

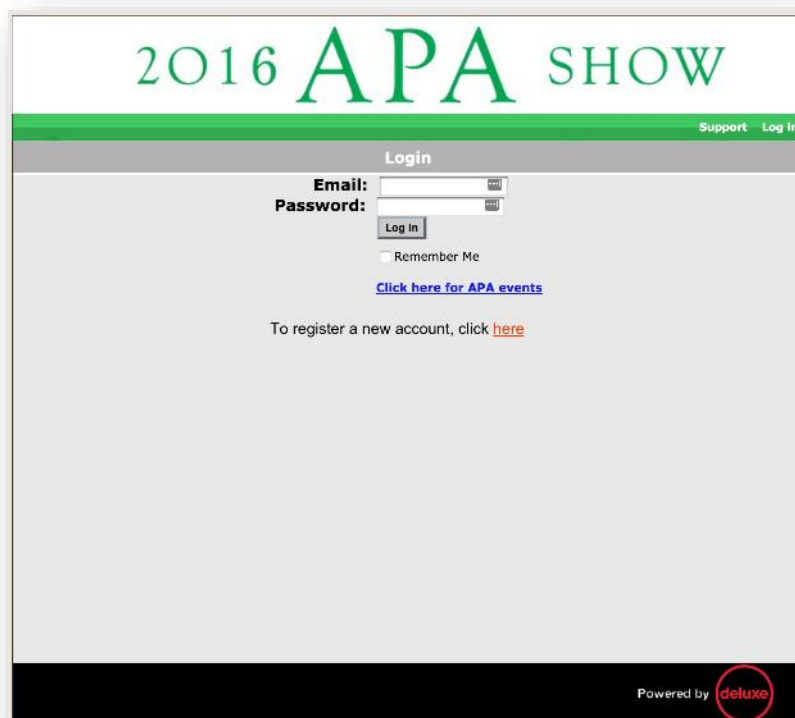
2016 APA SHOW

Online Submissions Guide

APA Show Submissions Guide

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

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



The screenshot shows the login page for the 2016 APA Show. At the top, it says "2016 APA SHOW" in green. Below that is a green navigation bar with "Support" and "Log In" links. The main content area is titled "Login" and contains the following fields and buttons:

- Email:** [text input field]
- Password:** [password input field]
- Log In** button
- Remember Me
- [Click here for APA events](#)
- To register a new account, click [here](#)

At the bottom right, it says "Powered by deluxe" with the Deluxe logo.

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



The screenshot shows the registration page titled "Register". It contains the following fields and a submit button:

- First Name:** [text input field] *
- Surname:** [text input field] *
- Company:** [text input field] *
- Email Address:** [text input field] *
- Confirm Email Address:** [text input field] *
- Phone:** [text input field] * (include country and area codes)
-

* 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 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 time, 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.

2016 APA SHOW Support

APA SHOW

The APA Show is now into its 13th 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 Grosvenor Gardens, London](#).

CALL FOR ENTRIES
Enter online from - [1st October 2015](#)
Closing date for entries - [31st August 2016](#)
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 **28th June 2015** and **31st July 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: 135Mbps
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@p-a.net on 020 3434 5887

COST
The entry fee is £82 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:
RFL (UK)
Thomas
41, GOREY ROAD
FORTH BRIDGE
We do not accept credit card payments.
Any queries please contact info@p-a.net or on 020 3434 5887

SUPPORT
If you have any difficulties uploading your commercial(s) please contact:
Email: info@p-a.net
Tel: +44 (0) 20 3434 5887.

Do you agree to these terms of use?
 Yes No

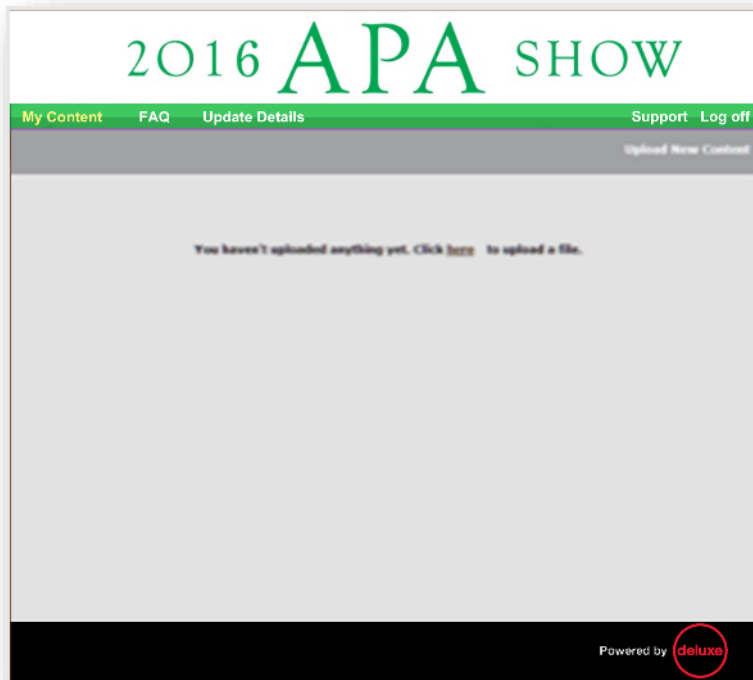
Powered by

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.

APA Show Submissions Guide

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.

APA Show Submissions Guide

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 ‘Chillibeant’ 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

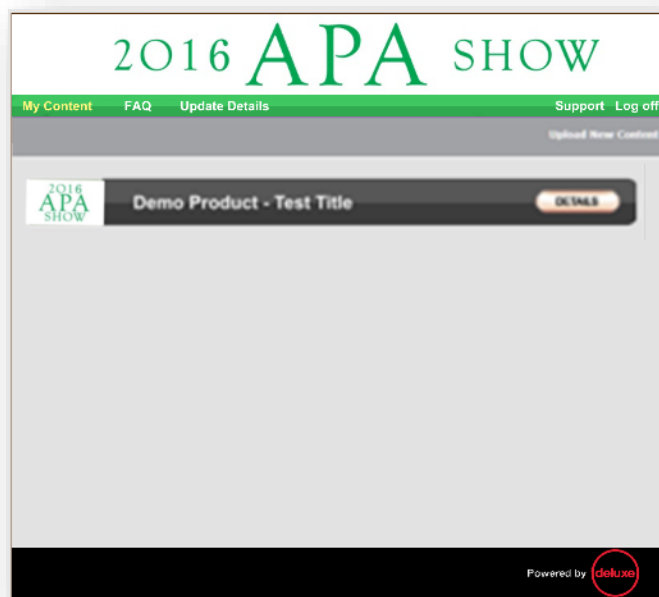
Container

- 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 '2016 APA SHOW' website interface. At the top, there is a navigation bar with links for 'My Content', 'FAQ', 'Update Details' (highlighted in yellow), 'Support', and 'Log off'. Below this is a 'User Management' section containing a 'User Information' form. The form includes input fields for 'First Name', 'Surname', 'Company', 'Email', 'Phone', and 'Password'. The 'Password' field has a '*' symbol next to it, indicating it is mandatory. Below the form, there is a 'Save' button. At the bottom right of the page, it says 'Powered by deluxe' with the Deluxe logo.

2016 APA SHOW

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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