

THE TWENTY-FIRST ANNUAL PDN/NIKON *Self-Promo* AWARDS

HOW TO ENTER

Actual self promotion pieces must be submitted. Please include 2samples of each piece and complete the entry form in duplicate. Download the form at www.pdnonline.com/contests and tape one copy of the completed form to the back of one of the entries. Attach the duplicate to your entry so that it can be easily removed. In the case of multiple entries you must provide separate forms for each piece entered. All information must be typed or written legibly. Entry forms must be complete to be eligible for awards. **All entries must be received by PDN no later than May 24, 2005 and must be accompanied by a fee of \$35 per entry. Please make checks payable to Photo District News.**

WINNERS AND PRIZES

ALL WINNERS First, second and third place in each of the categories will be in PDN's October 2005 issue, on PDN Online and will also be featured at the Awards Ceremony during PhotoPlus Expo, October 20-22, 2005. **GRAND PRIZE** Nikon professional digital camera and a portfolio on PhotoServe.com. **FIRST PLACE WINNERS** Winners will receive a Nikon camera and a portfolio on PhotoServe.com. **ADDITIONAL PRIZES and JUDGES TO BE ANNOUNCED.**

CATEGORIES

1 Best Ongoing Campaign Established Talent Any photographer working as a professional for more than 3 years. A concerted self-promotion effort of 3 or more related pieces distributed over a period of 6 to 12 months beginning within the last 12 months. The elements of the campaign must be unified by a consistent theme or concept. **2 New Talent** Any promotion created by an emerging photographer in business under 3 years. **3 Rep Firm/Stock Agency Promotions** Any promotion created by a photography representative business or stock photo agency used to promote the business or group(s) of photographers. **4 Direct Mail** Cards, mailers, posters and other printed pieces. **5 Print Placement** Creative directory, annual or magazine self-promotion ads appearing in publications such as The Black Book, Communications Arts, Le Book, or Workbook, etc. within the last 12 months. **6 Extraordinary Promotions** Included in this category are non-traditional innovative promotions, books, objects d'art and holiday cards distributed over the last 12 months. **7 Best Overall Design** Entries emphasizing collaborative work of photographers, graphic designers, creative directors and art directors distributed over the last 12 months. **8 Websites and Digital Promotion** Self-promotions produced digitally including websites, email blasts, CD-ROMs, and disks are eligible for this category. Please include a printed duplicate of the cover of your piece or url address.

SEND TO PDN/NIKON SELF-PROMOTION AWARDS
PHOTO DISTRICT NEWS / 770 BROADWAY
NEW YORK NY 10003 / ATT: JOHN GIMENEZ

ENTRY FORM ENTRY FORM ENTRY FORM

CATEGORY NAME + NUMBER _____ NUMBER OF PIECES ENTERED _____

ENTRANT'S NAME _____ TITLE _____

COMPANY AND/OR STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

E-MAIL _____

ART DIRECTOR, CREATIVE DIRECTOR OR DESIGNER (INCLUDE TITLE) _____

PHOTOGRAPHER _____

TOTAL PAYMENT ENCLOSED (\$35 PER ENTRY / US FUNDS ONLY) AMEX VISA MASTERCARD

ACCOUNT NUMBER _____ EXP. DATE _____

SIGNATURE (REQUIRED) _____

CONSENT AGREEMENT: If I win in any of the above categories I consent to having my entry displayed at the Awards Exhibition and produced in the PDN/Nikon Self-Promotions Awards Annual and any other promotional or editorial material related to the awards competition. All other rights remain mine.

ENTRANT'S SIGNATURE _____

The 20th Annual PDN/Nikon Self-Promotion Awards is sponsored by

Nikon
At the heart of the image™
source: web

If the picture matters the camera matters™

Note: submitted materials cannot be returned.