

BUSINESS MEMBER CLASS LIST



Business Member Class List

OPEN TO AHP BUSINESS, NONPROFIT BUSINESS, AND COLLEGE/UNIVERSITY MEMBERS

READ FIRST: How to Prepare Entries Before You Submit Online

- ◆ Entries must be equine-related, published in and dated 2021.
- ◆ Entries must be submitted by an AHP Business, Nonprofit or College/University Member.
- ◆ Entry may be created by an AHP member or an agency who is a Business, Nonprofit, or College/University member.
- ◆ Member is responsible for submitting original work first published in 2021.
- ◆ All content on a member-owned website is eligible if it meets the criteria in the class and is owned by the submitting member.
- ◆ Entries may be published in member and non-member publications or websites unless otherwise noted.
- ◆ All entries must be verified of publication in 2021.
- ◆ Any online content that is password-protected must include an access code or password.
- ◆ Mission Statement is a brief summary of the aims and purpose of the submitted entry and is required for the following classes: Classes 50, 51, 53.
- ◆ Target Readership or Audience refers to the audience the entry was created to reach or engage.
- ◆ Any foreign entries must be translated into English.
- ◆ Entries in class 53 that includes single issue and/or multi-issue print publications must be shipped to the AHP office by the deadline date. Insert into envelope and ship to: AHP Equine Media Awards, 49 Spinnaker Circle, South Daytona, FL 32119

Class 44

Business Equine-related Single Advertisement Design (print or electronic)

- A single ad about a brand owned by or for a Business, Nonprofit, or College/University member.
- Verification of 2021 publication date is required.
- Advertising design entries will be judged on design and the effectiveness of the ad to communicate and promote the message and/or product to the target audience.
- Ad may be any color and any size.
- Excludes brochures, tip-ins, inserts, or bound in gatefolds.

Class 45

Business Equine-related Ad Campaign (print or electronic)

- Series of ads about a single brand owned by or for a Business, Nonprofit, or College/University member.
- All ads in the campaign must have been published in 2021.
- Verification of 2021 publication date is required.
- Ads may be any color and any combinations of sizes.
- Advertising design entries will be judged on design and the effectiveness of the campaign to communicate and promote the brand message and/or product to the target audience.

Class 46

Business Equine-related Multimedia Ad Campaign

- Entry judged on design and the effectiveness of the campaign to communicate and promote the message and/or product to the target audience.
- Ad campaign must be about a single brand owned by or for a Business, Nonprofit, or College/University member.
- Ad campaign must include a **minimum of three different formats** such as: print ad, online ad, social media ad, poster, e-blast, video link, or print promotional piece.
- All pieces in entry must have a sense of continuity identifying them as a brand campaign.
- All pieces in the campaign must have been published in 2021. Verification of published date in 2021 is required.
- Ads may be black and white or color and any size.
- Entry must include printout of social media analytics if included in campaign.
- **Additional documentation to support engagement is strongly encouraged.**

Class 47**Business Equine-related Social Media Campaign**

- Entry will be judged on design and the effectiveness of the campaign to communicate and promote the brand message and/or product to the target audience.
- All pieces must have a sense of continuity of subject, such as brand or theme, identifying them as a campaign.
- Campaign must be about a single brand owned by or for a Business, Nonprofit, or College/University member.
- Campaign must include **a minimum of three different posts and/or ads** published in 2021.
- Verification of publication 2021 date is required for all pieces.
- Entry must include printout of social media analytics for the campaign.
- **Additional documentation to support engagement is strongly encouraged.**

Class 48**Business Equine-related Short Video (2 minutes and under)**

- Entry is a single video created by or for an AHP Business, Nonprofit, or College/University member.
- Video is judged on concept, quality of craft, integration, and overall end-user experience.
- Video length is two minutes and under.
- Verification of 2021 publication date is required.

Class 49**Business Equine-related Long Video (over 2 minutes)**

- Entry is a single video created by or for an AHP Business, Nonprofit, or College/University member.
- Video is judged on concept, quality of craft, integration, and overall end-user experience.
- Video length is over two minutes.
- Verification of 2021 publication date is required.

Class 50**Business Equine-related eNewsletter**

- Entry will be judged on the effectiveness of the editorial content and design in meeting the Mission Statement.
- eNewsletter must be subscription based, free or paid.
- eNewsletter must be published at least 4 times in 2021 by or for a Business, Nonprofit, or College/University member.
- Two different issues of eNewsletter published in 2021 must be submitted.
- eNewsletter may be distributed online or via email.
- Entry requires a Mission Statement.
- Verification of 2021 publication date is required.

Class 51**Business Equine-related Website**

- Entry must be a brand associated website owned by a Business, Nonprofit or College/University member.
- Website will be viewed live and judged on visual design, innovation, functionality, interactivity, content, structure and navigation, and service to the equine industry.
- Entry requires a Mission Statement.

Class 52**Business Equine-related Podcast**

- An original single podcast broadcast online in 2021 by an AHP Business, Nonprofit or College/University member.
- Entry judged on entertainment value, production quality and creative content.
- Verification of 2021 publication is required.

Class 53**Business Equine-related Single Issue or Multi-Issue Print Publication**

- A single issue that may include a special issue, show or event programs, directories, white papers, corporate reports, supplements, and catalogs, or two different issues of a multi-issue publication that is not a Publishing Media member.
- Entry does not include calendars or brochures.
- Class judged based on 40% effectiveness of content, 35% design and 25% meeting its Mission Statement.
- Entry can be created by or for a Business, Nonprofit, or College/University member or by an agency who is a Business member.
- Verification of the 2021 publication is required. The 2021 cover date takes precedence over any other date in the publication. If there is no 2021 cover date, then the folio dates must be 2021; if there is no cover or folio date, then the copyright must be 2021.
- Content published in Business Equine-Related print publications is NOT eligible for any Publishing Media classes except specific classes open to material published in a non-member publication and entered by a 2022 AHP Publishing Media or Media Professional member.
- All print entries must submit online entry form and ship entry to the AHP office to arrive by the deadline date.
- Insert print entries into an envelope and ship to AHP Equine Media Awards, 49 Spinnaker Circle, South Daytona, FL 32119.
- Entry requires a Mission Statement.

All efforts have been made to provide accurate information regarding the class description and general instructions. Any errors are not intentional and will be clarified by the Equine Media Awards Coordinator.