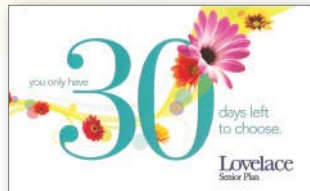


# 2009

# Call for Entries

## 18th Annual National Mature Media Awards<sup>SM</sup>

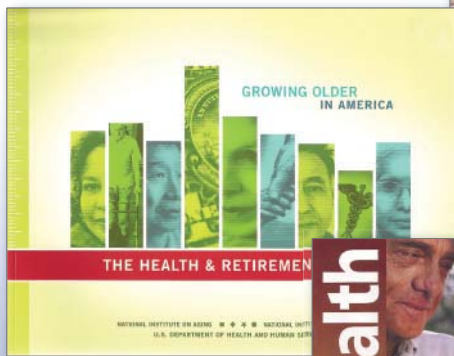
(Selected 2008 Gold & Silver Winners)



Kilmer & Kilmer Brand Consultants



Mather Lifeways



National Institute on Aging

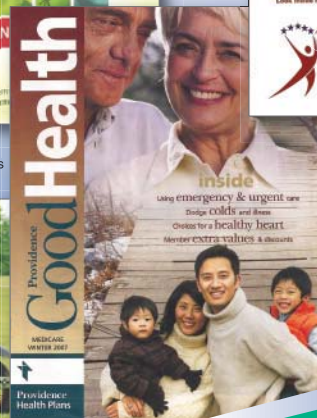
Providence Health Plans



Department of Veterans Affairs



Sunnyside Communities Calendar



Providence Health Plans



Seniority, Inc.

## Deadline Extended: March 13, 2009

The Mature Market Resource Center<sup>SM</sup>  
Presents the **18th Annual**



This is the nation's largest awards program that recognizes the best advertising, marketing, and educational materials produced for older adults.

The awards program is open to all those involved in the production of materials for adults age 50 and over. All materials developed or produced between January 1, 2008 and December 31, 2008 are eligible.

## How to enter...

Complete one entry form for each entry. Choose one Division *and* one Category per entry. You may submit as many entries as you want, but you must pay an entry fee for each submission. You may photocopy the entry form to submit additional entries.

**Include two (2) identical samples of each entry to be judged.**

**Enclose \$49.00 for each entry submitted.** *Certain categories require an extra fee—see entry form for details.* Multiple entries may be paid with one check.

### Entry deadline:

**Complete the entry form and return it to us postmarked by March 13, 2009.**

### Judging:

Entries will be grouped by Division and Category. Using a rating scale of 1 to 100, a panel of mature market experts will judge the entries on creativity, quality, and overall excellence. Scores will be totalled and averaged. Gold, Silver, Bronze, and Merit certificates will be awarded based on these averaged scores. *All judges' decisions are final.* Entries cannot be returned. Winning entries may be used for promotional purposes. Award packets will be sent to winners in June.

### Payment:

*Make checks payable to:*

Mature Market Resource Center

Credit cards accepted—Visa/MasterCard (sorry, no American Express)

### Send all entries to:

2009 National Mature Media Awards Program  
c/o Mature Market Resource Center  
1850 West Winchester Road, Suite 213  
Libertyville, Illinois 60048-5355

All 2009 awards program winners receive a colorful awards certificate, website listing, national publicity, and a one-year license to use the awards program winners' logo with any promotional materials.



**Questions? Call: 1-800-828-8225 • Fax: 847-816-8662**

**E-mail: [info@seniorawards.com](mailto:info@seniorawards.com) • Web site: [www.seniorawards.com](http://www.seniorawards.com)**

# It's easy to enter...

## Choose one Division

- **Community Organizations**  
(Nonprofit Groups, AAAs, Senior Centers, etc.)
- **Consumer Products**
- **Financial Services**
- **Government**  
(State, Local, Federal)
- **Healthcare**  
(Hospitals, HMOs/Managed Care)
- **Housing**  
(Active Adult, Assisted Living, Long-Term Care)
- **Insurance**
- **Media**  
(Television, Radio, Publishing)
- **Travel**
- **Miscellaneous Organization**  
(Any organization not included in the above Divisions)

## Choose one Category

### Marketing Communications:

(A single piece, ad, or spot)

- Brochure/Booklet
- Direct Mail Ad
- Magazine Ad
- Miscellaneous Ad
- Newspaper Ad
- Radio Ad
- TV Ad
- Video

(Total Programs)

- Special Event\*
- Marketing/Advertising Campaign\*
- Public Relations Campaign\*

### Educational/Training Programs:

- Public Service Announcement
- Video (DVD)\*

(Total Programs)

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

**\* Note: There is an additional \$20 fee for these entries.**

### Publications:

(A single piece)

- Annual Report
- Brochure/Booklet
- Calendar
- Magazine (one issue)
- Miscellaneous Publication
- Newsletter (one issue)
- Newspaper/Tabloid (one issue)
- Poster

### Art/Design:

(A single piece)

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

### Editorial:

- Book\*
- Single (1) Magazine/Newspaper/Newsletter Article
- Series of Magazine/Newspaper/Newsletter Articles (same topic)\*
- Radio (single show/segment)
- Speech
- TV (single show/segment)

## Submission Requirements – Please review carefully:

- Please include two (2) identical samples of each entry.
- Software/CD-ROMs will NOT be accepted.
- Please DO NOT mount any print materials.

**Magazine/Newspaper/Newsletter Article and Series Entries**—Submit article(s) only—not entire publication. Photocopies are acceptable.

**Radio/Audio Entries**—Submit CD (one entry per CD).

**TV/Video Entries**—Submit DVD (one entry per DVD).

For Radio/Audio and TV/Video entries only—Submit a statement describing the targeted audience and objective of the entry (no more than 100 words); also include estimated running time.

# Awards Program Entry Form

#  
(Office use)

1. Please type or neatly print all information below.
2. Submit one form per entry—Choose one Division *and* one Category for each entry. Please photocopy this form for additional entries. **Enclose two (2) identical samples of each entry.**

Contact Name \_\_\_\_\_ Contact Title \_\_\_\_\_

Contact Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_ E-mail \_\_\_\_\_

**Award Information:** Please type or neatly print all information exactly as it would appear on the certificate should you win an award. Entry title must be the actual name of the piece – not a generic description.

Entry Title: \_\_\_\_\_

Organization (if different than Contact Organization): \_\_\_\_\_

## DIVISION: (Check only one)

- |  |   |
|--|---|
| <input type="checkbox"/> Community Organizations | <input type="checkbox"/> Housing                    |
| <input type="checkbox"/> Consumer Products       | <input type="checkbox"/> Insurance                  |
| <input type="checkbox"/> Financial Services      | <input type="checkbox"/> Media                      |
| <input type="checkbox"/> Government              | <input type="checkbox"/> Travel                     |
| <input type="checkbox"/> Healthcare              | <input type="checkbox"/> Miscellaneous Organization |

## CATEGORY: (Check only one)

### Marketing Communications:

(A single piece, ad, or spot)

- Brochure/Booklet
- Direct Mail Ad
- Magazine Ad
- Miscellaneous Ad
- Newspaper Ad
- Radio Ad
- TV Ad
- Video

(Total Programs)

- Special Event\*
- Marketing/Advertising Campaign\*
- Public Relations Campaign\*

### Educational/Training Programs:

- Public Service Announcement
- Video (DVD)\*

(Total Programs)

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

### Publications:

(A single piece)

- Annual Report
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- Book\*
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- Radio (single show/segment)
- Speech
- TV (single show/segment)

**\* Additional \$20 fee required; see below.**

**ENTRY FEE:** \$49.00 per entry. (\$20 additional fee for categories marked with an asterisk\*)  
Make checks payable to: **Mature Market Resource Center**,  
or use VISA/MasterCard. Our Federal Tax ID Number: 36-3559293.

**DEADLINE:** Postmarked by **March 13, 2009**

**SEND TO:** 2009 National Mature Media Awards Program  
c/o Mature Market Resource Center  
1850 W. Winchester Road, Suite 213, Libertyville, IL 60048-5355

Entry Fee \$ **49.00** + Add'l Fee\* (if applicable) \_\_\_\_\_ **TOTAL \$** \_\_\_\_\_

**METHOD OF PAYMENT:**  Check Enclosed  VISA  MasterCard (Sorry, Amex not accepted)

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Cardholder Name (please print) \_\_\_\_\_ Signature \_\_\_\_\_

(Please detach and return, you may photocopy this entry form or download from our website: www.seniorawards.com.)



**National Mature  
Media Awards<sup>SM</sup>**

**National Sponsors**



*Advocacy. Action. Answers on Aging.*



AMERICAN  
CUSTOM  
PUBLISHING  
CORPORATION®



Recognizing Innovative Products & Services  
for Older Adults and Their Families.

### **About the New Program**

The Mature Market Resource Center<sup>SM</sup> recognizes innovative products and services with a separate awards program, the *New Product & Technology Awards<sup>SM</sup>*. This companion to our 18-year old *National Mature Media Awards<sup>SM</sup>* honors the world's best technologies, products and services for an aging society.

### **Award Category Examples**

- Websites
- Electronics
- Consumer Products
- Prevention/Health Maintenance
- Housing and Design
- And many more

For a complete list of program categories, the program entry form, criteria and entry fees, please visit the *New Product & Technology Awards<sup>SM</sup>* program website: [www.agingawards.com](http://www.agingawards.com).

### **Entry Deadline—March 13, 2009**

For questions about the *New Product & Technology Awards<sup>SM</sup>*, please contact Chris Behrend, program manager, at 1-800-828-8225. E-mail: [info@agingawards.com](mailto:info@agingawards.com).



[www.seniorprograms.com](http://www.seniorprograms.com)

The Mature Market Resource Center (MMRC), organizer of both the *National Mature Media Awards<sup>SM</sup>* and the *New Product & Technology Awards<sup>SM</sup>*, is a national clearinghouse for the older adult market. Other well-known MMRC programs include: *National Senior Health & Fitness Day<sup>®</sup>*, the *Mature Fitness Awards USA<sup>SM</sup>*, and the *Senior Media Directory<sup>TM</sup>*.

**Visit: [www.seniorawards.com](http://www.seniorawards.com)**

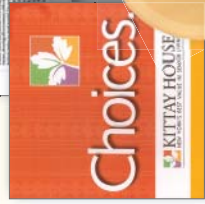
18th Annual

# Call for Entries

## National Mature Media Awards<sup>SM</sup>



AARP Magazine



Martino & Binzer



Zillner Marketing Communications



Alzheimer's Family Services Center

(Selected 2008  
Gold & Silver Winners)

**Gold, Silver, Bronze, and Merit Certificates will be awarded in each of the following Divisions:**

- Community Organizations
- Consumer Products
- Financial Services
- Government
- Healthcare
- Housing
- Insurance
- Media
- Travel
- Miscellaneous



Mature Market Resource Center<sup>SM</sup>  
1850 W. Winchester Road, Suite 213  
Libertyville, IL 60048-5355  
www.seniorawards.com

**IMPORTANT: Timely Material**  
*Please share with others involved  
in your older adult programs.*

PPSRT STD  
U.S. Postage  
PAID  
Permit #1  
Libertyville, IL

## Entry Deadline: March 13, 2009