

Dear Submitter,

As you might already have noticed, we changed our submission system with the relaunch of our new website some days ago. We hope that you will find the whole process much easier and far more user-friendly!

Anyway, here is a brief introduction to the new submission process:

- 1) Click on "Submission" in our website's header navigation bar at www.luerzersarchive.com
- 2) Choose the product you wish to submit for: "Print Campaigns," "TV Commercials" and "Students Contest," for submissions to the regular "Lürzer's Archive" magazine, or to one of our upcoming specials, and click "Submit".
- 3) If you are already logged in, you will immediately be requested to enter the basic submitter info. If you are not yet logged in, you either have to enter your login data or create a new account.
- 4) You are now ready to submit images.

This is new! You no longer need to repeat the whole submission process for every single picture and can now upload all images at once. You can do this by selecting them from your hard disk or another source, or simply by means of drag and drop.

The screenshot shows a web interface for submitting work. At the top right is the 'ARCHIVE Advertising worldwide' logo. Below it, the title 'SUBMIT YOUR WORK - PRINT' is displayed. A progress bar indicates three steps: 'STEP 1 - CONTACT DATA', 'STEP 2 - INPUT YOUR WORK' (which is currently active), and 'STEP 3 - CONFIRM'. The main content area is titled 'Upload your work:' and lists supported file formats: '.jpg, .jpeg', '.png', '.tiff, .tif', and '.pdf'. To the right of these formats, a bracket indicates file size limits: 'low: max. 5Mb' and 'high: max. 600Mb'. Below the file list, there are two upload options: 'Upload per drag and drop' with a curved arrow icon, and 'Upload' with a large grey button labeled '+ ADD IMAGES...'. At the bottom right, there are two buttons: 'BACK' and 'NEXT'.

- 5) After uploading the pictures, an input mask will appear and all information must be inserted here. Most especially, you must enter all credits.

Simply type the name in the credit space, e.g. "DDB." You will automatically see all companies of that name listed in the database, and you can select the one you think is correct. If you do not find the proper entry, click on "Create contact" and enter the basic credits data.

The screenshot shows a form with several categories on the left: Client Company (crown icon), Ad Agency (house icon), Creative Director (eye icon), Art Director (megaphone icon), Copywriter (pencil icon), Photographer (camera icon), and Illustrator (dollar sign icon). The Client Company dropdown is open, showing a search bar with 'DDB' and a list of options: DDB, Chicago, Chicago U.S.A. (highlighted), DDB, New York, New York U.S.A., DDB, Seattle, Seattle U.S.A., DDB, Vancouver, Vancouver Canada, DDB, Stockholm, Stockholm Sweden, Far East DDB, Bangkok, Rajathewi, Bangkok Thailand, DDB, Auckland, Auckland New Zealand, DDB, Milan, Milan Italy, DDB, Duesseldorf, Duesseldorf Germany, DDB, Oslo, Oslo Norway, Futura DDB, Ljubljana, Ljubljana Slovenia, and DDB, Amsterdam, Amsterdam The Netherlands. At the bottom of the dropdown is a 'CREATE CONTACT' button. A question mark icon is visible in the top right corner of the dropdown area.

If there is no credit for any one category, for example a photographer, simply click the symbol for "None."

The screenshot shows a dropdown menu with a grey 'X' button above it. The dropdown is open, and the option 'none' is highlighted in yellow.

If you are not sure about the name, you can click on "Don't know".

The screenshot shows a dropdown menu with a grey '?' button above it and a grey 'X' button to its right. The dropdown is open, and the option 'don't know' is highlighted in yellow.

Once you are done, click "Confirm." If there is still any information missing, this will be flagged in red:

The screenshot shows a form field labeled 'Campaign' which is empty. To the right of the field is a red error message that says '* This field is required'.

If you wish to do so, you can also upload a HiRes file.

Finally, click "Confirm" and, after having done the same for all of your submissions, make a final confirmation.

6) You will receive a confirmation email and can, in addition, make further changes or check the status of your submissions whenever you are logged in to our website.

The screenshot shows the 'MY ARCHIVE' section of a website. It has a header 'MY ARCHIVE' and three sub-sections: 'MY CAMPAIGNS', 'MY SUBMISSIONS' (which is highlighted), and 'MY FAVORITES'. Below these is a 'SUBMIT NEW' button.

That's it.

I hope you find this new system to be a huge improvement - and good luck with your upcoming submissions!

If you encounter any problems or have any questions, simply contact us at office@luerzersarchive.com