

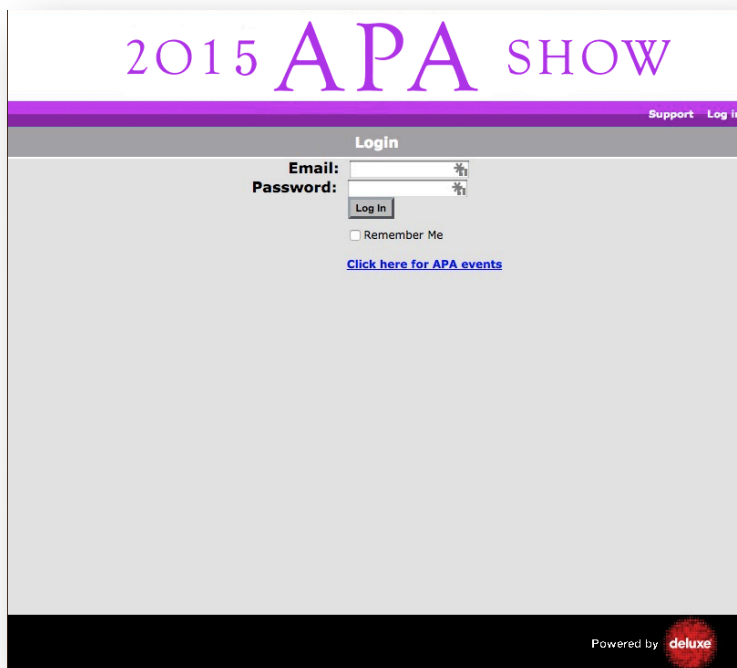
2015 APA SHOW

**Online Submissions
Guide**

2015 APA Show: Submissions Guide

This guide will walk you through the steps required to submit your entries online for the APA Show 2015.

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



The screenshot shows the homepage of the 2015 APA Show website. At the top, the text "2015 APA SHOW" is displayed in a large, purple, serif font. Below this, there is a purple navigation bar with the words "Support" and "Log in" in white. The main content area is a light gray box with a "Login" heading. It contains two input fields for "Email:" and "Password:", each with a small eye icon to its right. Below these fields is a "Log in" button, a "Remember Me" checkbox, and a blue link that says "Click here for APA events". At the bottom right of the gray box, it says "Powered by" followed by the "deluxe" logo.

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



The screenshot shows a "Register" form with a light gray background. The form has a title "Register" at the top. It contains several input fields with labels: "First Name:", "Surname:", "Company:", "Email Address:", "Confirm Email Address:", and "Phone:". Each field has a small asterisk to its right, indicating it is a mandatory field. The "Phone:" field has a note below it: "(include country and area codes)". Below the "Phone:" field, there is a small asterisk followed by the text "* Specifies mandatory field". At the bottom of the form is a "Submit" button.

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

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Support

APA SHOW 2015

The APA Show is now into its 14th year and features the premiere of the APA Collection. This is our compendium of the best commercials of the year, selected by top creatives, 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 Shots Magazine. The National Media Museum archive the APA Collection as a permanent record of the best commercials of the year.

The APA show will be held at the GUILDHALL on **Thursday 3rd September 2015**.

CALL FOR ENTRIES

Enter online from - **Monday 25th May 2015**
Closing date for entries - **Thursday 25th June 2015**
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 2014 and 31st May 2015**.
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
Bitrate: 15Mbps
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 info@a-p-a.net on 020 7434 2651

COST


The entry fee is £95 plus VAT per commercial. Once you upload your commercial(s) successfully you will receive an automated e-mail informing you an invoice will be sent to your email address.
If you are paying by cheque please make payable to:
APA.
Address:
Louis Barron
47 Beak Street
London
W1F 9SE
We do not accept credit card payments.
Any queries please contact [Louis Barron](#) or on 020 7434 2651

SUPPORT

If you have any difficulties uploading your commercial(s) please contact:
Email: [Louis Barron](#)
Tel: +44 (0) 20 7434 2651.

Do you agree to these terms of use?

☐ Yes ☐ No

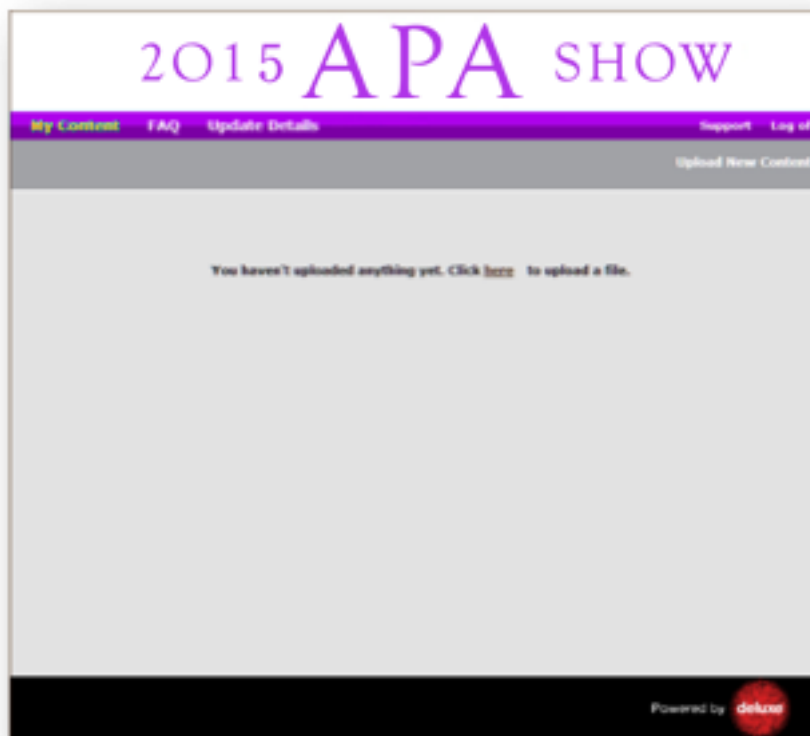
Powered by 

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.

Please do not close this window during an upload

Product: *

Title: *

Production Company: *

Director: *

Ad Agency: *

Agency Producer: *

File to Upload:

Please ensure the file name does not contain any of the following character: \/:*?"<>!

* Specifies mandatory field

☐ I confirm that the above details are correct.

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 ‘Chillibean’ 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
- 25fps

Audio

- AAC audio 320Kbps

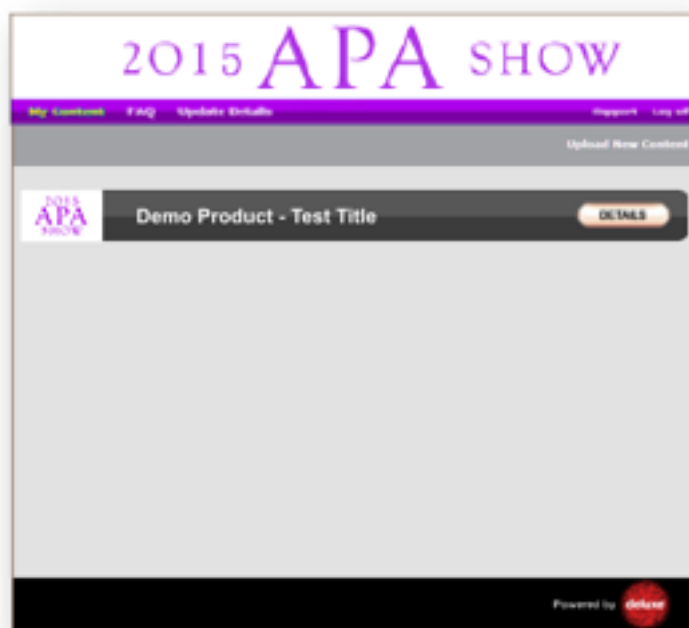
Container

- 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 displays the '2015 APA SHOW' website interface. At the top, a purple navigation bar contains links for 'My Content', 'FAQ', 'Update Details' (highlighted in green), 'Support', and 'Log off'. Below this, a grey header reads 'User Management'. The main content area is titled 'User Information' and contains a form with the following fields: 'First Name:' (with a small icon and an asterisk), 'Surname:' (with an asterisk), 'Company:' (with an asterisk), 'Email:', 'Phone:', and 'Password:' (with an asterisk). Below the form, a note states 'Leave blank if you do not want to update the password' and '* Specifies mandatory fields'. A 'Save' button is centered below the form. The footer is black with the text 'Powered by' followed by the Delux logo.

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My Content FAQ **Update Details** Support Log off

User Management

User Information

First Name: *

Surname: *

Company: *

Email:

Phone:

Password: *

Leave blank if you do not want to update the password
* Specifies mandatory fields

Save

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