

AMERICAN --- ADVERTISING --- AWARDS

2026-2027 AAF MIDLANDS ENTRY GUIDE

To begin the process,
[CLICK HERE](#)

STEP 1: RULES & CATEGORIES

Thoroughly review the entry rules and process. Review the full list of categories to find where your work should compete.



[Click here to access](#)



[Click here to access](#)

STEP 2: LOGIN

Login to <https://enter.americanadvertisingawards.com/a/organizations/03-MDL/home> and click on either Professional or Student.

Welcome

- [Home](#)
- [My Entries](#)
- [Invoices / Manifests](#)
- [My Profile](#)
- [Change Password](#)
- [Admin Panel](#)
- [Log Out](#)

Don't have an account? Choose an entry category below to begin. Logged in users may also click these to submit additional entries.

SUBMIT PROFESSIONAL ENTRIES

SUBMIT STUDENT ENTRIES

Returning Entrants: [click here](#) to access your past submissions or select a category from above to make an additional entry.

Judging for the American Advertising Awards will be conducted online.

In some categories, entrants are allowed and/or required to upload additional digital examples of an entry. This is intended to provide more appropriate content for the judges.

Please carefully follow all online submission guidelines provided within the entry system, to ensure that your work is properly represented during all three tiers of the American Advertising Awards competition.

AAF of the Midlands

Competition Information

Don't have an account? Choose an entry category to the left.

Local Entry Fees Early Bird (available through Friday, December 18th at 5 p.m.)

- Professional Single Entry: \$85 (Member) / \$115 (Non-Member)
- Professional Campaign Entry: \$110 (Member) / \$150 (Non-Member)

Local Entry Fees

- Professional Single Entry: \$90 (Member) / \$120 (Non-Member)
- Professional Campaign Entry: \$120 (Member) / \$160 (Non-Member)
- Student Single Entry: \$40
- Student Campaign Entry: \$45

Physical entries are no longer accepted at the District or National levels. Therefore, physical entries will not be accepted at the local level. Please be aware that judging will take place virtually this year at the local level. *

► You may email your signed manifest to the [Awards Judging Chair](#).

Questions? Please contact our [Awards and Judging Chair](#) or check out our **NEW** entry guide! [Download it here: 2026-27-AAF-Midlands-AAA-Entry-Guide.pdf](#)

STEP 3: ENTRANT INFORMATION

Complete the Entrant Information. Indicate if you are a member or non-member. If you are entering for a company make sure to list an additional contact person as back up. SAVE and go to next page.

Entrant Information

This is you. Your company or organization, responsible for creating the work being entered and probably paying for this awards entry.

Entrant Company / Organization *

First Name * Last Name *

AAF Member Status *

Select

Primary Address *

Street Address

Line 2

City

Country

Select

State / Province

Zip / Postal Code

Daytime Phone *

Cell Phone *

Best # you can be reached at on a weekend

Add Secondary Contact? *

☐ No

☐ Yes

SAVE SAVE AND NEXT

STEP 4: ENTRY INFORMATION

Select the proper category. Enter the title and usage of the entry. Enter the client information. **SAVE** and go to next page.

Note: if making multiple entries **DO NOT** use the same title for each entry.

Category *

SALES & MARKETING
(sales promotion, collateral and direct marketing, including public service and self promotion)

PRINT ADVERTISING
(newspaper & magazine advertising including branded content, public service and self promotion)

OUT OF HOME & AMBIENT MEDIA
(Posters, outdoor, transit, guerilla marketing, events and installations, including public service and self-promotion)

ONLINE/INTERACTIVE
(All Internet-based entries except online videos, including branded content, public service and self promotion)

FILM, VIDEO & SOUND
(Radio, TV and film, including online video, as well as branded content, public service and self-promotion)

CROSS PLATFORM
(Integrated campaigns, as well as campaigns for online/interactive, public service and self-promotion)

ELEMENTS OF ADVERTISING
(Individual creative components that make up the craft of advertising).

CORPORATE SOCIAL RESPONSIBILITY

PUBLIC SERVICE

ADVERTISING INDUSTRY SELF PROMOTION

(select) ▼

Entry Title *

Character count: 0 / 35

Method of Distribution *

Select ▼

Language *

Select ▼

Was this work done Pro-Bono?

An answer to this question is required for all entries in the Public Service categories (083A to 094). Entries outside these categories do not need to answer this question.

☐ Yes

☐ No

Does this entry contain more than 50% use of AI?

Entries that contain more than 50% use must be entered in AI specific categories.

☐ Yes

☐ No

Client Information

This is the advertiser. It may be your client (for example if the entrant is an advertising agency), or it may be the same as the entrant company (for direct entries). But in the end, this is the brand that is advertising a product or service.

Client Company Name *

Street Address

City

State

Zip / Postal Code

Outside Agency *

Is this work your firm did on behalf of another agency?

☐ No

☐ Yes

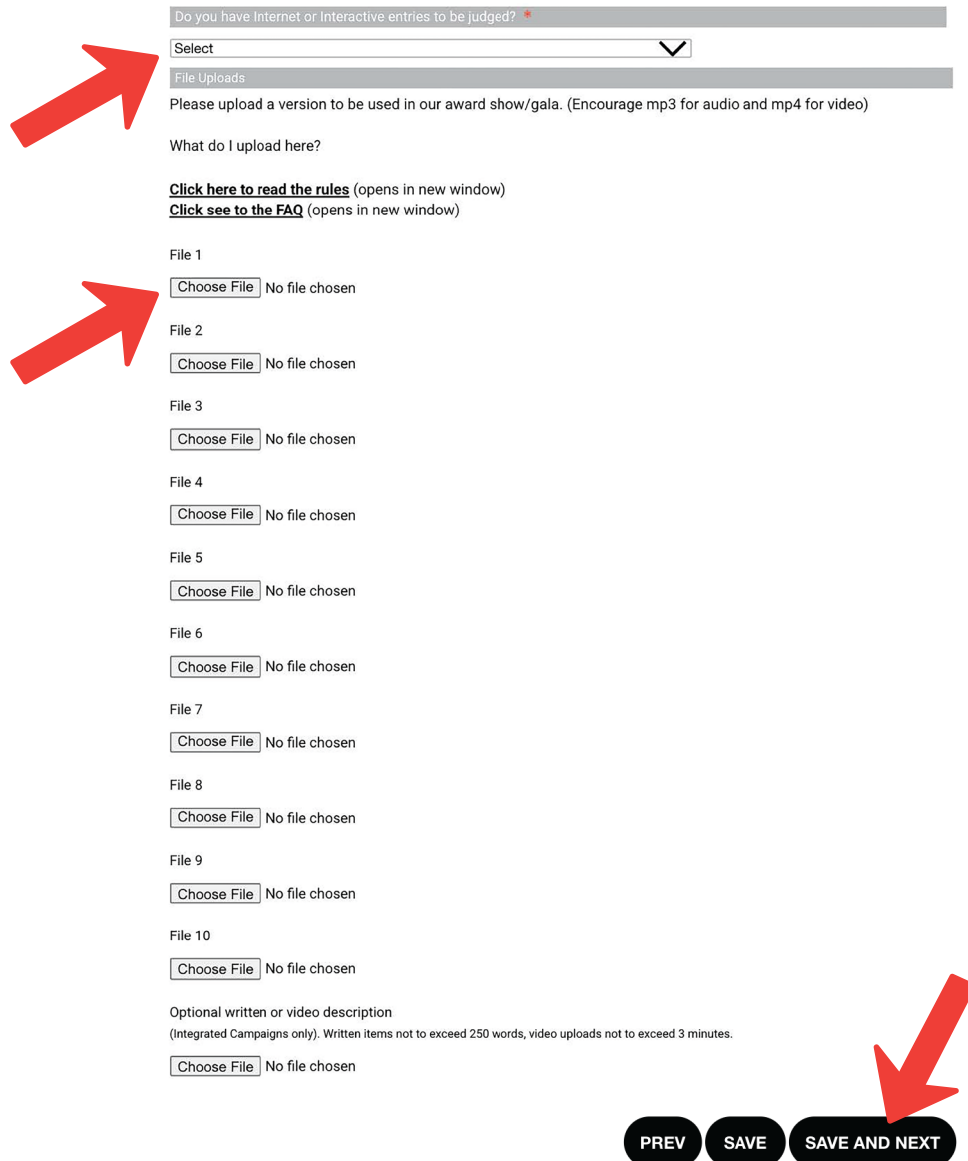
PREV

SAVE

SAVE AND NEXT

STEP 5: MEDIA

All files need to be uploaded. Once uploaded an image of the file will be visible for verification. SAVE and go to next page. ***The number of file uploads has been increased to account for all digital judging. Please read each category's criteria carefully before submitting.**



Do you have Internet or Interactive entries to be judged? *

Select ▼

File Uploads

Please upload a version to be used in our award show/gala. (Encourage mp3 for audio and mp4 for video)

What do I upload here?

[Click here to read the rules](#) (opens in new window)
[Click see to the FAQ](#) (opens in new window)

File 1
Choose File No file chosen

File 2
Choose File No file chosen

File 3
Choose File No file chosen

File 4
Choose File No file chosen

File 5
Choose File No file chosen

File 6
Choose File No file chosen

File 7
Choose File No file chosen

File 8
Choose File No file chosen

File 9
Choose File No file chosen

File 10
Choose File No file chosen

Optional written or video description
(Integrated Campaigns only). Written items not to exceed 250 words, video uploads not to exceed 3 minutes.

Choose File No file chosen

PREV SAVE SAVE AND NEXT

STEP 6: CREDITS

Add credits for the entry. You can list up to 20 credits. **PROOF READ!!!** What you type is what will be listed on the award (i.e. type in lower case and that is how it will appear on your award). You **MUST** agree to the Terms and Conditions. Click Add to Cart.

All credits must be entered on this form **at the time of entry**. **You may not be permitted to make further edits to the credits section once your entry has been finalized.** Credits will display in the order you enter them.

Credit 1

Name of Credit 1

Title of Credit 1

Email of Credit 1

Do you want to add another credit?

- ☐ No
☐ Yes

Terms and Conditions

By entering, I accept and agree to be bound by the Rules and acknowledge that the AAF and its affiliated chapters and districts may use, reproduce, exhibit and publish my entry in connection with the American Advertising Awards competition and associated events and activities, in all media now known or hereafter devised (including print, broadcast, digital and online media), in perpetuity and throughout the world.

I confirm that this entry first appeared in 2026

Terms and Conditions *

☐ I Agree

PREV

SAVE

SAVE AND NEXT

STEP 7: REVIEW AND CHECKOUT

After adding your first entry to your cart you can Make Another Entry. If you have multiple entries for the same client you can Copy Entry and not have to re-enter the client information, just edit the entry information.

Click **Print All Entries** to print your entry forms.

Click **Checkout** when all entries are complete.

[Home](#) > [Carts](#) > [American Advertising Awards 2026-2027 \(Professional\)](#) > [Confirmation](#)

Review and Checkout

Title	Category	#	Cost	Details	Action
Test	Film, Video, & Sound > Television Advertising > 031 - Television Advertising – Local (One DMA) > 031A - Single Spot :30 or less	031A-534146-03-MDL	\$90.00	Member Base Fee - SINGLE	Select Copy Entry Remove

Total: \$90.00

MAKE ANOTHER ENTRY

PRINT ALL ENTRIES

CHECKOUT

STEP 8: PAYMENT

Select payment method and follow the instructions on screen.

Click Process to submit and complete the online entry process.

Note: You will not be able to make changes after submitting your entry.



Total Amount Due: \$90.00

- ☒ Pay by Check
☐ Pay by Credit Card

Information

Check payments MUST be postmarked and mailed to the club no later than January 15, 2027. If you would like to coordinate hand-delivery of checks, please email judging chair, Constance McCants, at business.mccants@gmail.com to make arrangements.

BACK

PROCESS 

STEP 9: PRINT FORMS

Click **Print Invoice/Manifest**. The manifest will also be your invoice or, if paid online, your receipt.

Thank you

We have received your information successfully.

Invoice / Manifest # 297437

BACK TO LIST

PAY

PRINT INVOICE / MANIFEST



PRINT INVOICE / MANIFEST AND ALL ENTRIES

Payment Status: Not Paid

Date	Details	Amount	Notes	Action
10/20/2026	031A-534146-03-MDL, Film, Video, & Sound > Television Advertising > 031 - Television Advertising – Local (One DMA) > 031A - Single Spot :30 or less, Test	\$90.00	Member Base Fee - SINGLE	Print View
Total:		\$90.00		

STEP 10: INVOICE

You must SIGN and SUBMIT the INVOICE form with your entries.

PRINT out the INVOICE, SIGN it, SCAN it and EMAIL it to lemcalexander@gmail.com.

aaf american advertising federation

Manifest / Invoice #

American Advertising Awards
Entry List and Fees

Date	Details	Amount
1/15/2026	S13B-524467-03-MDL, Online/Interactive > Social Media > S13 - Social Media > S13B - Campaign,	\$35.00
1/15/2026	S22B-524591-03-MDL, Cross-Platform > Integrated Campaigns > Integrated Brand Identity Campaign > S22B	\$35.00
1/15/2026	Payment	-\$70.00
	Total:	\$0.00

Total: \$70.00
Collected \$70.00 on 1/15/2026 03:45 PM.

Club Notes:

Physical entries are no longer accepted at the District or National levels. They are accepted at the local level. Please be aware that judging will take place virtually. Information can be found at aafmidlands.com

By signing below you:

1. Verify that the above information is accurate.
2. Acknowledge that proper rights were obtained for use of any elements in the entry.
3. Agree to submit documentation deemed necessary for review.
4. Release the entry for Internet, broadcast and/or print (allow reuse of the entry).
5. Verify that the entry was created within the local MSA of the competition.
6. I understand that I may be required to provide proof of performance for my entries, so, my entries may be disqualified and any entry fees for those entries will be forfeited.

I, the undersigned certify that this entry complies with the rules and regulations of this competition in all ways; that client permission has been received for the entry to compete; and that AAF-sponsored publicity and use of the entry is acceptable. I further certify that I have read the rules and regulations of the American Advertising Awards Contests and will abide by them.

Agree to Contest Rules and Regulations (please print):

Name: _____ Title: _____

SIGN HERE: _____ Date: _____

VIRTUAL ENTRY ONLY

DO NOT submit a printed entry form or envelope.



ENTRY TIPS

UPLOAD FILE SIZE - there is no maximum file size for uploads.

UPLOADS FOR PRINT - additional uploads for print will be available. The judges will be scoring based on the information included in these uploads. You may upload a video of printed pieces.

There are no guidelines on how to prepare the files. It is completely up to you to decide how you want to present the artwork to the judges.

CAMPAIGN entries must enter at least two (2) executions but no more than four (4) executions.

INTEGRATED CAMPAIGNS must contain two (2) to six (6) media with one (1) to four (4) executions in each media. Maximum executions is ten (10) per campaign. Example: 3 PRINT, 4 BROADCAST, 3 INTERACTIVE.

MULTIPLE CATEGORIES - To have an entry judged in more than one category it must be entered in each category separately.

ENTRY TIPS

CONTACT INFORMATION - Notifications will be sent to the ENTRANT'S email address. Make sure this email address will be valid throughout the process. Notifications go out as late as June. If the email address is no longer valid you will not receive the Silver Advancement Notification emails that are sent by district and national.

Student Permanent Address - we know students move but we need a physical mailing address where we would mail any awards you may win as late as June.

ENTRY TITLES - This is an entry title, not an entry synopsis. Keep it short. Remember it may very well need to be printed on an award.

MULTIPLE TITLES - If you have an entry entered in multiple categories, do not use the same entry title in each category. Create a different title for each category so when noticed that you have won suchand-such you do not have to ask "which category did that win in"?

~~The Big Deal~~	~~The Big Deal - Cinematography~~
~~The Big Deal~~	~~The Big Deal - Music~~
~~The Big Deal~~	~~The Big Deal - Voiceover~~
~~The Big Deal~~	~~The Big Deal - Sound Design~~
~~The Big Deal~~	~~The Big Deal - Copywriting~~

ENTRY FORMS - Keep in mind that what and how you enter information on the entry form matters. All information is pulled from the system. Information typed in all lower case will appear that way on awards, in the winners book, and in the awards show.

ENTRY TIPS

ELEMENTS OF ADVERTISING - LOGO

When entering logos a sample of usage **MUST** be included.

A short description of the logo may also be provided.



McCoy Myers • 4235 Coulter • Amarillo, Texas 79109

ENTRY TIPS

ELEMENTS OF ADVERTISING - DIGITALLY ENHANCED PHOTOGRAPHY

When entering digitally enhanced photos, the original photo **MUST** be provided so the judges can see what was changed.

Simply color correcting a photo does not qualify it as a digitally enhanced photo.



ORIGINAL



ENHANCED

ENTRY DEADLINES

No physical entry submissions! The entry and judging process will be virtual. Please be sure to have all entries submitted online by the dates below.

ENTRY DEADLINE

Thursday, January 21, 2027

Entries must be submitted **no later than 5:00 p.m.**

QUESTIONS

If you have any questions please contact the Judging Chair,
Constance McCants
E:business.mccants@gmail.com

Thank you for your support of AAF Midlands and the American
Advertising Awards.

Good luck!