



Competitions

Print Cristal

Deadline for entries: 20th January 2012

Judging: 20/22 February 2012

Awards Ceremony: 23rd February 2012 – Mzaar (Lebanon)

Product Categories:

1. Food / Drink
2. Automotive / Motorbike / Transport
3. Insurance / Banking / Financial service
4. Service activity (except financial service)
5. NGO / Great Cause / Charity / Public interest campaign
6. Leisure (tourism, sport, games)
7. Media
8. Home / Clothing / Accessories
9. Beauty / Hygiene / Health (cosmetics, make-up, shampoo, medicine...)
10. Luxury
11. Real Estate

NB:

Self-promotion campaigns cannot enter the competition.

The category "NGO / Great cause / Charity / Public interest campaign" cannot compete for the "Magazine Grand Cristal".

The Festival reserves the right to modify a category designation if needed, any time.

Eligibility:

Press ads displayed for the first time between the **1st of January 2011 and the 31st of January 2012** are eligible to compete for the Magazine Cristal.

Judging Criteria:

Creativity and relevance of the idea!

No jury member can express or vote for his own campaign (agency or advertiser).

For impartiality reason, the final vote will be a secret ballot.

For each registration, please provide all the elements below:

1. **A digital picture** in one of the following formats: JPG, 72dpi, RGB, 1024 X 768 pixels. Each picture should indicate the entry title and be uploaded online at: www.menacristalfestival.com/register

2. **A paper proof** in A4 format (21x21.9 cm) that will be used for the judging.

The press ads should be in English version with an explanation if there is any cultural specificity that needs to be clarified.

The digital picture and the entry form should be uploaded online at www.menacristal.com/register

You can send your paper proof by post at the Festival organization:

CRISTAL FESTIVAL / 2C ASSOCIES

MENA CRISTAL FESTIVAL

Magazine Cristal – Julien MORALES

1 rue Gambetta

92150 Suresnes – France

Administration Fees:

190 US\$ ex. VAT (to be paid once by company and by competition)

Registration Fees:

Each ad submitted is considered as a single entry.

320 US\$ ex. VAT for each visual

Means of payment:

- You can pay by **credit card** (CB/Visa/MasterCard/American Express) online:
www.menacristalfestival.com/register
- You can also pay by **bank transfer:**

Account name: 2C Associés – 1 rue gambetta– 92150 Suresnes - France

Bank: Société Générale - 2, Avenue du Maréchal Foch – 92210 Saint Cloud - France

IBAN: FR76 3000 3037 6100 0210 4154 058

BIC: SOGEFRPP

- Entries cannot be cancelled or removed from the Festival in any way **after January 20th, 2012.**
- Each magazine ad is one entry
- Entries constituting a campaign are entered and paid individually
- You should pay all costs or your entries will be turned down
- The bank fees shall be charged to the customer

REGISTRATION TERMS

The entries will be accepted if the following is completed:

- validation of the entry form
- validation of the elements requested for the contest
- reception of the administration and entry fees
- please send us a credit card or bank transfer proof

Awards Ceremonies & Juries:

Julien MORALES

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Competitions Registration:

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Festival office:

2C Associés

1 rue Gambetta

92150 Suresnes - France

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Cristal Festival SA:

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Sion - Switzerland

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