



BEST SPOTS OF THE MONTH – 2007 CALL FOR ENTRIES

Adweek's editors meet monthly to review the best new US television commercials. To submit work for consideration, please follow the instructions below.

Spots are eligible if they aired on television in the US for the first time that month and are only eligible in that first month. There is NO FEE to submit work, and you may submit as many spots as you like. Pro Bono work is NOT eligible.

Our preferred format for submissions is DVD, though you may also submit on 3/4" NTSC video. All submissions for your company must be submitted on ONE DVD or reel. Be sure to include a sequence list of the submitted spots. Do not include slates. There must be 2 seconds of lead time before each spot. If you're submitting on DVD, you need to provide "Play All" and individual spot search options. If you're submitting on video, please provide bars and tones at the front of the tape.

There are no entry forms, but the following information MUST be provided for each spot:

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|-------------------------|---------------------|--------------------------------------|
| 1.Contact Name/Company | 7.Agency/Location | 12.Production Company/Location |
| 2.Contact Phone # | 8.Creative Director | 13.Director |
| 3.Contact email address | 9.Art Director | 14.Director of Photography |
| 4.Advertiser | 10.Copywriter | 15.Editor (person & Company) |
| 5.Spot Title | 11.Agency Producer | 16.Music/Sound Design (person & Co.) |
| 6.First Air Date | | 17.Principal Performers |

The monthly deadlines are as follow (and please note there are NO extensions!):

<u>Month</u>	<u>Deadline</u>	<u>Month</u>	<u>Deadline</u>
January 07	2/02/07 (F)	July 07	7/31/07 (T)
February 07	2/28/07 (W)	August 07	9/04/07 (T)
March 07	4/02/07 (M)	September 07	10/01/07 (M)
April 07	4/30/07 (M)	October 07	11/02/07 (F)
May 07	6/01/07 (F)	November 07	12/03/07 (M)
June 07	7/02/07 (M)	December 07	12/31/07 (M)

Send materials to: Adweek's Best Spots of the Month
770 Broadway
New York, NY 10003
Attn: Nancy Sobel

Winners will be notified upon selection.

If you have any questions, please contact Nancy Sobel.
Phone: 646-654-5218. Email: nsobel@adweek.com

All entries become the property of VNU Business Media ("VNU"). By submitting an entry, applicant represents and warrants that it owns or has secured all necessary rights for VNU to use the entry and all underlying material included in the submitted entry. Applicant grants VNU the right to use all or any portion of the entry in any media for the purposes of news, critique, comparison and illustration.