<table>
<thead>
<tr>
<th>PRINT MEDIA</th>
<th>BROCHURE</th>
<th>EXTERNAL NEWSLETTER</th>
<th>MARKETING/PROMOTION/MATERIALS</th>
<th>PHOTOGRAPHY</th>
<th>WRITING</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>39. Fund Raising</td>
<td>76. Other ________</td>
<td>84. Promotional Item</td>
<td>134. Feature Article</td>
<td>134. Feature Article</td>
</tr>
<tr>
<td></td>
<td>42. Newspaper Supplement</td>
<td></td>
<td>87. Other ________</td>
<td>137. News Article</td>
<td>137. News Article</td>
</tr>
<tr>
<td></td>
<td>45. Public Relations</td>
<td></td>
<td></td>
<td>140. Technical</td>
<td>140. Technical</td>
</tr>
<tr>
<td></td>
<td>46. Recruitment</td>
<td></td>
<td></td>
<td>141. Speech</td>
<td>141. Speech</td>
</tr>
<tr>
<td></td>
<td>47. Sales Promotion</td>
<td></td>
<td></td>
<td>142. White Paper</td>
<td>142. White Paper</td>
</tr>
<tr>
<td></td>
<td>48. Special Events</td>
<td></td>
<td></td>
<td>143. Other ________</td>
<td>143. Other ________</td>
</tr>
<tr>
<td></td>
<td>49. Viewbook</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Strategic Communications

**Marketing/Promotion Campaign**

- 144c. Benefits/HR Materials ($175)
- 145c. Branding ($175)
- 146c. Branding Refresh ($175)
- 147c. Digital Marketing ($175)
- 148c. Integrated Marketing ($175)
- 149c. Product Launch ($175)
- 150c. Promotion/Marketing Materials ($175)
- 151c. Self Promotion ($175)
- 152c. Special Event ($175)
- 153c. Other ________ ($175)

**Communications/Public Relations**

- 154c. Communication Plan ($175)
- 155c. Communication Program ($175)
- 156c. Corporate Social Responsibility ($175)
- 157c. Crisis Communication Plan or Response ($175)
- 158c. Internal Communication Campaign ($175)
- 159c. Public Relations Program ($175)
- 160c. Research/Study ($175)
- 161c. Social Media Campaign ($175)
- 162c. Special Event ($175)
- 163c. Other ________ ($175)

**Media Kit**

- 164c. Marketing/Promotion ($175)
- 165c. Product/Service Launch ($175)
- 166c. Special Event ($175)
- 167c. Other ________ ($175)

## Digital Media

**Website**

- 175. Business to Business
- 176. Business to Consumer
- 177. Redesign (upload old site as document)
- 178. Association
- 179. Benefits
- 180. Corporation
- 181. Educational Institution
- 182. Entertainment
- 183. Event
- 184. Financial Services
- 185. Government
- 186. Informational
- 187. Legal
- 188. Manufacturer
- 189. Marketing, PR, Advertising Agency
- 190. Medical
- 191. Municipality
- 192. Nonprofit
- 193. Professional Service
- 194. Small Business
- 195. Tourism
- 196. Other ________

**Mobile App/Web**

- 197c. App for Business ($175)
- 198c. App for Entertainment ($175)
- 199c. App for Information ($175)
- 200c. App for Training/Learning ($175)
- 201c. App for Product ($175)
- 202c. App for Service ($175)
- 203. Mobile Website Company
- 204. Mobile Website Product
- 205. Mobile Website Service
- 206. Mobile Buying Experience
- 207. Mobile Experience Information
- 208. Mobile/Other

**Social Media**

- 209c. Social Campaign ($175)
- 210c. Social Ad Campaign ($175)
- 211c. Social Engagement ($175)
- 212c. Social Branding Campaign ($175)
- 213. Social Content
- 214. Social Video
- 215. Facebook Site
- 216. Facebook Engagement
- 217. LinkedIn Site
- 218. Twitter Site

**Web Video**

- 219. Twitter Engagement
- 220. Instagram Site
- 221. Snapchat Filter
- 222. Influencer Content
- 223c. Viral Marketing Campaign ($175)
- 224. YouTube Video
- 225. Other ________

**E-Communication**

- 226. Blog Overall
- 227. Blog Single Post
- 228. Home Page
- 229. Landing Page
- 230. Intranet
- 231. Podcast
- 232. Portal
- 233. Microsite Event
- 234. Microsite Information
- 235. Microsite Product
- 236. E-Commerce
- 237. Benefits Module
- 238c. E-Learning ($175)
- 239c. Games, Contests ($175)
- 240. Infographic
- 241. Streaming Video
- 242. Webcast
- 243. Webmercial
- 244. Web Display Ad (Pop-Ups, Banners etc.)
- 245c. Web Advertising Campaign ($175)
- 246. Other ________

## Writing

- 247. Educational
- 248. Event
- 249. Nonprofit
- 250. Informational
- 251. Marketing
- 252. Medical
- 253. Overview
- 254. Self Promotion
- 255. Training
- 256. YouTube Video
- 257. Other ________

## Video/Audio

**Television (Broadcast & Cable)**

- 258. Program
- 259. Promotion
- 260. PSA
- 261c. PSA Campaign ($175)
- 262. Single Spot
- 263c. Campaign ($175)
- 264. Other ________

**Video/Film**

- 265. Corporate Image
- 266. Educational Institution
- 267. Fund Raiser
- 268. Government
- 269. Informational
- 270. Internal Communication
- 271. Marketing Product or Service
- 272. Medical
- 273. Meeting Open/Close
- 274. Nonprofit
- 275. Other ________
2019 CATEGORIES
DEADLINE SEPTEMBER 12

301. Powerpoint Presentation
302. Recruitment
303. Special Event
304. Student Produced
305. Training
306. Video Script
307. Other _____

DIGITAL VIDEO CREATION
308. Animation
309. Motion Graphic Video
310. White Board Video
311. Virtual Tour
312. Virtual / Augmented / Mixed Reality

AUDIO/RADIO
313. Original Music
314. Podcast
315. Radio Program
316. Radio Promotion
317. Sports
318. PSA
319c. PSA Campaign ($175)
320. Single Spot
321c. Campaign ($175)
322. Other ________________

NEW CATEGORY
My project doesn’t fit any of the categories. ($175)
323c. Other _____ ($175)

PRO BONO
AMCP recognizes the talents and generosity of the creative community by not charging for work produced pro bono for outside nonprofits. Multiple pieces such as a brochure, website, video, etc. for the same client count as one entry. You can have up to three pro bono clients. You will be judged on creativity and the extent of your effort. If you want to submit pro bono work only, you must pay the regular entry fee.
324. Pro Bono