



ELIGIBILITY & SUBMISSION Requirements for 2023-24

- The Rockies Creative Awards Competition -

Welcome to the Idaho Advertising Federation's annual creative awards competition: The Rockies.

Our show takes you a step higher in professional recognition of your creative talent and energy in the past year.

The Rockies competition is unique among advertising award shows, created for and by the advertising community in Idaho and not subordinate to any other competition. The Rockies recognize creative excellence at elevated levels throughout the scope of competition:

Citations of Excellence recognizes individual achievements of Entrants

Silver Rockies are awarded to outstanding entries judged as Best of Category

Gold Rockies are presented to single entries judged to be the Best of Class

Best of The Rockies is presented to the single entry judged as Best of Show

All entries judged as Gold or Silver Rockies are also eligible for entry into Northwest creative competition of the American Advertising Awards. All IAF Gold Rockies are automatically forwarded into Northwest competition, courtesy of IAF and the Boise Advertising Federation. Winners of Silver Rockies, however, pay a separate entry fee for any Silver Rockies they wish to submit for the Northwest competition. All winners in The Rockies receive a list of their Gold and Silver Rockies prior to Northwest competition deadlines.

ELIGIBILITY REQUIREMENTS

All work submitted into The Rockies competition must be original creative that has been published or aired for the first time between January 1, 2023, and December 31, 2023. Entrants need not be a member of IAF.

- Any advertising entry produced by (or on behalf of) any individual, advertiser, advertising or design agency, advertising media, or production company within Idaho is eligible for the competition.
- Entries must be entered into the correct category and be correctly identified.
- Entries must be submitted online with corresponding creative file(s). *NEW: All entries must include a digital submission.*
- Entries must conform to defined submission requirements as detailed herein and meet all eligibility and deadline requirements.
- The Rockies Creative Awards Competition is intended to recognize originality and the execution of creative concept(s). Material not created or produced by the entrant may appear in the entry but will be considered as such when judged.
- Entries of syndicated concepts that are not originated by the entrant are expressly prohibited.
- All entries submitted into competition become the property of Idaho Advertising Federation with right of publication for The Rockies Creative Awards Competition and exhibition in The Rockies Award Show.

QUALIFICATIONS OF COMPETITION

- Entrant must be either the client, or party responsible for creative direction and production of entry as specified in each category. In the event of duplicate submission of entries, entrant will be designated in the following order: **1) Client, 2) Agency, 3) Producer, and 4) Individuals.**
- Entries submitted with creative content that was not first published or aired during year of competition or is deemed to be substantially the same creative content as entered prior year(s) may be disqualified.
- With exception of Complete Campaigns and Elements of Advertising, no material may be entered in more than one Category, and each entry requires a separate set of materials with additional entry fee.
- All entries must conform with applicable copyright law and not infringe any copyright.
- Any entry that does not adhere with generally accepted professional standards of advertising including plagiarism or profanity of content does not qualify for competition.
- Any entry that does not meet all submission requirements of a specific Category may be moved into a more appropriate Category for competition or, alternatively, entry may be disqualified.
- All reclassification and/or disqualification decisions of IAF will be final.

HOW TO ENTER

1. Visit and register as an Entrant at <https://boiseadfed.submittable.com/submit>.
2. You will be directed to the competition site to register with the Submittable platform. Review the category list to find where your work should compete, select the respective entry form, and follow the simple drop-down menus and fields to enter your information. Make sure you credit the members of your creative team and production partners, so they will be recognized properly. Submission of entries acknowledges the right of the IAF to use them for publication or exhibition and marketing of The Rockies Awards Show.
 - Please read through your submissions carefully before submitting on the BAF submissions website. Any information listed on the submission site may be printed on an award should your entry win in the Category.
 - Crediting work – Space is provided on the submissions website to credit the appropriate people who work on the project. Please take the time to fill this out and credit each creative talent personnel involved.
 - Entrants will receive an email confirming each submission. Your submissions can be accessed within the Submittable user dashboard.

COMPETITION DATES

- Monday, January 8, 2024 — Submission window opens
- Wednesday, January 31, 2024 — Early Entry deadline closes at 11:59 PM (Mountain Time Zone)
- Friday, February 16, 2024 — Final Entry deadline at 11:59 PM (Mountain Time Zone)
- Monday, February 26, 2024 - Saturday, March 2, 2023 – Rockies Virtual Judging
- Friday, March 8, 2024 - Gold and Silver Recipients notified
- Saturday, April 6, 2024 – The Rockies Award Show

ENTRY SUBMISSIONS

- All entries must be entered online via the submission website: <https://boiseadfed.submittable.com/submit>
- Entries should have no reference as to the agency that is submitting the work
- For 2022-23 only digitally submitted entries will be accepted

SUBMISSION DETAILS BY MEDIA

TELEVISION & VIDEO SUBMISSIONS:

- No physical entry is possible beyond the online file submission. TV and Video files should be .MP4 format and should not exceed 400 MB per file and a total of 800 MB per submission. File names should match the Entry Classification, Category and Entry Title.

NOTE: TV Budget parameters are based on the total budget/cost to produce the commercial(s) to reflect how much an advertiser would pay for the production of the commercial(s) as submitted, not based on an average production cost per spot from which multiple edits utilizing the same footage are produced.

Single Entry File Name Format: **Classification_Category#_EntryTitle**

Example: Television_2_ChallengeAccepted.mp4

Campaign File Name Formatting: **Classification_Category#_EntryTitle_File#**

Examples: Television-8_NorthIdaho30_1.mov, Television-8_NorthIdaho30_2.mov

RADIO SUBMISSIONS:

- No physical entry is possible beyond the online file submission. Radio files should be .MP3 format and not exceed 400 MB per file and a total of 800 MB per submission. File names should match the Entry Classification, Category and Entry Title.

Single Entry File Name Format: **Classification_Category#_EntryTitle**

Example: Radio-15_RealTalk.mp3

Campaign File Name Formatting: **Classification_Category#_EntryTitle_#**

Examples: Radio-16_GetGold_1.mp3, Radio-16_GetGold_2.mp3

PRINT AND COLLATERAL SUBMISSIONS:

- Submit digital entries for each Category in these Classifications.
- File name(s) should be labeled using the following naming convention:

Campaign_Category#_EntryTitle_1of#

■ *Example:PublicService_104_TripleThreat_1of1.pdf.*

DIGITAL ADVERTISING SUBMISSIONS:

- Entries for all Categories within the Digital Advertising Classification will require a digital submission only. Judging of these entries will be done online, using the digital content provided via URL or by JPEG screenshots during the online entry process.
 - Websites - Submit a digital video summary of 3 minutes or less, which must be digitally uploaded by the entrant (not via URL). This video should demonstrate the design and functionality of the site as well as the most important user benefits and attributes of the entry. *NOTE: The Rockies judges will not be given access to the URL or screenshots, but URL and screenshots will be judged should the entry be*

forwarded into Northwest competition.

- URLs should not require any username or password for access. In cases where this may already exist, the entrant should create an independent URL for this competition.
- Social Media — Entries must be submitted via URL and display within the original platform in which it was delivered. Supporting screenshots will be accepted.
- URLs, banners, and menus must not contain any references to the entrant unless it is under the Self-Promotion Category.
- Banners — Host all banners under one URL, but if not possible, then screenshots are acceptable (.png, .pdf, .jpg).
- Apps, Games & Virtual Reality - Entries will be judged using a digital video summary of 3 minutes or less, which must be digitally uploaded by the entrant (not via URL).
- File name(s) should be labeled using the following naming convention:
Campaign_Category#_EntryTitle_1of#
 - *Example:PublicService_104_TripleThreat_1of1.pdf.*

COMPLETE CAMPAIGN SUBMISSIONS:

Complete Campaigns must utilize two or more media. The maximum number of components per media is four, and the total number of campaign components must not exceed nine. All components of the campaign must be entered together.

Please Remember:

You may accompany your entry with a summary video or brief explanation of the way it was used in advertising or how elements were employed to achieve impact.

- Summary Video - please see submission details for Television/Video.
- Brief Explanation - Information should be provided in the “Executive Summary” field. Do not use copy that would identify the entrant other than the information supplied on the official entry forms. Submit all components in one package with the online entry form attached to the outside of the package.

NOTE: Entries within the Complete Campaign Classification may also be entered in other individual Categories of the competition, provided a separate set of materials is submitted for each separate Category and entry fees are paid per entry.

FOR CAMPAIGN PURPOSES - File name(s) should be labeled using the following naming convention:
CompleteCampaign_Category#_EntryTitle_1of3

*Example: CompleteCampaign_113_TripleThreat_1of3.pdf, CompleteCampaign_113_TripleThreat_2of3.pdf,
CompleteCampaign_113_TripleThreat_3of3.pdf.*

PAYMENT FOR ENTRIES

The Boise Advertising Federation must receive all payments for entries by **February 16, 2023** to be eligible for the competition. Payment must be made via the Submission platform at the time of each finalized entry.

ENTRY FEES

Local entry fee information is available on the website. Since there is often a substantial savings in entry fees for IAF members, you should consider joining your local organization. Benefits of membership include personal and professional development through regular meetings and workshops; networking opportunities; a voice in legislative issues; and member discounts on business related services.

2023-24 Entry Fees		Early Bird Window	Regular Window
IAF/BAF Member	Single Entry	\$40	\$55
IAF/BAF Member	Campaign Entry	\$50	\$65
Non-Member	Single Entry	\$65	\$80
Non-Member	Campaign Entry	\$75	\$90
Student	Single Entry	\$20	\$20
Student	Campaign Entry	\$20	\$20

QUESTIONS regarding clarifications as to any of The Rockies Eligibility, Qualifications, Submissions, Classifications and Category requirements may be directed to:

Mike Kerby
IAF Chairman
MikeK@c308.com
208.344.1587

QUESTIONS regarding the Submission Platform, Submission Process, Payment or Entry Edit Request(s), please contact:

Alex Chase
BAF Rockies Judging Director
rockiesjudging@boiseadfed.org
208.284.8342