

## Guidance on Work Sample (What to Send)

### **Programs and campaigns**

Submit a complete but concise and compact entry in a binder or folder. Enclose representative samples of multiple program elements. Use photographs of elements that are not a standard size.

### **Large or heavy items**

Submit color photographs of items. Sending oversized items will disqualify the entry.

### **Magazines, newspapers, magapapers, tabloids, and newsletters**

- In general, magapapers and tabloids are 11x17 inch on coated or high-quality paper while newspapers are on newsprint.
- In general, newsletters are smaller in dimension than newspapers or magapapers and have fewer pages. Submit three consecutive issues as one entry.
- For semi-annual publications, submit both issues.
- For annual publications, submit one issue.
- Indicate the frequency of publication (weekly, monthly, quarterly, semi-annually, annually) in your Work Summary.

### **Special publications**

Submit one copy, if it is a one-time publication. For publications produced as a series, submit the series.

### **Photography**

Submit in the context in which it was used. For print media, submit the spread or story in which the photograph appeared. For photos used in displays or bulletin board or other cases where size is prohibitive, send an 8x10 inch photo of the entire project and one close-up.

### **Writing categories**

Submit a tear sheet or other evidence of use during 2007.

### **Videotapes, slide-and-sound, multimedia, films**

Submit on a 1/2 inch VHS tape or DVD.

## IABC/Chicago Spectra Awards

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### **Electronic media and interactive programs**

- Submit in standard Windows or Macintosh format (both, if available), Acrobat (PDF) format, CD-ROM, any self-running files, or a five-minute (or briefer) VHS or DVD video tour.
- Provide hard copy of 20 or fewer screens, a flow chart, or any combination as appropriate.
- For programs in other formats or requiring other equipment, submit on VHS tape.
- If installation of software is required to view the entry, provide written information on time and disk space needed. If it is considered part of the audience's experience, the installation process will be evaluated in the judging process.
- For all Web sites, provide a URL. For intranets, provide written instructions on how judges can gain access. If you can't arrange access, provide video, hard copies and all of the required HTML and graphic files on a CD-ROM.