

This contest is sponsored by Crain Communications Inc (on behalf of its publication, Ad Age), 685 Third Ave. New York, NY 10017 (the "Sponsor").

Eligibility: This contest is open to readers of Ad Age who are at least 18 years old but no older than 30 years old at the time of the Cannes Lions International Festival of Creativity. **You must have been born after June 18, 1988, to enter.** Employees of the Sponsor, their affiliates and members of their immediate families are not eligible.

How to Enter: Entry into the competition is \$99. This cost covers as many entries as you would like to submit, but please be advised that all submissions should be entered at once.

All eligible contestants will be automatically entered in the contest upon uploading: (1) an original cover design; (2) all of the required information on the entry form.

Entries will not be acknowledged or returned.

Entries will be accepted until Thursday, April 19 at 5pm EST.

Winners will be notified late May 2018.

Certification/Acknowledgement/Consent:

EACH ENTRANT CERTIFIES THAT THE MATERIALS SUBMITTED IN CONNECTION WITH THIS COVER CONTEST (INCLUDING ARTWORK, IMAGERY and IDEAS) ARE THE ORIGINAL WORKS OF THE ENTRANT. EACH ENTRANT FURTHER CERTIFIES THAT THESE ORIGINAL WORKS, IN WHOLE, HAVE NOT BEEN PREVIOUSLY PUBLISHED ON ANY PUBLICATION IN ANY FORMAT WHATSOEVER. EACH ENTRANT ACKNOWLEDGES AND IRREVOCABLY CONSENTS THAT ANY AND ALL MATERIALS SUCH ENTRANT SUBMITS IN CONNECTION WITH THIS GLOBAL COVER CONTEST (INCLUDING ARTWORK, IMAGERY AND IDEAS) BECOME THE SOLE PROPERTY OF CRAIN COMMUNICATIONS INC AND MAY BE REPRODUCED, DISPLAYED, PUBLISHED (INCLUDING IN PRINT AND DIGITAL FORMATS), ARCHIVED (IN PRINT AND DIGITAL DATABASES) AND OTHERWISE FREELY USED WITHOUT LIMITATION OR RESTRICTION BY CRAIN COMMUNICATIONS INC AND ITS PARTNERS AND AFFILIATES. EACH ENTRANT ACKNOWLEDGES AND IRREVOCABLY CONSENTS TO THE USE OF HIS/HER NAME, IMAGE AND OTHER PERSONAL INFORMATION IN PUBLICATIONS, INTERNAL AND EXTERNAL WEBSITES, ADVERTISING AND IN MEDIA COVERAGE OF THE CONTEST, UNLESS PROHIBITED BY LAW.

Prizes: There will be a minimum of nine finalists and one grand prize winner. The grand prize winner will receive the following: Profile in Advertising Age magazine and the artwork submitted by the grand prize winner will appear on the cover of an upcoming issue of Advertising Age magazine. If the cover is produced by a creative team the entire team will be included in the credits and profile.

The grand prize winner will also receive ONE round-trip coach airfare from the major metropolitan airport nearest to the winner's home to a major metropolitan airport near Cannes, France, with a minimum of four nights accommodation in or near Cannes, France, and delegate's admission to the Cannes Lions International Festival of Creativity on June 18, 2017 - June 22, 2018. The prize does not include ground transportation to/from the residence of the winner to airport of departure/return, meals, beverages or other personal expenses. The trip must be taken on an itinerary provided by Crain Communications Inc and no alterations or variations to the itinerary are permitted. ONLY ONE TRIP WILL BE AWARDED, IF THE ENTRY IS MADE BY A CREATIVE TEAM NO MORE THAN TWO MEMBERS OF THE TEAM WILL BE ELIGIBLE.

The artwork submitted by the finalists will appear in Ad Age magazine and at the Cannes Lions International Festival of Creativity on June 18, 2018-June 22, 2018. No substitution or transfer of prize is permitted. The odds of winning depend upon the total number of eligible responses received.

General Conditions:

All contest entrants agree to release Sponsor and its partners and affiliates from any and all claims and liability with respect to and in any way arising from participating in this contest, accepting of any prize(s), or technical, hardware, software or other failures of any kind, cost or unavailable network connections, incomplete, garbled or delayed transmissions, injury or damage to an entrant's or third person's computer, whether caused by Sponsor, entrants, users or by any of the equipment or programming associated with or by any technical or human error which may occur in the processing of submissions which may damage a user's system or limit a participant's ability to participate in this contest.

Crain Communications Inc reserves the right to modify or cancel this contest for any reason in its sole discretion.

The potential winners will be required to complete and return to Sponsor an Affidavit of Eligibility and Waiver of Liability/Publicity Release within seven days of Sponsor's provision of these documents. Potential winner will also be required to send a copy of his/her passport, driver's license, or other current, government-issued photo identification (acceptable to Sponsor) as proof of age and residency. Failure to return the Affidavit or Waiver, or failure to provide the requested identification within the prescribed time period will result in disqualification and an alternate winner will be selected. Return of prize notification and/or the Affidavit/Release as undeliverable will result in disqualification and an alternate winner will be selected. If a potential winner cannot accept the prize on the itinerary indicated, the prize is forfeited and an alternate winner will be selected. Sponsor has no obligation for compensation or reimbursement of any kind if a winner is unable to accept any or all of a prize for any reason.

The winner understands and acknowledges that the Cannes Lions International Festival of Creativity is an important business event for Advertising Age, and agrees to conduct

him/herself with the appropriate decorum. If, in the sole discretion of the Sponsor, the winner's behavior is not meeting the standards appropriate for a business function, Sponsor may revoke the winner's admission to any event at the Festival, and may change the winner's flight and/or hotel itinerary to return the winner to his/her hometown earlier than originally planned.

All entrants agree to comply fully with each provision in these Official Rules. Any person attempting to defraud or in any way tamper with this contest and any person who does not comply with these Official Rules, will be ineligible for any prize(s) and may be prosecuted to the full extent of the law.

Taxes are the sole responsibility of winner.

Contest void where prohibited or restricted by law.

For a copy of the prize winners, available after June 11, 2018, send your request and a stamped, self-addressed envelope to: Ad Age, ATTN: Cover Contest Winners, 685 Third Ave. New York, NY 10017.