



PHARMACEUTICAL EXECUTIVE®

APEX AWARDS

SUBMISSION
INFORMATION

Table of Contents

WELCOME LETTER	3
KEY DATES	4
ENTRY FEES	4
REFUND POLICY	4
GENERAL ELIGIBILITY	5
VOTING	6
CATEGORIES	6
MEDIA & ENTRY REQUIREMENTS	7
COPYRIGHT & REBROADCASTING ISSUES	9

Welcome!

It is with a great sense of excitement and anticipation, we introduce our first annual *Pharmaceutical Executive* APEX Awards. This is the culmination of great creative thinking and hours of tireless work by a core group of truly dedicated individuals.

Our distinctiveness as a health care award event is because our respected list of jurors is made up entirely of health care professionals—each reviewing work aligned with their area of specialty. They know what entries capture their attention, as well as resonate, inform, and motivate because they and their patients are, in most cases, undoubtedly the target audience. That said, their approach to judging work remains diplomatic, and their criteria is simple; to recognize creative excellence in pharmaceutical and health care marketing and communications.

Please understand, we are closely watching the coronavirus disease 2019 (COVID-19) situation and will update our safety measures based on the latest guidance.

This PDF contains all the information you and your agency need to submit work to the 2021 *Pharmaceutical Executive* APEX Awards, including deadlines, medium requirements, fees, and other details. Of course, if there is anything not listed here that you want to know, please don't hesitate to contact us [here](#). On behalf of everyone at the 2021 *Pharmaceutical Executive* APEX Awards, I wish you the best and look forward to seeing you in person on September 9, 2021!

A handwritten signature in black ink that reads "Todd Baker".

Todd Baker

Group Publisher

Pharmaceutical Executive Magazine

Apex.PharmExec.com

Key Dates

2020/2021 CALL FOR ENTRIES:	EARLY BIRD DEADLINE:	STANDARD DEADLINE:	LATE DEADLINE:
January 15, 2021	March 15, 2021	April 15, 2021*	April 30, 2021*

All deadlines are 11:59 PM Eastern Daylight Time.

Entries first appearing in public between **January 1, 2020** and **March 1, 2021**, are eligible for entry into this year's *Pharmaceutical Executive* APEX Awards.

*Please see below for deadline dates and price increases.

Gold winners will be announced at the live show on September 9, 2021, in New York City.

If you have any questions about, please email us [here](#) or call (609) 325-4882.

Entry Fees

EARLY BIRD DEADLINE 1 (MARCH 15, 2021):	REGULAR DEADLINE 2 (APRIL 15, 2021):	LATE DEADLINE (APRIL 30, 2021):
\$395/ENTRY	\$450/ENTRY	\$525/ENTRY

Refund Policy

Entry fees are US\$ only. Fees are nonrefundable. Withdrawn entries (whether withdrawn by the entrant or by the *Pharmaceutical Executive* APEX Awards for entrant's failure to comply with the entry rules) will NOT be refunded.

All deadlines are 11:59 PM Eastern Daylight Time.

General Eligibility

All entries must be submitted [here](#) by the entry deadline of **April 30, 2021, at midnight Eastern Daylight Time**. An entry is not considered submitted unless the entry fee has been paid in full prior to the entry deadline.

- The person submitting the entry confirms they have the authority, rights, clearances, and permissions necessary to provide content.
- The *Pharmaceutical Executive* APEX Awards are open to all pharmaceutical companies, ad agencies, and other firms that produce or publish health care marketing materials or content.
- There is no geographic requirement for entries; however, all entries that contain work that is not originally in English should submit a translation.
- A campaign can be submitted to multiple categories when qualified. A separate entry and payment are required for each entry.
- Each entry will require the submission of relevant support material (video, pdf, etc). Requirements are outlined below.
- Entries may be updated or amended up to the submission deadline using the established login information. No updates or changes are possible after the submission deadline of April 30, 2021.
- Materials provided are on an “as is” basis. *Pharmaceutical Executive* APEX Awards is not responsible for erroneous content submitted.
- Entries submitted confirm permission to *Pharmaceutical Executive* APEX Awards for full rights to use all content in marketing, social media, promotional purposes, website content, and live event streaming/video reproduction.
- Due to the nature of the voting on this award, it is not possible to keep any information confidential. Do not submit any information that cannot be shared. *Pharmaceutical Executive* APEX Awards is not responsible for any confidential information submitted.
- All entries may be published in *Pharmaceutical Executive* magazine, on the *Pharmaceutical Executive* website, on the APEX Awards website, and any related or necessary sites or media to facilitate voting, announcement of finalists, announcement of the winners, and other potential uses.



Voting

- Voting will occur in 2 stages:
 - » **Selection of Finalists:** An invited group of health care professionals will vote on the award within their specialty and/or area of expertise. Up to 5 top-voted submissions will be considered finalists and will be notified in early June 2021.
 - » **Selection of Award Winners:** A general invitation to health care professionals will be sent to invite voting for the winners within their area of specialty/expertise.
- Qualified voters will be invited to vote one time per category using email verification or other means. *Pharmaceutical Executive* APEX Awards will be the sole determiner of the qualifications of potential voters and can disqualify any voter that does not meet our criteria or attempts to vote more than one time per category.

Categories

The work in each category below is judged according to 2 primary audiences and objectives:

1. Product and promotional work (FDA regulated)
2. Disease awareness, general education, and health and wellness work (not FDA regulated)

 Aesthetics/Dermatology	 Men's Health
 Cardiovascular	 Metabolic
 Central Nervous System	 Oncology
 Devices	 Ophthalmology
 Direct-to-Consumer	 Pediatrics
 Direct-to-Patient	 Rare Disease
 Gastroenterology	 Respiratory
 Hematology	 Surgery
 Immunology	 Women's Health
	 Veterinary

Media & Entry Requirements

Please remove the following before uploading any media:

- Agency credits
- Individual credits
- Agency logos
- Slates

Entry Translations

For entries not in English, please provide an English-language translation. For video uploads, please provide a subtitled version of the video.

Image Upload

NOTE: All medium types require an image to be uploaded to the entry to submit payment. The image will be used during judging as your entry thumbnail. If your entry is awarded a statue, the image will be used as a thumbnail on the Winners' Gallery on the Pharmaceutical Executive website.

Required Spec for Image Uploads:

Resolution:*

- 2400 x 3000 pixels (*portrait minimum*)
- 3000 x 2400 pixels (*landscape minimum*)

**Please note the following exceptions:*

- Digital/Mobile, Digital/Mobile & Social Media Craft and Social Media medium types
 - » 600 x 800 pixels (*portrait minimum*)
 - » 800 x 600 pixels (*landscape minimum*)
- Film and Film Craft mediums
 - » 480 x 640 pixels (*portrait minimum*)
 - » 640 x 480 pixels (*landscape minimum*)
- File Type: .jpg
- Color Mode: RGB
- File Size: Up to 50 MB

If the work requires multiple images, each image must be uploaded separately.

Video Upload

Required Spec for Video Uploads:

- Resolution: 640 x 480 (*minimum*)
- File Type: mp4
- Compression: h264
- Sound: AAC 44khz
- File Size: Up to 500 MB

All bars, slates, and black must be removed from videos. All entries must be submitted as a video upload. *Pharmaceutical Executive* will not accept CDs/DVDs.

PDF Upload

Required Spec for PDF Uploads:

- File Size: Up to 40 MB
- PDFs can be either a single page or multiple pages.
- PDFs do not need to be 300 dpi resolution.

We suggest using Adobe's 'Reduced Size PDF' feature when saving your file.

Audio Upload

Required Spec for Audio Uploads:

- File Type: .mp3
- Sampling Rate: 44 KHz (44,100 Hz)
- Bit Rate: 196 KB/s (maximum)
- Sound: Stereo
- File Size: Up to 50 MB

URL Upload

- Entrants must keep the URL accessible online for judging through September 10, 2021.
- Please provide any login credentials required to access the URL.
- Please do not have the case study video within the URL.
- URL entered may not contain agency names within the URL.

Note: Entrants can upload video footage within our media upload portion.

Copyright & Rebroadcasting Issues

Materials provided are on an “as is” basis. *Pharmaceutical Executive* APEX Awards is not responsible for erroneous content submitted.

The entrant confirms they have the authority, rights, clearances, and permissions necessary to provide content.

Entries submitted confirm permission to *Pharmaceutical Executive* APEX Awards for full rights to use all content in marketing, social media, promotional purposes, website content, and live event streaming/video reproduction.

Due to the nature of the voting on this award, it is not possible to keep any information confidential. Do not submit any information that cannot be shared. *Pharmaceutical Executive* APEX Awards is not responsible for any confidential information submitted.

All fees are nonrefundable. Withdrawn entries, either by the entrant or the *Pharmaceutical Executive* APEX Awards, will not be refunded.

We're here to help!

If you have any questions regarding entering your work, payment, dates, or anything about the event itself, please feel free to [email us](#) or call us at **(609) 325-4882**. Thank you!

POWERED BY **Pharmaceutical
Executive**

©2020 *Pharmaceutical Executive* APEX Awards

[Terms of Use](#) / [Privacy Policy](#) / [Cookie Policy](#) / [Contact](#)



PHARMACEUTICAL EXECUTIVE®

APEX AWARDS