

Best Print Design/Marketing Brochure

(Note: You may NOT submit for Best Print Design/Marketing Brochure if entry has won in the past 2 years)

Name of Development/Company: _____
(as you would like it to appear on award)

Select One: Production Builder Custom Builder Realtor Lender Attorney

Submit a MARKETING STATEMENT in 250 words or less describing the objectives, target market, and design concept of the advertisement, marketing piece or direct mail piece. Include data on qualified traffic and/or sales it generated, and a list of publications where the ad was used, or distribution statistics.

Entry Checklist

- _____ Marketing Statement in clear protective sheet included in entry presentation binder
- _____ An original of the advertisement copy in clear protective sheets included in entry presentation binder
- _____ Category Entry Form in clear protective sheet as the **first page** in entry presentation binder
- _____ Registration Sheet placed in the **front cover** of entry presentation binder
- _____ Entry Fee

Judging Criteria

A printed advertisement in color or black and white, a printed marketing piece, or a direct mail piece. Judged on concept, copy, layout, overall design, and execution as it related to a specified target market, and qualified traffic it generated.