumer Marketing	8	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
28A. Loyalty Program- Member Marketing	8	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
29A. Re-Positioning	8	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
30A.Tradeshow Marketing Campaign	8	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>Adrian Awards Area: Public Relations</b>														
	Uploads	Links	GRAPHIC FILE TYPES 5 MB			VIDEO FILE TYPES 20 MB				AUDIO FILE TYPES 5MB				
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	Max	Links 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. Feature Placement Online—Consumer Media	1	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
2P. Feature Placement Online—Trade Media	1	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
3P. Feature Placement Print—Consumer Magazine or Newspaper	1	Yes	Yes	Yes	Yes									
4P. Feature Placement Print—Trade Publication	1	Yes	Yes	Yes	Yes									
5P. Feature Placement—Radio	1	Yes								Yes	Yes	Yes	Yes	Yes
6P. Feature Placement—Television	1	Yes				Yes	Yes	Yes	Yes					



2010 ADRIAN AWARD CATEGORIES ACCEPTABLE FILE TYPES

Adrian Awards Area: Digital Marketing	Uploads	Links	GRAPHIC FILE TYPES 5 MB			VIDEO FILE TYPES 20 MB				AUDIO FILE TYPES 5MB				
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	Max	Links to Media	PDF	GIF	JPEG/JPG	MPEG/MPG	WMV	SWF	MOV	AVI	WMA	WAV	MP3	AIFF
<b>Digital Marketing Single Entry: Limited to one example or item per entry.</b>														
1W. Application	1	Yes												
2W. Blog	1	Yes												
3W. Game	1	Yes												
4W. E-mail	2	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
5W. Map	2	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
6W. Mobile Application	2	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
7W. Multimedia (video, flash, animation, podcast)	2	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
8W. Social Media/Social Networking	1	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
9W. Video	1	Yes				Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
10W. Viral	1	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
11W. Web Ad	8	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
12W. Web Site	1	Yes												
<b>Digital Marketing Series: Two or more elements built around a theme in one medium.</b>														
13W. E-mail Series	8	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
14W. Multimedia (video, flash, animation) Series	8	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
15W. Web Ad Series	8	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
16W. Webcast Series	8	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>Digital Campaigns: A total web marketing effort built around a single, unified theme, using at least two different types of media.</b>														
17W. Contest/Sweepstakes	8	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

