

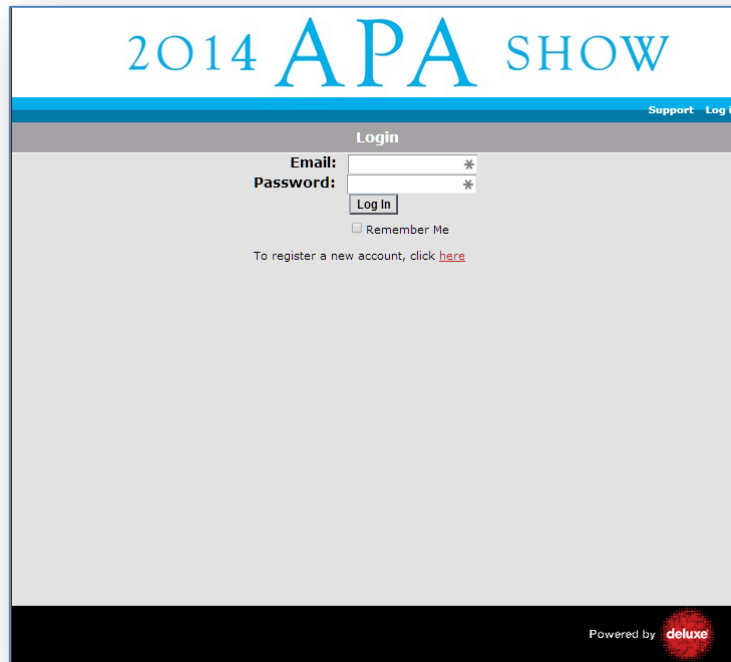
2014 APA SHOW

Online Submissions Guide

2014 APA Show: Submissions Guide

This guide will walk you through the steps required to submit your entries online for the APA Show 2014.

Begin by using your web browser to navigate to www.apashow.co.uk



The screenshot shows the login page for the 2014 APA Show. At the top, the text "2014 APA SHOW" is displayed in a large, blue, serif font. Below this, there is a navigation bar with "Support" and "Log in" links. The main content area is titled "Login" and contains the following fields and elements:

- Email:** A text input field with an asterisk (*) indicating it is mandatory.
- Password:** A text input field with an asterisk (*) indicating it is mandatory.
- Log In:** A button to submit the login information.
- Remember Me:** A checkbox with the label "Remember Me".
- Registration Link:** A text prompt "To register a new account, click [here](#)".

At the bottom right of the page, there is a logo for "deluxe" with the text "Powered by" next to it.

Click the link to register a new account, and then fill out the New User Account details.



The screenshot shows the registration page for the 2014 APA Show. The page is titled "Register" and contains the following fields and elements:

- First Name:** A text input field with an asterisk (*) indicating it is mandatory.
- Surname:** A text input field with an asterisk (*) indicating it is mandatory.
- Company:** A text input field with an asterisk (*) indicating it is mandatory.
- Email Address:** A text input field with an asterisk (*) indicating it is mandatory.
- Confirm Email Address:** A text input field with an asterisk (*) indicating it is mandatory.
- Phone:** A text input field with an asterisk (*) indicating it is mandatory, and a note "(include country and area codes)".
- Submit:** A button to submit the registration information.

Below the fields, there is a note: "* Specifies mandatory field".

You will receive an email confirming that your account has been created and also giving notification of your password.

If you submitted an entry in a previous year then you will already be registered on the system. If this is the case, just use your existing password from last year, or click the "Forgotten Password Request" link to reset the password on your account.

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Support

APA SHOW 2014

The APA Show is now into its 130th year and features the premiere of the APA Collection. This is our compendium of the best commercials of the year, selected by top executives, producers and directors. No categories and no rankings. It is our annual showcase of the best commercials of the year from the UK.

The APA Collection is shown the world over. Like every year, the DVD is released accompanying Photo Magazine. The National Media Museum archives the APA Collection as a permanent record of the best commercials of the year.

The APA show will be held at the NATURAL HISTORY MUSEUM on Thursday 4th September 2014.

CALL FOR ENTRIES

Enter online from - **Tuesday 20th May 2014**
Closing date for entries - **Friday 20th June 2014**
UK agencies and production companies may enter commercials they have made for consideration.

ELIGIBILITY DATES

Commercials, (which now include audio visual advertising material of 120 seconds or less) are eligible for the APA Collection provided that the production company or VFX company or editing company or sound design or music production company credited for the commercial is an APA member and was first aired/shown in any media between 1st June 2013 and 31st May 2014.
Commercials that have been made or aired overseas are also eligible provided that the production company or VFX company or editing or sound design or music production company credited for the commercial is an APA member.

TECHNICAL REQUIREMENTS

Commercials have to be submitted as according to the following spec:

- Video: H.264 / AVC
- Frame Rate: 15FPS
- Frame Size: 1024x576 square pixel
- Audio: AAC audio 320Kbps
- Container: mp4 wrapper (.mp4 file)

NOTE - Files that do not meet the spec may need to be resubmitted at an additional cost.

SUBMIT ENTRY

To submit an entry please follow the instructions in the [Online Submission Guide](#).
If, after reading the guide, you experience difficulties with your submission please contact laura@apainst.com on 020 7434 2851.

COST

The entry fee is £25 plus VAT per commercial. Once you upload your commercial(s) successfully you will receive an automated email informing you an invoice will be sent to your email address.
If you are paying by direct please make payable to:

APA,
Laura Barron
47 South Street
London
W1 7PB
We do not accept credit card payments.
Any queries please contact [laura](mailto:laura@apainst.com) on 020 7434 2851.

SUPPORT

If you have any difficulties uploading your commercial(s) please contact:
Laura Gasbuech
Toll: 444 (0) 20 7434 2851.

Do you agree to these terms of use?
 Yes No

Powered by 

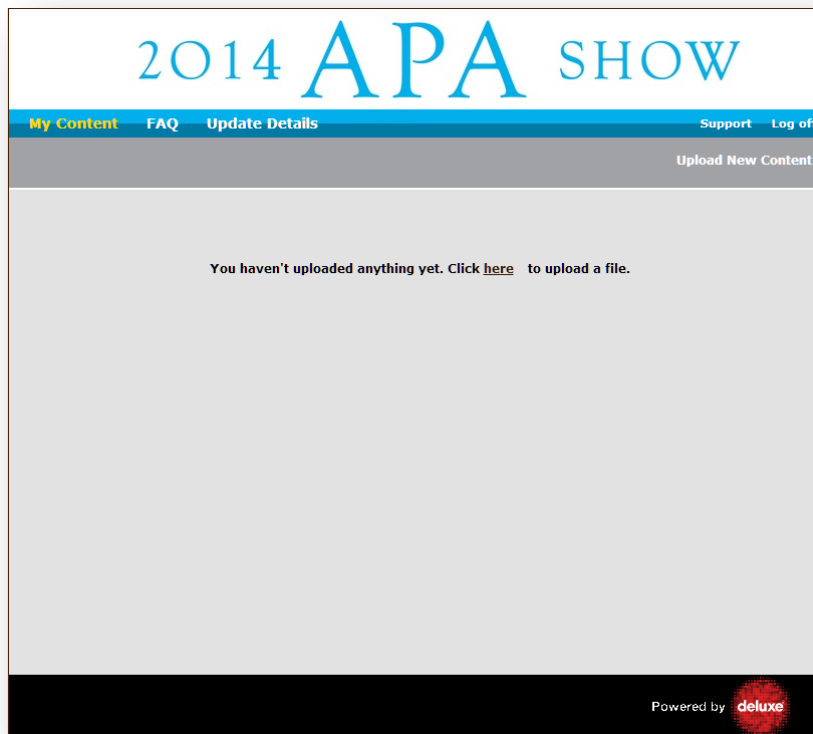
Return to the home page and log in. You will be greeted by the APA site Information Page.

Select "Yes", then click "Next" to confirm you have read the entry requirements.

You can return to these requirements at any time by going to the "FAQ" tab.

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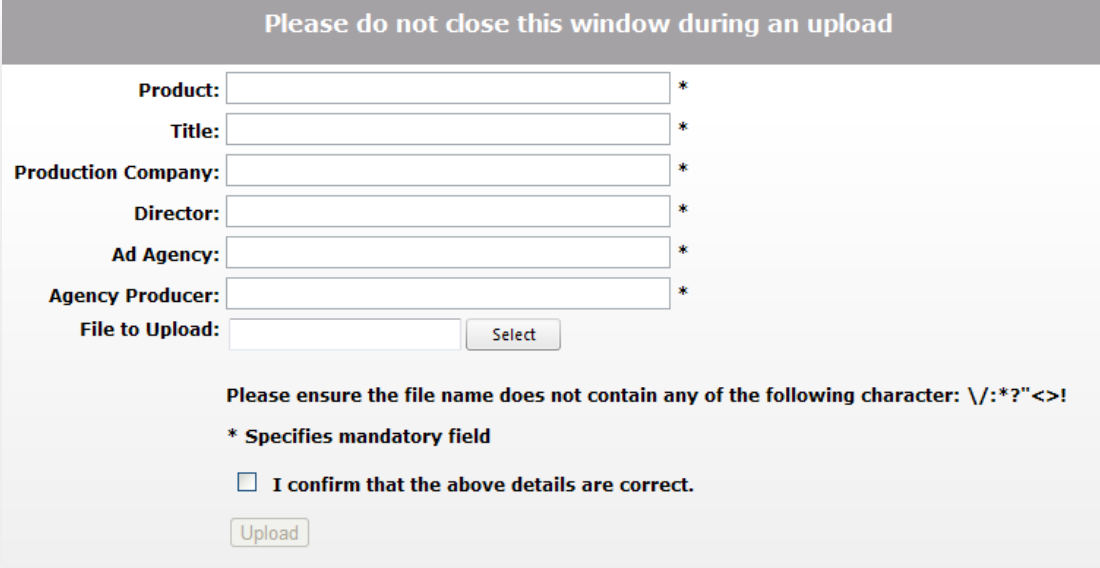
You will be taken to the “My Content” screen.



If you haven't uploaded anything yet this screen will be blank, otherwise it will list the entries you have already uploaded to the site.

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To submit a file, click the “Upload New Content” link.



The screenshot shows a web form titled "Please do not close this window during an upload". The form contains several mandatory fields, each marked with an asterisk (*):

- Product: [text input] *
- Title: [text input] *
- Production Company: [text input] *
- Director: [text input] *
- Ad Agency: [text input] *
- Agency Producer: [text input] *
- File to Upload: [text input] [Select button]

Below the fields, there is a warning: "Please ensure the file name does not contain any of the following character: \/:*?\"<>!". A legend indicates that the asterisk (*) specifies a mandatory field. At the bottom, there is a checkbox labeled "I confirm that the above details are correct." and an "Upload" button.

You must fill in all the fields, then click “Select” and browse for the file you want to upload.

Note if your material is currently being held on a service such as ‘Beam’ or ‘Chillibeau’ you will first need to use those services to email yourself a copy of your file. Save this file to your local hard drive and then browse to it as above.

It is important that your file conforms to the specification in the entry requirements:

Video

- h.264 / AVC 15Mbps
- 1024x576 square pixel

Audio

- AAC audio 320Kbps

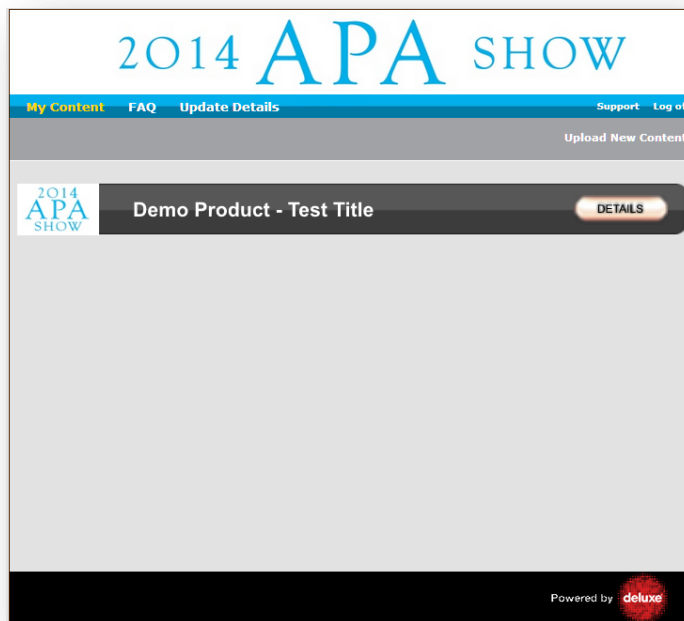
Container

- mp4 wrapper (.mp4 file)

If you fail to supply a file with the correct specification and with good enough quality you may be required to resubmit your material which will incur additional costs.

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Once uploaded, information about your clip is displayed in the My Content screen. Note that this system does not offer previewing of clips for submitting users.



You will receive a confirmation email to confirm that your file has been successfully uploaded.

Once received, your entry will be reviewed to ensure that the file meets the required spec and is of acceptable quality.

You will then receive a further email to confirm whether your entry has been approved. If it has not been approved you should re-encode the file to the correct specification and try submitting again.

Note: The technical review will not happen immediately. It may take more than one working day. Technical approval confirms that the material you have submitted is good enough quality for viewing in the initial judging rounds. If your material does not conform to the technical requirements you may be contacted at a later date to resubmit your material even if it was initially approved at this stage.

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You can change your password using the 'Update Details' tab.

The screenshot shows a web interface for the 2014 APA Show. At the top, the text "2014 APA SHOW" is displayed in a large, blue, serif font. Below this is a navigation bar with links for "My Content", "FAQ", "Update Details" (highlighted in yellow), "Support", and "Log off". The main heading is "User Management".

The "User Information" section contains a form with the following fields:

- First Name: *
- Surname: *
- Company: *
- Email:
- Phone:
- Password: *

Below the fields, there is a note: "Leave blank if you do not want to update the password" and a legend: "* Specifies mandatory fields".

A "Save" button is located at the bottom center of the form area.

At the bottom right of the page, it says "Powered by deluxe" with a red circular logo.