Recognizing The Best Educational Websites, Digital Content, Electronic Communications & Mobile Media
Education Digital Marketing Awards
Call for ENTRIES

INSTRUCTIONS

1. All qualified entries must relate to educational marketing and comply with the competition's requirements.

2. There is no limit to the number of entries an institution or agency may submit.

3. **ONLINE ENTRIES:** Go to **www.educationdigitalmarketingawards.com** to enter online.

4. **FAX ENTRIES TO: 770-457-4606**

5. **SHIP OR MAIL IN ENTRIES: TWO COPIES** of the registration form must be attached to each entry. (Registration form may be photo copied.)
   Package: Please place all your entries and payment in one shipping package. One payment for all your entries should also be included in an envelope marked **ENTRY PAYMENT**.

6. **Deadline Dates/Fees:**
   $50 Regular Rate must be submitted before October 1, 2013.
   $60 Late Entry must be submitted by October 30, 2013.

7. **Make checks payable to:**
   Education Digital Marketing Awards
   (Place check or credit card payment in envelope marked "Entry Payment.")

7. Address entry package to:
   Education Digital Marketing Awards
   3180 Presidential Drive, Suite K
   Atlanta, GA 30340

9. Entries cannot be returned and become the property of ***Higher Education Marketing Report***.

WEB SITE: If your website is not complex, a URL may be submitted. If it is complex, please put the URL on a flash drive or CD disk so the judges may copy and paste the URL.

MEDIA/SOCIAL MEDIA: May be submitted: online at our website, on a disk, Flash Drive, PDF or Website address. New Media includes: podcasts, pop-up advertising, E-mail blasts, and flash media. Social Media includes: Facebook, Twitter, Pinterest, Linkedin, Google+, blog sites, and other social media.

TOTAL DIGITAL MARKETING PROGRAMS: Multi-media campaigns must use at least two mediums.

Judging

Each entry submitted in the Education Digital Marketing Awards will be evaluated against other entries in the same group and category by a national panel of marketing, advertising, and academic professionals. Judging is based on overall creativity, marketing execution, message impact, technology application and innovative content.

Awards

Gold, Silver, Bronze and Merit awards will be given. Duplicate awards may be ordered for a fee following receipt of award. Copies of the certificates will be sent to **BOTH** the winning institution and the advertising agency.

Notification

Winners in the **Education Digital Marketing Awards** will be posted on our web site on **December 15, 2013**.

Web address is www.educationdigitalmarketingawards.com
For Questions Call 770-457-6106

REGISTRATION

Entry # _____
(For Official Use)

1. Please type or print all information below. Make sure everything is complete and correctly spelled.
2. Attach **TWO** copies of the registration form to each entry submitted. (Entry form may be photocopied.)
3. **IMPORTANT:** Be sure you have marked the GROUP and CATEGORY information.
4. Place your entry payment in a separate envelope that's easily visible upon opening your package.

ENTRY TITLE _____
(Name/Title/Headline of Piece Being Entered)

URL (Web Address) _____

☐ Flash Drive or CD Enclosed

Please note that if there is password protection to access your site, you must provide the password.

INSTITUTION _____

Contact _____

Title _____

Delivery Address _____

Mail Code _____

City _____ State _____ Zip _____

Telephone _____ E-Mail _____

ADVERTISING AGENCY _____

Contact _____

Title _____

Delivery Address _____

City _____ State _____ Zip _____

Telephone _____ E-Mail _____

SEND TO: EDUCATION DIGITAL MARKETING AWARDS
3180 Presidential Drive • Suite K • Atlanta, GA 30340

OR FAX YOUR ENTRY TO: 770-457-4606

ENTRY FORM

GROUPS

Four Year Institution

- ☐ Institution Enrollment under 2,000
- ☐ Institution Enrollment 2,000-4,999
- ☐ Institution Enrollment over 20,000
- ☐ Institution Enrollment 5,000-9,999
- ☐ Institution Enrollment 10,000-19,999

Two Year Institution

- ☐ Institution Enrollment under 2,500
- ☐ Institution Enrollment 2,500 to 7,500
- ☐ Institution Enrollment 7,500 to 15,000
- ☐ Institution Enrollment over 15,000

Other

- ☐ Graduate or Professional School (Medical, Dental, Law School, MBA, MS, MA, Architecture, Engineering, MDA, etc.
- ☐ Continuing Education
- ☐ Secondary and Private Schools (K-12)
- ☐ Multi-State/National Education Institution
- ☐ Other Educational Institutions (Associations, Consortiums, Societies Government Agencies, Trade Groups, etc.)

CATEGORIES

1. ☐ Institutional Website (.edu, .ca or .org)
2. ☐ Institutional Intranet Site
3. ☐ Admissions Website or Microsite
4. ☐ Social Media Content (Facebook, Twitter, Linkedin, Pinterest, Google+, etc.
5. ☐ New Media Content
6. ☐ Mobile Media Content
7. ☐ Social Media Hub
8. ☐ Online Course Content/Class Schedule
9. ☐ Annual or Community Report
10. ☐ Athletic Website
11. ☐ Student Portal
12. ☐ Faculty Portal
13. ☐ Development Website
14. ☐ Alumni Website
15. Blog Sites:
    - **15A.** ☐ Student Blog Site
    - **15B.** ☐ Faculty Blog Site
    - **15C.** ☐ Alumni Blog Site
    - **15D.** ☐ Other Blog Site
16. ☐ QR Code Content
17. ☐ Employee or Staff Recruitment
18. ☐ Microsite
19. ☐ Online Publications (Magazine, Newsletters, etc.)
20. ☐ Digital Video (Long Form or Short Form/YouTube)
21. ☐ Institutional Directory
22. ☐ Electronic Advertising
23. ☐ Rich Media
24. ☐ Streaming/On Demand Content
25. ☐ Online Display Ad
26. ☐ Miscellaneous Interactive Media
27. ☐ Total Digital Marketing Program (Interactive Media-Two or More Electronic Channels)

ENTRY DEADLINE:
October 1, 2013
LATE ENTRY DEADLINE:
October 30, 2013

PAYMENT

Entry Fee:
$50 per entry if submitted by October 1, 2013
$60 per entry if submitted after October 30, 2013
Make checks payable to: Education Digital Marketing Awards

☐ My check is enclosed ☐ My check is being sent under separate cover
☐ Charge by: VISA®/MasterCard®/American Express

Name on Card_____

Card Number_____

Expiration Date_____ Dollar Amount $_____

FEI #58-1581819

Please Fax Receipt to:_____
FAX NUMBER

Education Digital Marketing Awards

Higher Education Marketing Report, the most widely read publication for educational marketers, invites you to enter the **Education Digital Marketing Awards**.

The **Education Digital Marketing Awards** recognizes the best educational websites, digital content, electronic communications, mobile media and social media.

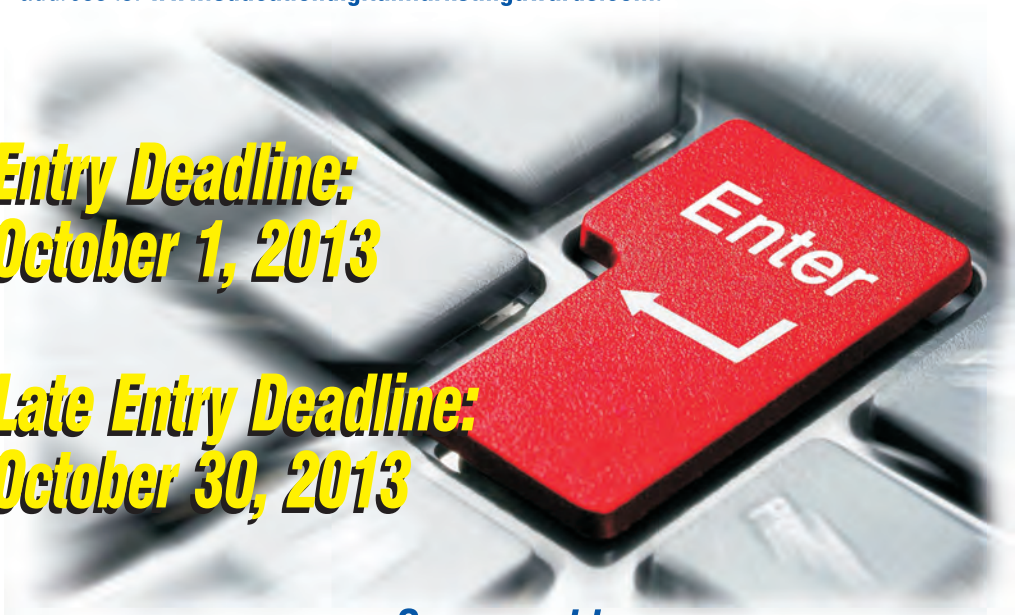
As an education marketing professional, the **Education Digital Marketing Awards** gives you the opportunity to test your programs and content against the best in the country. A national panel of industry specialists will review each piece; judging creativity, marketing execution, message impact, technology application and innovation content.

Entries must be submitted no later than **October 1, 2013** for the regular rate. Late entry deadline is **October 30, 2013**. If you have any questions concerning the awards, please contact our office at **770-457-6106**.

There are 30 categories and 14 groups that will be judged. There is no limit to the number of entries you may submit. Simply follow the directions entering online, faxing entry or packaging your materials properly to ship in your entry. Remember, the awards are judged by industry specialists. Therefore, the overall presentation should demonstrate professional care and consideration.

Award certificates will be given to those entrants whose programs and materials display exceptional quality, creativity and message effectiveness. Our judges will also present a select number of "Best of Show" awards. These are special commendations given to entrants whose work exhibits the highest standards of excellence.

All entrants, both institution and agency, will receive an email announcing the winners list. **Winners will also be posted on our web site on December 15, 2013.** Our web site address is: **www.educationdigitalmarketingawards.com**.



Entry Deadline: October 1, 2013

Late Entry Deadline: October 30, 2013

Sponsored by

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HIGHER EDUCATION MARKETING REPORT

Announcing the

Education Digital Marketing Awards

- Sponsored by **Higher Education Marketing Report**. The most widely read educational marketing journal for over 28 years.
- Easy to enter, simple instructions with no documentation required. Affordable entry fees.
- For awards rules, entry instructions and registration/ entry form go to **www.educationdigitalmarketingawards.com**
- Awards will be granted for 30 categories and 14 educational groups.

- Gold, Silver, Bronze and Merit awards will be awarded.
- Open to all educational institutions.
- Enter your best work and see how it competes against the best in the country.

Higher Education Marketing Report
3180 Presidential Drive
Suite K
Atlanta, GA 30340

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