

**THINK
FIRST
CREATE
LATER**

**ArabAd PEACE
POSTER CONTEST**

**Set your mind in motion
Boot up your computer
Share your idea for peace**

*IF WE CAN'T MAKE PEACE,
AT LEAST CELEBRATE IT!*

50 
YEARS

“ANY INTELLIGENT FOOL CAN MAKE THINGS BIGGER, MORE COMPLEX, AND MORE VIOLENT. IT TAKES A TOUCH OF GENIUS - AND A LOT OF COURAGE - TO MOVE IN THE OPPOSITE DIRECTION ”

ALBERT EINSTEIN

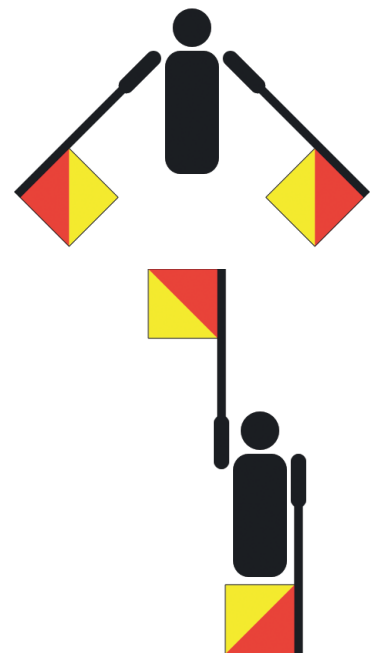


“THE TIME IS ALWAYS RIGHT TO DO WHAT IS RIGHT”

MARTIN LUTHER KING

“SINCE WARS BEGIN IN THE MINDS OF MEN, IT IS IN THE MINDS OF MEN THAT THE DEFENSES OF PEACE MUST BE CONSTRUCTED ”

UNESCO Constitution



If You Don't Like

The Way The World is Shaped,
Design Your Own.

Make a difference with
the iconic inspirational symbol.

DESIGN DOES MATTER!



THE CONTEST.....

Sign Up and Push The Bounds Of Creativity

The **ArabAd Peace Poster Design** Contest is intended to be an inspiring and empowering initiative, where a broad cross- section of creative spheres, from the Middle East, are called in, for this one opportunity, to send out a clear **PEACE** message supporting the **Global Tribute** for the **50th year** of the peace symbol.

Here's the only rule:

The artwork should include the **PEACE sign** as a mandatory element of the design.

For further information:

E-mail: peace@arabadmag.com

Tel: +961-1-204662 - +961-1-204665

Blog: <http://arabadvertising.blogspot.com>

ArabAd

PEACE POSTER DESIGN COMPETITION

*IMAGINE ALL THE PEOPLE
LIVING LIFE IN PEACE.
YOU MAY SAY I'M A DREAMER,
BUT I'M NOT THE ONLY ONE.
I HOPE SOMEDAY YOU'LL JOIN US,
AND THE WORLD WILL BE AS ONE.*

JOHN LENNON

REGISTRATION FORM

LAST NAME	FIRST NAME
E-MAIL	
PHONE	
ADDRESS	
CITY	
COUNTRY	
JOB TITLE	
NUMBER OF ENTRIES SUBMITTED	
TYPE OF ART FORM (i.e. Digital art, Mixed- media, painting, photography, etc.)	

REGISTER BEFORE JUNE 20th, 2008

IMPORTANT! TO REGISTER, FILL IN THIS FORM AND RETURN IT THROUGH EMAIL, FAX OR COURIER TO ARABAD ADDRESS.

PAYMENT FORM SHOULD BE ENCLOSED WITH EACH ENTRY ALONG WITH PAYMENT.

LAST NAME	FIRST NAME
E-MAIL	
PHONE	
FULL ADDRESS	
FORM OF PAYMENT	<input type="checkbox"/> CASH <input type="checkbox"/> CHEQUE
TOTAL ENTRY FEE	
I HEREBY AGREE THAT I FULLY READ AND UNDERSTOOD THE TERMS AND CONDITIONS OF THE ARABAD PEACE POSTER DESIGN CONTEST 2008.	
APPLICANT'S NAME	AUTHORISED SIGNATURE

Terms and Conditions

Eligibility and Participation

1. The contest is open to all designers living, studying, or working in the Middle East.
2. Employees of ArabAd, The Communication Zone, sponsoring companies and contractors of the event are not eligible to participate.
3. Each Participant may enter only five (5) Submissions during the contest period. Any attempt by any Participant to enter more than five (5) by using different identities, registrations or other methods will void all submissions entered by that Participant, at the sole discretion of ArabAd.
4. Participation fee is US \$10 for each entry. Payments will be accepted through cheques [made to ArabAd], or cash deposited at one of ArabAd offices throughout the Middle East.
5. **Deadline of Submissions is June 30, 2008, 6 pm- Beirut time.**
6. All artwork must be original. Copyright and Plagiarism rules apply: you may not use someone else's material without permission. ArabAd is not liable for any copyright infringement on the part of the entrant.
7. Upon submission, all artwork and all other materials submitted (the "Artwork") shall become the sole property of ArabAd and will not be returned. Contestant hereby irrevocably and perpetually transfers, conveys, assigns and grants to ArabAd the complete ownership of all intellectual property and related rights in and to the Artwork, and any and all derivative works thereof.
8. By submitting an entry to this contest, the contestant grants ArabAd magazine and every sponsoring company, the rights to freely publish - online or in any other medium - the participants' artwork without remuneration.

Submission Requirements

9. Only posters with Peace sign are eligible.
10. No restrictions of medium is required (any form of photographic, painting, mixed-media or computerised techniques, etc. may be used.)
11. Artwork must be at least 300 dpi in resolution, format Tiff, Jpeg or PDF, CMYK colour mode and be sized appropriately for printing on A2 poster.
12. Work can be either sent on CD directly to any ArabAd office across the Middle East; or emailed to peace@arabmag.com
13. All participants should submit their registration form via email, fax or couriered to ArabAd from 20th May till 20th June.
14. Submission of payment form and fees should be either couriered to ArabAd head office Beirut or delivered to any ArabAd representative office in the respective market.

Judging

15. A panel of six judges consisting of designers, creative directors and agency owners will conduct the judging based on the listed criteria:
 - ▶ Overall Creativity and Concept
 - ▶ Wittiness of communication
 - ▶ Visual and Message's impact
 - ▶ Peace sign embedment and relevancy

Prizes worth US\$ 5,000 UP FOR GRABS

16. One (1) Grand Prize will be awarded and nine (9) Runners Up. The Grand Prize will win US \$1000 and gets published in various media across the Middle East; the Second Runner Up US \$750; the Third Runner Up US \$500. The other Seven Runner Ups will be awarded gifts of an approximate US \$150 in retail value each. Many awards and freebies.
17. Sponsors will provide contest winners with prizes, yet to be announced.
18. Entries not complying with the contest rules are subject to disqualification without prior warning.
19. The results will be announced at a massive event to be held this summer in Beirut.
20. By entering or participating in the Contest, Participant agrees to be bound by these official Terms and Conditions.

For any additional information: peace@arabmag.com
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Stay updated by logging on to <http://arabadvertising.blogspot.com>

Get Started! Make a Strong, Clear Statement of How the World should be.
Good Luck!

PEACE