



W³ AWARDS: FACT SHEET

About the W³ Awards:

The W³ Awards honors creative excellence on the web, and recognizes the creative and marketing professionals behind award winning sites, marketing programs, and video work created for the web. In honoring outstanding websites, web advertising, and web video, The W³ Awards is the first major web competition to be accessible to the biggest agencies, the smallest firms, and everyone in between. Small firms are as likely to win as Fortune 500 companies and international agencies.

In its third year the W³ Awards received over 3,000 entries from Ad agencies, Public Relations Firms, Interactive Agencies, In-house creative professionals, Web Designers, Graphic designers and Web Enthusiasts.

The Powers Behind the W³:

The W³ is sanctioned and judged by the International Academy of the Visual Arts, and is sponsored by AdvertisingAge, the Media Partner of the W³ Awards.



The International Academy of the Visual Arts is an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, interactive, advertising, and marketing firms. IAVA members include executives from organizations such as Alloy, Brandweek, Coach, Disney, The Ellen Degeneres Show, Estee Lauder, Fry Hammond Barr, HBO, Monster.com, MTV, Polo Ralph Lauren, Sotheby's Institute of Art, Victoria's Secret, Wired, and Yahoo!. For more information, and a full member roster, please visit www.iavisarts.org.

Judging and Awarding:

In determining winners, entries are judged based on a standard of excellence as determined by the IAVA, according to the category entered. To uphold a high standard of excellence, a category may have multiple winners, or may have no winners at all. Entries are scored on a ten point scale by the judges. Less than 10% of all entries will be selected as Gold Winners. Other outstanding entries will be Silver Winners. Best in Show selections represent the highest mark of distinction and are also selected by the Academy based on scoring. The judges will award Best in Show honors to only the top 1% of all work entered.

Promoting Your Achievement:

Please visit www.w3award.com to access our online toolkit to help you promote your achievement. A sample press release, downloadable graphics and logos, and other materials can be found to help publicize your success. For public relations inquiries contact us at info@w3award.com or call 606- 326-9326.