Fourth Annual

EDU Digital Marketing Awards

CALL for ENTRIES

INSTRUCTIONS

1. All qualified entries must relate to educational marketing and comply with the competition's requirements. Entries must have been run or produced in 2015 or 2016.

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

3. **SUBMITTING ONLINE ENTRIES:** Please completely fill out the online registration form. Online entries may be paid through PayPal or request an invoice.

4. **MAILING ENTRIES:** If your entry can not be submitted with an online link, you can put files on a flash drive. **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.
   PAYMENT: One payment for all your entries should also be included in an envelope marked **ENTRY PAYMENT**.
   Address entry package to:
   EDU Digital Marketing Awards
   1225 Johnson Ferry Road
   Suite 560A
   Marietta, GA 30068

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

6. **Deadline Dates/Fees:**
   $30 Early Bird Rate must be submitted by September 16, 2016.
   $40 Regular Rate must be submitted before October 7, 2016.
   $50 Late Entry must be submitted by November 4, 2016.

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

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

Judging

Each entry submitted in the EDU 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 **EDU Digital Marketing Awards** will be posted on our web site on **December 15, 2016**.

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: EDU DIGITAL MARKETING AWARDS
1225 Johnson Ferry Road • Suite 560A • Marietta, GA 30068

OR FAX YOUR ENTRY TO: 770-457-4606
Email to: info@hmrpublicationsgroup.com

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)

Early Bird-September 16, 2016
Regular Deadline-October 7, 2016
Late Entry Deadline-November 4, 2016

PAYMENT

Entry Fee:
$30 per entry if submitted by September 16, 2016
$40 per entry if submitted by October 7, 2016
$50 per entry if submitted after November 4, 2016
Make checks payable to: EDU 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

Fourth Annual

EDU Digital Marketing Awards

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

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

As an education marketing professional, the **EDU 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.

Enter for $30 Only by Sept. 16th

New–Early bird entry rate of only $30 for entries received by September 16, 2016. Entries must be submitted no later than **October 7, 2016** for the regular rate of $40. Late entry deadline is **November 4, 2016**. 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.

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, 2016.** Our web site address is: **www.educationdigitalmarketingawards.com**.

Entry Deadline: October 7, 2016
Late Entry Deadline: November 4, 2016

Sponsored by

HIGHER ED MARKETING

HIGHER EDUCATION MARKETING REPORT

A Partial List of Previous EDU Digital Marketing Awards Winners:

Arkansas Tech University
Amherst College
Ashland University
Barry University
Bethany College
Baton Rouge Community College
Becker College
Benedictine University
Boise State University
Butler University
California Institute of Technology
Carnegie Mellon University
Chapman University
Clarkson University
College of Charleston
College of William & Mary
Colorado State University
Concordia College
Cuyahoga Community College
Dallas Community College District
Davidson College
Durham College
Duquesne University
Emory University
Excelsin College
Florida State University
Friends University
Georgetown University
George Washington University
Georgia State University
Glendale Community College
Indiana State University
Indiana Tech
Indiana Wesleyan University
Jacksonville State University
Jamestown Community College
Kalamazoo College
Kent State University
Lasell College
Lawrence University
Liberty University
Lone Star College
Loyola University New Orleans
Macomb Community College
Mercer University
Middelsex Community College
Midwestern University
Mississippi College
Mitchell College
Monmouth University
Moraine Valley Community College
Morgan State University
Morehead State University
Neumann University
New England College
New York University
North Carolina State University
Northern Arizona University
Northern Illinois University
Northwestern University
Olin College of Engineering
Penn State University
Pepperdine University
Philadelphia University
Point Park University
Purdue University
Queens College
Radford University
Regent University
Rice University
Rutgers University
Sacred Heart University
Saint Xavier University
Samford University
Seton Hill University
Slippery Rock University
Southern New Hampshire University
Southwestern Illinois College
St. Catherine University
Stephen F. Austin State University
Stevenson University
St. George's University
St. John's University
St. Lawrence University
Suffolk University
Suny Oswego
Suny Vister
Texas Christian University
Texas Tech University
Texas Wesleyan University
Troy University
Tulane University
Union University
University of Alaska Southeast
University of Alberta
University of Baltimore
University of British Columbia
University of Central Missouri
University of Connecticut
University of Denver
University of Idaho
University of Illinois at Chicago
University of Iowa
University of La Verne
University of Maryland
University of Mary Washington
University of Michigan
University of Missouri
University of Nebraska
University of New Haven
University of North Dakota
University of North Texas
University of Notre Dame
University of Oregon
University of Pennsylvania
University of Pittsburgh
University of Saint Joseph
University of South Carolina
University of Southern California
University of St. Thomas
University of Tennessee & Chattanooga
University of West Georgia
University of Wisconsin-Milwaukee
Utah State University
Utah Valley University
Vanguard University
Wichita Area Technical College
Winona State University
Yeshiva University