

## HIGH SCHOOL COMMERCIAL COMPETITION RULES

Commercial Video Topic:	Frederick Supermarket of Cars
Team Members:	1-4 members/team with unlimited number of teams per school able to participate
Length:	0:30 seconds
Requirements:	Frederick logo (will be supplied) and dealership information must appear in commercial
Formats:	MPEG4, Windows Media Audio/Video file, Quick Time Videos can be emailed, on CDs or thumb drives Videos and commercial ideas become property of Frederick Auto <b>Commercials will be judged on creativity and content and not the quality of the video.</b>
Resources:	<a href="http://www.FrederickAuto.com">www.FrederickAuto.com</a> Stephanie Hanford, Marketing Manager at <a href="mailto:shanford@frederickauto.com">shanford@frederickauto.com</a> I am available to answer any questions or would be happy to meet with groups upon request.
Commitment to Participate And Release Form Deadline:	Friday, September 23, 2011 4:00 PM. See forms attached.
Video Idea Submission Deadline:	Friday, October 14, 2011 4:00 PM
Videos Posted on <a href="http://www.frederickauto.com">www.frederickauto.com</a> :	Monday, October 17, 2011 4:00 PM
Deadline to Vote:	Friday, October 28, 2011 4:00 PM
Top 3 Videos Announced:	Monday, October 31, 2011 4:00 PM. Principals of top 3 schools will receive calls.
Commercial Productions/ Optimizations:	Monday 10/31/11 → Friday 11/11/11 Production time scheduled with FOX43 or CBS21.
Commercials Aired on Networks FOX43 & CBS21:	Monday 11/14/11 → Wednesday 11/30/11
Commercials Posted on <a href="http://www.FrederickAuto.com">www.FrederickAuto.com</a> And Frederick Supermarket Of Cars Facebook page:	Monday, November 14, 2011 Voting begins! Friend us on Facebook to place a vote and receive a chance to win an iPad.
Deadline to Vote on line:	Wednesday, November 30, 2011 4:00 PM
Winner Announced:	Friday, December 2, 2011 4:00 PM