



CALL FOR ENTRIES

Event Date: April 16th, 2020

CHECK LIST

Each healthcare communications agency and/or network participating in *Med Ad News*' April 2020 magazine and Manny Awards process is required to submit the below entry requirements through the call for entries submission login. Please do not submit your agency/network's materials without processing payment first on <http://manny-awards.myshopify.com>

- April Agency Profile Submission:** \$600 per entry
- April Agency Network Profile Submission:** \$600 per entry
- Industry Person of the Year Nomination:** \$0 per entry
- Heart Award Nomination:** \$0 per entry
- Diversity & Inclusion Champion Nomination:** \$300 per entry
- Most Admired Agency Nomination:** \$0 per entry
- Marketer on the Rise Nomination:** \$0 per entry
- Vision Award Nomination:** \$300 per entry
- Best Launch Campaign Nomination:** \$300 per entry
- Most Creative Agency Nomination:** \$300 per entry
- Best Consumer Campaign (TV/Radio, Web, or Print) Nomination:** \$300 per entry
- Best Professional Campaign (Web or Print) Nomination:** \$300 per entry
- Best Interactive Patient Campaign Nomination:** \$300 per entry
- Best Interactive Physician Campaign Nomination:** \$300 per entry
- Best Medical Device Campaign Nomination:** \$300 per entry
- Best Nonbranded Campaign Nomination:** \$300 per entry
- Best Philanthropic Campaign Nomination:** \$300 per entry
- Best Self-Promotion Campaign Nomination:** \$300 per entry
- Best Managed Markets Campaign Nomination:** \$300 per entry
- Best Experiential Campaign Nomination:** \$300 per entry
- Best Patient Engagement Campaign Nomination:** \$300 per entry
- Best Rare Disease Campaign Nomination:** \$300 per entry
- Best Social Media Campaign Nomination:** \$300 per entry

*1) Please adhere to the submission deadline dates. Failure to do so could jeopardize your opportunity to appear in the April 2020 issue.

2) *Med Ad News* editors reserve the right not to publish data from agencies that have not completely filled out the documents or that do not meet our criteria. The editors reserve the right to question the data.

Due By February 17th*

- Written Profile from each healthcare communications **agency** for the April issue (totaling about 1,000 words each)
- Document containing Key Agency Data for the April issue
- Agency Roster – Accepted format: Excel (.xls) and Word doc files that are sent to agencies for updating by Andrew Humphreys
- Creative Visuals that will be used in the April issue and Manny Awards voting

For Most Creative Agency:

- Submit up to five samples of your work that showcase the range of creativity at your agency

Best Professional Campaign – Web; Best Professional Campaign – Print; Best Consumer Campaign – TV/Radio; Best Consumer Campaign – Web; Best Consumer Campaign – Print; Best Interactive Patient Campaign; Best Interactive Physician Campaign; Best Medical Device Campaign; Best Nonbranded Campaign; Best Philanthropic Campaign; Best Self-Promotion Campaign; Best Managed Markets Campaign; Best Experiential Campaign; Best Patient Engagement Campaign; Best Rare Disease Campaign; and Best Social Media Campaign

- Submit up to three samples for each separate campaign entered that best represent the scope of the campaign

Due By February 27th*

- Written Profile from each healthcare communications **network** for the April issue (totaling about 1,000 words each)
- Document containing Key Network Data for the April issue
- Nomination essay for Industry Person of the Year
- Nomination essay for Heart Award
- Nomination essay for Vision Award
- Diversity & Inclusion Champion Award
- Nomination essay for Best Launch Campaign
- Nomination essay for Marketer on the Rise
- Nominations for Most Admired Agency
- Executive Photograph for agencies and networks

Submission Instructions:

Please submit all images and documents to Andrew.Humphreys@medadnews.com by the due dates above.

Contacts:

Questions about the General Submission Process:

Andrew Humphreys at 267-685-9573 or Andrew.Humphreys@medadnews.com

Manny Awards Ticket Information:

Daniel Becker at 973-507-6701 or Daniel.Becker@medadnews.com or Visit [MannyAwards](#)

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