



Art & Copy – Cover Art Contest Jan 29, 2010 to Feb 23, 2010.

Mongrel Media is releasing the award winning documentary *Art & Copy* on DVD April 06, 2010.

We're putting the call out for the most creative, moving and inspiring artwork possible for the cover of the *Art & Copy* DVD. You submit your best cover, and we'll put our favourite on every DVD in Canada. Your artwork could be in video rental stores across the country! Not to mention we're also throwing in \$250.00 from Mongrel Media. You'll be famous AND you'll get money – awesome!

What to Send

Submitted artwork must be of your own creation and not used previously in another campaign (see rules and regulations for official breakdown).

The winner will have to provide artwork with a bleed, so please ensure your artwork is created with the appropriate bleed as outlined below. **Please send a high res jpeg, 300 dpi @ 100% only for contest entry purposes.**

Cover art must be:

Vertical (No horizontal artwork)

Bleed Size: 5.25 X 7.5 inches

Trim: 5.1 X 7.25 inches

See here for template (right panel only)

<http://www.duplium.com/formats/docs/ca/package/dvdtrapsheet.pdf>

What We're Looking For:

We want a design reflecting this idea: "The REAL Mad Men of advertising"

Keep in mind the target audience for this film are fans of the Mad Men show and/or in the advertising industry themselves.

The simpler, the better. You're designing a DVD cover that needs to stand out on shelves.

Youthful and hip.

Please include the official title of the film (as a layer): Art & Copy

Check out the trailer here: <http://www.youtube.com/watch?v=hLfvmiB4edI>

How to Send It

Please fill out the entry form below and send with your high res jpeg to

jenna@mongrelmedia.com

When to Send It

All entries must be postmarked by February 23, 2010

Who'll Review It

The work will be judged by the staff of Mongrel Media and The One Club members.

How to Find Out More

Questions concerning the *Art & Copy* artwork contest should be submitted in writing to

jenna@mongrelmedia.com

MONGRELMEDIA INC.

1028 Queen St. West telephone: 416 516 9775

Toronto, Ontario facsimile: 416 516 0651

Canada M6J 1H6 www.mongrelmedia.com



Art & Copy Cover Art Contest

ARTWORK SUBMISSION APPLICATION		
APPLICANT INFORMATION		
Full Name:		
Date of Birth (MM/DD/YR):	Cell Phone:	Home Phone:
Current address:		
City:	Province:	ZIP Code:
ARTWORK INFORMATION		
Name of File:		
Date of Creation:		
STUDENT INFORMATION Please complete this if you are a student submitting your artwork.		
Current School:	How Long?	
Professor's Name:		
City:	Province:	
SIGNATURES		
I authorize the verification of the information provided on this form, that I have all appropriate clearances to use all images provided to Mongrel Media for the Art & Copy contest, and that I have read and agree to the rules and regulations of this contest.		
Signature of Applicant:	Date:	
Printed Name:		

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**OFFICIAL RULES – MONGREL MEDIA INC.
“ART & COPY” CONTEST**

NO PURCHASE NECESSARY. OPEN TO INDIVIDUAL RESIDENTS OF CANADA WHO HAVE REACHED THE AGE OF 18 AT TIME OF ENTRY.

The Mongrel Media Inc. “ART & COPY” Contest (the “Contest”) begins on January 29, 2010 and ends at 11:59 pm (Eastern Time) on February 23, 2010 (the “Contest Closing Date”) (collectively, the “Entry Period”). This Contest is conducted by Mongrel Media Inc. (the “Sponsor”).

HOW TO ENTER: All entries become the property of Sponsor and will not be returned. Sponsor is not responsible for lost, late, mutilated, illegible, misdirected, or postage-due mail/entries.

To enter online, visit

www.mongrelmedia.com/contest/artandcopydvdcoverdesigncontest.pdf and submit via EMAIL and/or FTP your artwork submission for the cover of the DVD. Each entry must be accompanied by a complete Artwork Submission Application. Any incomplete artwork submissions, as determined by the judges, will be deleted. Entry must be received by contest ending date of February 23, 2010 at 11:59pm.

To enter by mail, send a package with a digital version of your artwork, completed Artwork Submission Application and your name, address, age and telephone number (including area code) and mail to:

Mongrel Media Inc. – “ART & COPY” Contest
1028 Queen Street West
Toronto, ON
M6J 1H6

Mail-in entries must be postmarked on or before February 23, 2010 and received by Sponsor by noon ET on Feb 26, 2010. Proof of postage does not constitute proof of receipt by Sponsor.

ODDS

The odds of winning in this Contest are dependent upon the total number of eligible entries received in accordance with these Official Rules.

GRAND PRIZE DRAW

On, or about, Feb 27, 2010, at approximately 2:00pm ET in Toronto, one (1) entry will be chosen by a select panel of Judges from Mongrel Media from all entries received under direct supervision of the judges, whose decisions regarding this Contest are final in all respects.

PRIZE PACKAGE #1 – Artwork used for the Official release of Art & Copy and \$250.00 (Two Hundred and Fifty) dollars from Mongrel Media.

Runners up will be announced on www.mongrelmedia.com website.

DESIGN BRIEF COMPETITION RULES

By entering this Competition, entrants agree to be bound by these Rules.

The Competition is organized by Mongrel Media and its respective Sponsors.

Mongrel Media & Sponsors reserves the right to cancel or amend the Competition, the Competition Notice or these Rules at any time without prior notice. Any changes will be posted either within the Competition Notice or these Rules.

In the event of any dispute regarding the Rules, Competition Notice, conduct, results and all other matters relating to a Competition, the decision of Mongrel Media shall be final and no correspondence or discussion shall be entered into.

QUALIFYING ENTRANTS

By entering the Competition, you hereby warrant that all information submitted by you is true, current and complete.

Mongrel Media assumes that by using its site and entering the Competition (and you warrant that) either you have legal capacity to enter the Competition and agree to the Rules (i.e. that you are of sufficient age and mental capacity and are entitled to be legally bound in contract), or your parents have consented to your entry of the Competition and use of these Rules.

Mongrel Media reserves the right to disqualify any entrant if it has reasonable grounds to believe the entrant has breached any of these terms and conditions.

In the event that any entrant is disqualified from the Competition, Mongrel Media in its sole discretion may decide whether a replacement contestant should be selected. In this event, any further entrant will be selected on the same criteria as the original entrant and will be subject to these Rules.

DESIGN ENTRIES

All design entries must follow the design guidelines where specified. Failure to do so can result in disqualification.

All design entries must be an original artwork of the entrant's own creation.

All design entries also must not have been published before or during the competition.

Each artist may win only once in this competition.

Proof of posting cannot be accepted as proof of delivery. Mongrel Media cannot accept responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft, destruction, alteration of, or unauthorized access to entries, or entries lost or delayed whether or not arising during operation or transmission as a result of server functions, virus, bugs or other causes outside its control.

LIABILITY

Mongrel Media cannot accept any responsibility for any damage, loss, injury or disappointment suffered by any entrant entering the contest. Mongrel Media is not responsible for any problems or technical malfunction of computer on-line systems, servers, or providers, computer equipment, software failure of any email or entry to be received on account of technical problems or traffic congestion on the Internet, telephone lines or at any web site, or any combination thereof, including any injury or damage to entrant's or any other person's computer or mobile telephone related to or resulting from participation or downloading any materials in the Competition. Nothing shall exclude Mongrel Media's liability for death or personal injury as a result of its negligence.

INTELLECTUAL PROPERTY RIGHTS

For all design entries submitted, their corresponding artist agrees to transfer or cede all commercial and non-commercial rights and property interests in the artwork to Mongrel Media and/or its affiliated organizations for free use, in any manner, in perpetuity.

Mongrel Media and/or its affiliated organizations undertake to acknowledge/credit the artist(s), whenever appropriate and possible in the context of such use.

Mongrel Media reserves the right to:

- suggest and implement modifications/amendments to the original design;
- organize translations or renditions of the winning caption in other languages;
- add the logo of one or more parties associated with the release of Art & Copy or Mongrel Media.

DATA PROTECTION AND PUBLICITY

Winners may be requested to take part in promotional activity and Mongrel Media reserves the right to use the names and addresses of winners, their photographs and audio and/or visual recordings of them in any publicity.

Any personal data relating to entrants will be used solely in accordance with current Canadian Data protection legislation and will not be disclosed to a third party without the individual's prior consent.

JURISDICTION

This Contest is open to individual residents of Canada only, including Quebec, who are over the age of 18 at the time of entry, except employees, representatives and agents of the Sponsor, and their respective parent companies, subsidiaries, affiliates, licensors, associates, the Contest judges, and their respective advertising and promotional agencies, and persons domiciled with any of the above.

This Contest is subject to all applicable Federal, Provincial and Municipal laws. Decisions of the Sponsor and Contest judges are final and binding on all entrants with respect to all aspects of the Contest. Void where restricted or prohibited by law. This Contest is governed by the laws of Canada and the individual Provinces in which it is conducted, as well as the local municipalities where applicable. This contest is subject to the jurisdiction in Quebec of the Régie des alcools, des courses et des jeux.