

2014 ENTRY FORM

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Please type or neatly print all information below. Include **two copies** of this form with your entry. Place the entry in an envelope and staple the two copies of the entry form on the outside. Place in larger envelope for mailing.

(For office use)

Name _____ Title _____

Organization _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Award Information: (List the **exact title** of your entry, not a generic term. The title and organization name that you list below will be used on the certificate and winners list should you win an award.)

Entry Title _____

Actual name of the piece

Organization _____

*If different than organization above***Division:** (Check only one)

- ☐ Community Organizations
choose one: ☐ Local/State **or** ☐ National
- ☐ Financial Services
- ☐ Government
- ☐ Healthcare

- ☐ Housing
- ☐ Insurance
- ☐ Media
choose one: ☐ Local/State **or** ☐ National
- ☐ Miscellaneous Organization

Entry Deadline:
May 16, 2014

Category: (Check only one)**Marketing & Communications** (*single item*)

- ☐ Brochure/Booklet
- ☐ Direct Mail
- ☐ TV/Radio Advertising
- ☐ Magazine/Newspaper Advertising
- ☐ Misc. Marketing/Communications
- (Total Programs—Multiple Media)**
- ☐ Marketing/Advertising Campaign*
- ☐ Consumer Campaign/Special Event*

Publications/Editorial (*single item/issue*)

- ☐ Annual Report
- ☐ Article—Magazine/Newsletter/Newspaper
(1 article only, include 3 copies of the article)
- ☐ Book*
- ☐ Brochure/Booklet
- ☐ Calendar
- ☐ Magazine
- ☐ Newsletter/Newspaper
- ☐ Misc. Publication/Editorial

*Additional \$20 fee required for these categories.

Education/Training Programs: (*Multiple Media*)

- ☐ Staff/Inservice Training*
- ☐ Consumer Education Program*

Mature Work & Retirement (*single item*)

- ☐ Brochure/Booklet
- ☐ Advertising—Print/Radio/TV
- ☐ Online/Digital Resource
- ☐ Retirement Education Program *

Art/Design (*single item*)

- ☐ Graphic Design ☐ Logo/Letterhead Design
- ☐ Photograph (*must include older adult*)

Web-based & Mobile Resources

- ☐ Web Site
- ☐ Digital Publication
choose one: ☐ Blog ☐ E-Newsletter
- ☐ Web-based Resource/Tool
- ☐ Mobile Resource
choose one: ☐ Mobile Application ☐ Mobile Web Site
- ☐ Social Media
choose one: ☐ Facebook ☐ Instagram ☐ Pinterest
☐ Twitter ☐ YouTube ☐ Other

Entry Fee: \$ **56.00** + Add'l Fee* (*if applicable*) _____ **TOTAL \$** _____
Fee is per entry. (\$20 additional fee for categories marked with an asterisk*)

Payment: (*Choose method of payment:* ☐ VISA ☐ MasterCard ☐ American Express ☐ Check)
Make checks payable to: **Mature Market Resource Center (MMRC).** Our Federal Tax ID: 36-3559293.

Card Number _____ Exp. Date _____

Security Code (on back of card) _____ Cardholder Name (print) _____

Signature _____

**NEW
ADDRESS**

Mail To:
2014 National Mature Media Awards • c/o Mature Market Resource Center
328 W. Lincoln Avenue, Suite 10 • Libertyville, IL 60048-2725

(Please detach and return, you may photocopy this entry form or download the PDF file at seniorawards.com.)