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National Mature Media AwardsSM Entry Categories

Marketing & Communications:

- Brochure/Booklet
- Direct Mail
- TV/Radio Advertising
- Magazine/Newspaper Advertising
- Misc. Marketing/Communications
- Marketing/Advertising Campaign
- Consumer Campaign/Special Event

Publications/Editorial:

- Annual Report
- Article—Magazine/Newsletter/Newspaper
- Book
- Brochure/Booklet
- Calendar
- Magazine
- Newsletter/Newspaper
- Misc. Publication/Editorial

Education/Training Programs:

- Staff/Inservice Training
- Consumer Education Program

Mature Work & Retirement:

- Brochure/Booklet
- Advertising—Print/Radio/TV
- Online/Digital Resource
- Retirement Education Program

Art/Design:

- Graphic Design
- Logo/Letterhead Design
- Photograph (*must include older adult*)

Health Promotion & Wellness:

- Brochure/Booklet
- Advertising—Print/Radio/TV
- Online/Digital Resource
- Total Health Promotion Program

Caregiving:

- Brochure/Booklet
- Advertising—Print/Radio/TV
- Online/Digital Resource
- Total Caregiving Program

Home & Community Based Programs:

- Brochure/Booklet
- Advertising—Print/Radio/TV
- Online/Digital Resource
- Total Program

Web-based & Mobile Resources:

- Web Site
- Digital Publication
- Web-based Resource/Tool
- Mobile Resource
- Social Media