

# OFFICIAL RULES AND REGULATIONS

**1. ELIGIBILITY:** Promos, commercials, and entertainment features produced and aired after December 31, 2004 and before January 1, 2006 are eligible. Entries must be produced for radio. Entries must be original work written and produced at the radio station, by at least one full-time employee of the radio station, and aired on a station in that market. Entries from production houses owned by station groups or station networks are eligible, but entries must be entered for market rank equal to largest market served by the production house. Entries produced by independent production houses and advertising agencies are not eligible. You do not have to be a subscriber to *Radio And Production* to be eligible.

**2. CATEGORIES:** Awards will be given for the following categories: **Best Promo, Best Commercial, and Best Feature Production.** The Promo and Commercial categories will be broken down into three market sizes or ranks: Markets 1-25, markets 26-100, and markets 101+. The ranking is based upon Arbitron Metro Survey Area rankings. **(International entries: Please provide the population of the market or city served. Ranking will be determined based on market population.)** Promos should not exceed 2 1/2 minutes in length. Commercials should not exceed 60 seconds in length. The Feature Production category will **not** be broken down by market size. Entries for Feature Productions may include produced bits, spoofs, and parodies for on-air use, special programs produced for airplay, and other special productions such as tributes and station "launches." Feature entries should not exceed five minutes in length. Longer entries must be edited to meet the five minute limit. There is no category for IDs/sweepers or commercial and promo campaigns consisting of more than one commercial or promo. Promos that encourage advertisers to "buy radio" should be entered in the Promo category, even if they don't mention a particular radio station. Recruitment spots, such as spots recruiting salespeople or office personnel for the radio station, should be entered in the Commercial category.

**3. DEADLINE:** All entries must be received no later than **January 31, 2006.** This is NOT the date by which you should mail your entries. This is the date on which they are due at Radio And Production offices.

**4. TECHNICAL REQUIREMENTS:** Entries must be received on audio CD (not data). Only one entry per CD.

**5. ENTRY LABELING:** Entries must have the following information on the CD: Your name, station call letters or group, category, and entry title.

**6. AWARDS:** Trophies will be awarded to the winners in the Commercial and Promo categories for all three market ranking categories. Only one trophy will be awarded for the Feature Production category (market ranking does not apply to this category). First and second runners-up in each category will receive a plaque. Certificates will accompany all trophies and plaques. Finalists that don't finish as winners or runners-up will receive a certificate. Trophies, plaques, and certificates will be awarded to the radio station if the winning entry is paid for by the radio station. Otherwise, awards will be awarded to the individual submitting the entry and paying the entry fee personally. Winners will be contacted by e-mail for confirmation of names, titles, credits, etc. to be engraved and printed on the trophies, plaques, and certificates. Additional trophies, plaques, and certificates will be available after the winners are announced.

**7. ENTRY FEES:** A \$25 entry fee must accompany each entry. You may enter as many times as you wish at \$25 per entry. Entry fees are non-refundable. Entry fees are payable to Radio And Production. Entry fees must be paid in U.S. dollars. A single check or money order may be used to pay for multiple entries. Credit cards also accepted.

**8. JUDGING:** Judging will be based on three factors: Technical production technique, creativity/copy writing, and voice talent. A panel of judges selected by *Radio And Production* will perform the preliminary judging and narrow the entries down to the finalists. The finalists will be presented on the March 2006 *RAP CD* and will be accompanied by an official ballot. The ballots and CDs will only be supplied to *Radio And Production* subscribers who will vote for the winners. The winners will be announced in the April 2006 issue of *Radio And Production* and on the *RAP* website at [www.rapmag.com](http://www.rapmag.com).

**9. ENTRY FORMS:** All applicable information must be included on the entry form. Please type or print the information legibly, especially e-mail addresses. If you are unsure about your market ranking, please call, fax, or email [jv@rapmag.com](mailto:jv@rapmag.com) for the information. Photocopies of this entry form may be made for multiple entries. **Entry forms must be signed and dated.**

**10. SHIPPING:** All entries should be mailed to Radio And Production Awards, P.O. Box 630071, Irving, TX 75063-0071, USA. Entrants outside the U.S. will be totally responsible for any customs fees, shipping, and handling costs. **Packages shipped using an overnight shipping service or courier service should be addressed to Radio And Production Awards, 439 Southridge Way, Irving, TX 75063.**

**11. DISCLAIMER:** All entries will remain the property of *Radio And Production* unless a \$10 handling fee is sent along with your request to have your entry returned. Your signature on the entry form releases your entry to *Radio And Production* for public presentation.