



# 16<sup>TH</sup> ANNUAL REGAL AWARDS

*Presented by the Sales & Marketing Council*

## Advertising Entry Form

**DEADLINE FOR ENTRIES: February 8, 2008 at 3:00 p.m.**

**ELIGIBILITY REQUIREMENTS:** *Entrant must be a current Member of the Home Builders Association of Delaware. Product continually offered throughout 2007 is eligible.*

### Definitions

1. Multi-Family: Includes apartments and townhouses (not condos).
2. Resort: Includes a community that provides recreation and entertainment especially to the vacation life-style or second home buyer.
3. Custom: Custom homes are considered homes that feature floor plans that are not offered for sale in a subdivision or community.
4. Sales Price:
  - a. The Sales Price for Interior & Exterior Merchandising and any Best Home Category is calculated based on the last published base price of the model entered as of December 31, 2007.
  - b. The Sales Price for a Community of the Year or Best Brochure for a Community entry is calculated based on the last published base price of each home in that community as of December 31, 2007.

**JUDGING CRITERIA:** *Judged based on visual impact, originality, copywriting and overall graphic design (including paper selection, color scheme, etc.) including effectiveness in positioning the company or product and desired image and message to the target market.*

**Application Fee – \$100 per entry**

Please indicate the appropriate category for this entry form:

### BEST BLACK & WHITE PRINT AD

101. Best Black & White Print Ad – Associate Member

- 102. Best Black & White Print Ad for a Community
- 103. Best Corporate Black & White Print Ad
- 104. Best Black & White Print Ad for a Masterplanned Community

**BEST COLOR PRINT AD**

- 105. Best Color Print Ad – Associate Member
- 106. Best Color Print Ad for a Community
- 107. Best Corporate Color Print Ad
- 108. Best Color Ad for a Masterplanned Community

**BEST DIRECT MAIL PIECE**

- 109. Best Direct Mail Piece – Associate Member
- 110. Best Direct Mail Piece – Builder

**BEST BROCHURE**

- 111. Best Brochure – Associate Member
- 112. Best Brochure for a Multi-Family Community
- 113. Best Brochure for an Active Adult Community
- 114. Best Brochure for a Community with an Average Sales Price under \$250,000
- 115. Best Brochure for a Community with an Average Sales Price \$250,001 – \$350,000
- 116. Best Brochure for a Community with an Average Sales Price \$350,001 – \$500,000
- 117. Best Brochure for a Community with an Average Sales Price \$500,001 – \$750,000
- 118. Best Brochure for a Community with an Average Sales Price over \$750,001
- 119. Best Corporate Brochure
- 120. Best Brochure for a Custom Builder

**BEST BILLBOARD**

- 121. Best Billboard Ad – Associate Member
- 122. Best Billboard Ad – Builder Member

**BEST IMAGE CAMPAIGN**

- 123. Best Image Campaign – Associate
- 124. Best Image Campaign – Builder

Company Name  
Mailing Address  
City, State & Zip  
Principal or Officer  
Contact Person  
Phone  
Fax  
E-mail  
Name of Ad/Brochure or Campaign  
Name of Design Agency a/o Graphic Design Agency  
Production Cost per Piece  
Total Number of First Run

**Marketing Statement**

*In 200 words or less explain how the piece was designed to convey information and appeal to the designated target market. This statement should be targeted towards a Regal Award Judge.*

**Quick Descriptor**

*In 75 words or less write a quick descriptor of the entry. \*If entry wins, this will be used along with one image of the entry in the Regal Award supplement inserted in The News Journal. We encourage you to write this with the mindset that a consumer will be reading this, not a judge.*

**Submission Requirements:**

- *Three (3) copies of the completed entry form.*
- *Four (4) hard copies of the entered piece. Do not mount.*
- *1 (100 DPI – TIFF or JPEG) image of piece on CD.*
- *A brief marketing statement (max. 200 words) explaining how the piece was designed to convey information and appeal to the designated market.*
- *A 75 word paragraph descriptor of your entry. (If your entry wins this will be used in the News Journal special tabloid section featuring all Regal Award winners).*