

HOW TO UPLOAD IDEAS

First, you must become a registered idea seller on OpenAd.net. The registration is completely free of charge and is available to both freelancers and companies.

Once you've completed the registration, log on and go to 'Upload Idea'. There you will need to select one of the 3 group destinations (TV, Print or Web Design) provided in the drop down menu under 'Pitch'. Follow the instructions for uploading files and filling out the idea description, image source and details.

All entries must be unbranded and previously unpublished (Important: the term 'published' here refers also to those ideas that have been entered to or displayed at other festivals, competitions and alike), and each entry may only contain **one** TV Ad, Print Ad or Web Design.

TECHNICAL SPECIFICATIONS

TV Ad entries can only be in the form of **video files**, where a minimum resolution of **320x240 pixels** is required. TV Ads should not be longer than **180 seconds**, and the file size should be limited to **8MB**. As the winner of the OpenAd TV award will be screened during the awards ceremony, we cannot accept storyboards for this competition.

For **Print Ad**, where a minimum resolution of **430x430 pixels** is required, we will **only accept JPEG files** for images, which should be uploaded in the best possible quality, but please be aware of the **8MB per file limit** on OpenAd.net.

Web Design entries can contain **a banner or a viral**. Virals are uploaded as **video files**, banners as a **series of JPEG files**. Please include **URL's**. Take into consideration the above technical specifications regarding file size, resolution and length (video).

TV and Print ads may only contain one file, while Web Design ideas may contain several files when they all depict the same design from different perspectives.
Web Design ideas include virals or banners.

All ideas must be entered by the **deadline on Thursday 4 September!**

ADDITIONAL REGISTRATION

*Please note: If you haven't done so yet, don't forget to register your work with Golden Drum festival as well, at www.goldendrum.com. **This means you will need to register your ideas on both websites, but you will only need to upload them onto www.openad.net.** Once you've completed the uploading on OpenAd, the system will direct you to Golden Drum for further registration. Keep in mind that there is a fee of 110 EUR per entry, which must be paid to Golden Drum by 4 September in order to complete the registration process. OpenAd.net does not charge for these entries.*

WINNING ENTRIES

The competition will end on **4 September**. The judges will then evaluate the ideas and compose a list of finalists for the OpenAd TV, OpenAd Print, OpenAd Web Design and the OpenAd Golden Drum Big Idea awards.

IMPORTANT: The winning ideas **will be projected on screen at the gala. The authors of these entries will need to re-submit their entries in suitable resolutions by October 3:** Image file resolution will need to be at least 4961x4961 pixels encoded as 300 dpi JPEG with CMYK colour scheme. Video file resolution will need to be 720x576 pixels, encoded as MPEG-2 at 8Mbits/s.