



16TH ANNUAL REGAL AWARDS

Presented by the Sales & Marketing Council

Electronic Media & Technology 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.*

JUDGING CRITERIA: *Judging based on technical production, ease of use, sales approach, creativity and marketing penetration.*

Application Fee – \$100 per entry

Please indicate the appropriate category for this entry form:

BEST RADIO AD

- 125. Best Radio Ad – Associate
- 126. Best Radio Ad – Builder

BEST TELEVISION AD

- 127. Best Television Ad – Associate
- 128. Best Television Ad – Builder

BEST WEBSITE

- 129. Best Website under \$5,000 – Associate
- 130. Best Website over \$5,000 – Associate
- 131. Best Website for a Local Builder (built in no more than 2 states in 2007)
- 132. Best Website for a Regional Builder (built in no more than 4 states in 2007)
- 133. Best Website for a National Builder (built in more than 4 states in 2007)
- 134. Best Website for a Custom Builder (built less than 20 homes in 2007)

135. Best Website for a Community (with multiple builders)

BEST USE OF NEW MEDIA OR TECHNOLOGY

136. Best Use of New Media and Technology – Associate

137. Best Use of New Media and Technology – Builder

Company Name

Mailing Address

City, State & Zip

Principal or Officer

Contact Person

Phone

Fax

E-mail

Name of Campaign

Name of Design Agency or Producer

Production Cost of Radio or Television Ad or Website

Average Spot Cost to Run Ad

Web Site Address

Name of Web Site

Marketing Statement

In 200 words or less explain how the site was designed to convey information and appeal to the designated target market. This piece 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:

Radio Ad

- *Three (3) copies of the completed entry form.*
- *MP3 or Wav file of radio spot.*

- *One (1) (100 DPI – TIFF or JPEG) image of the company logo*
- *A brief marketing statement (max. 200 words) explaining how the ad 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.*

Television Ad

- *Three (3) copies of the completed entry form.*
- *MP3 or Wav file of TV ad – or DVD (formatted to view on Windows Media Player)*
- *One (1) (100 DPI – TIFF or JPEG) image of the company logo*
- *A brief marketing statement (max. 200 words) explaining how the ad 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.*

Website

- *Three (3) copies of the completed entry form.*
- *Address of website.*
- *One (1) (100 DPI – TIFF or JPEG) image of the splash page or home page.*
- *A brief marketing statement (max. 200 words) explaining how the site 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.*

New Media or Technology

- *Three (3) copies of the completed entry form.*
- *Auxiliary materials as required to demonstrate or explain the entry. (Call the HBA/DE office for clarification)*
- *One (1) (100 DPI – TIFF or JPEG) image of piece*
- *A brief marketing statement (max. 200 words) explaining how the technology 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.*