IDEAS
INTERACTIVE DIGITAL EXPERIENTIAL ADVERTISING SHOWCASE
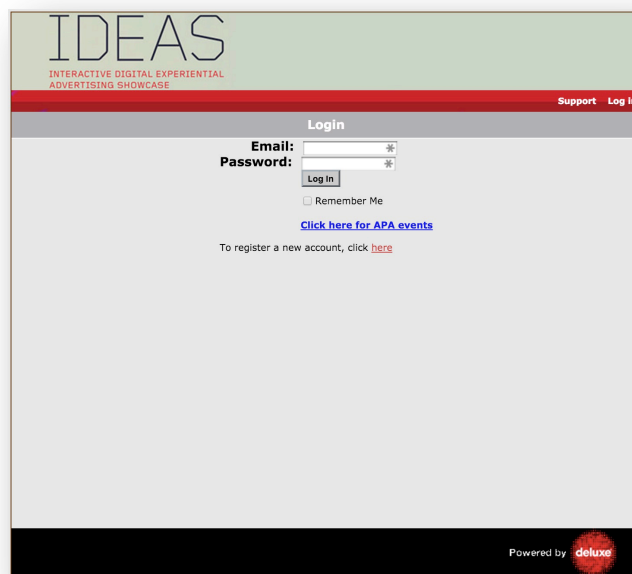
Online Submissions Guide

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

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

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

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

If you submitted an entry to IDEAS or the APA Show 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.

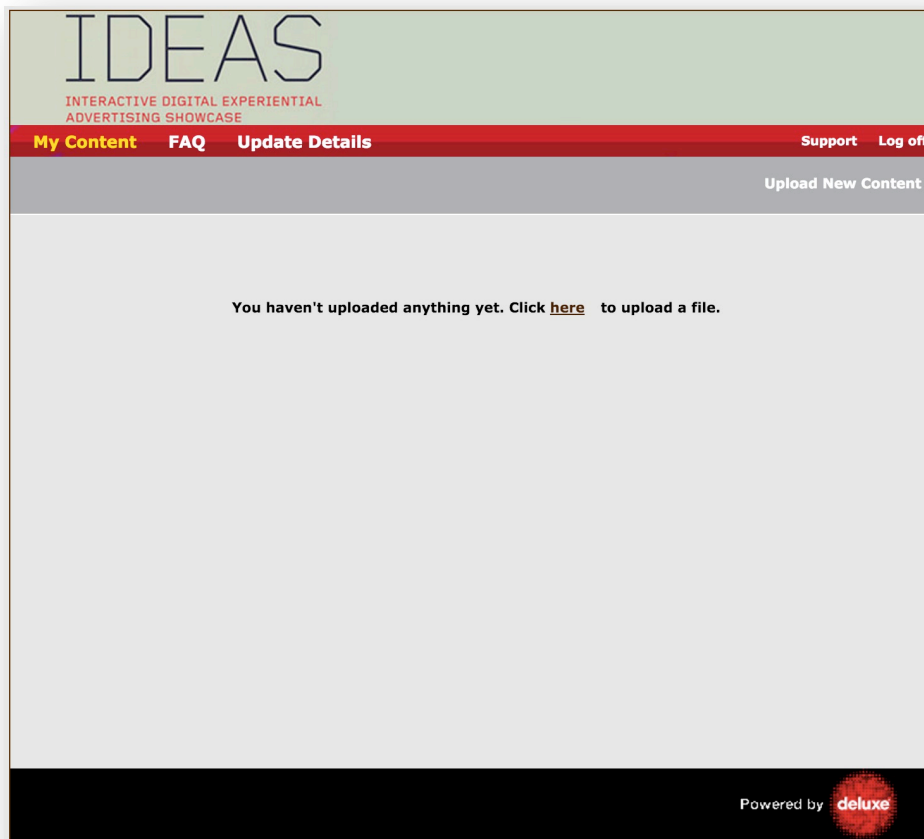Return to the home page and log in. You will be greeted by the APA site Information Page.

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.
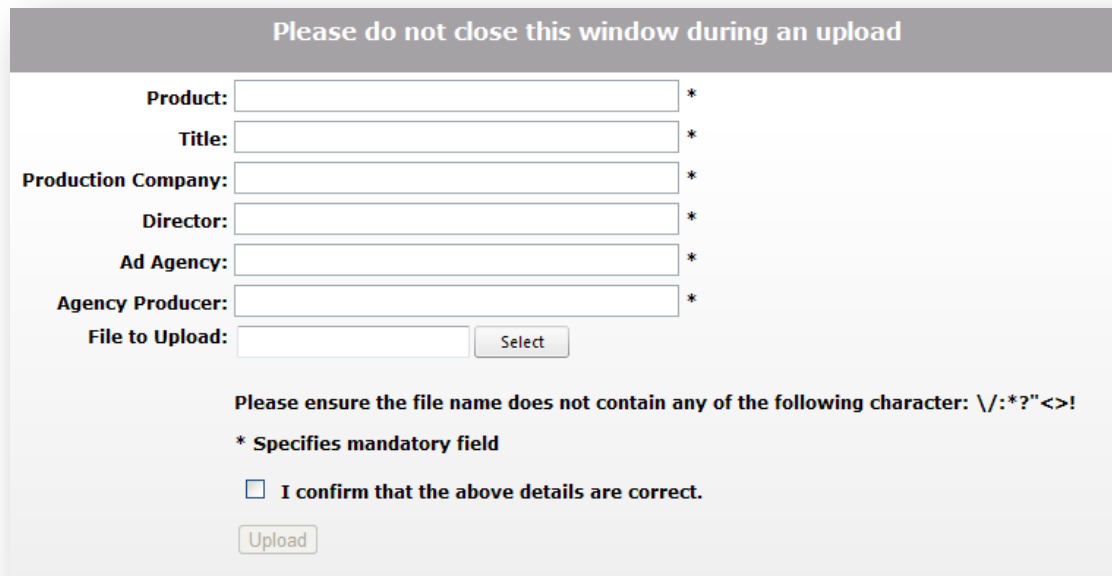
You will be taken to the "My Content" screen.

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.

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

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
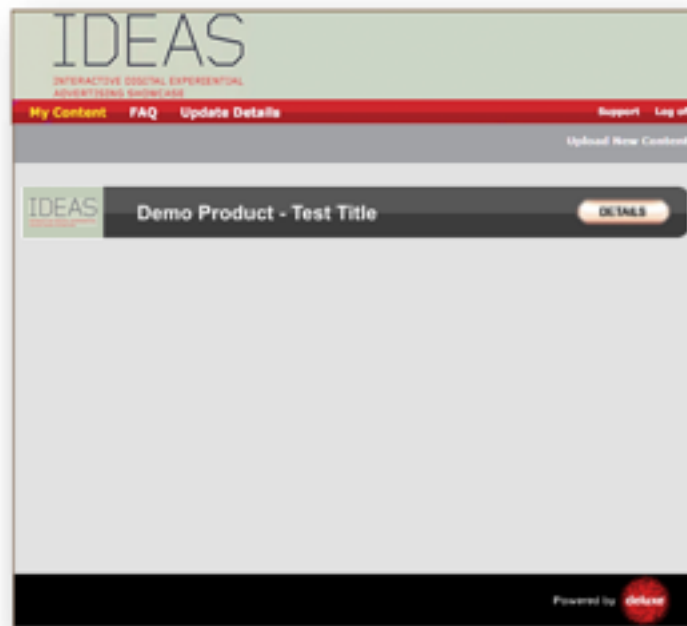
Audio
- AAC audio 320Kbps

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.

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.

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