



PHARMACEUTICAL EXECUTIVE®

# APEX AWARDS

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**SUBMISSION  
INFORMATION  
2024**

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# Welcome!

We can't wait to see what you enter in the 2024 *Pharmaceutical Executive*® APEX Awards.

The thrill of competition, the elation from winning—there is no awards program like this one. Your advertising is all about health care. Our judges are all *from* health care—doctors, nurses, thought leaders, patients and more. As members of your audience, they offer unique insights about what informs, motivates and resonates to change lives.

So when they speak, it's the voice of our industry recognizing creative excellence in advertising.

And when we celebrate this year's best, the world of health care, pharma and biopharm will know. We're especially excited about 1-page profiles featuring the winning creative with a Q&A showcasing agency accomplishments. And, of course, our awards show will be live in New York City November 14!

It's why the best agencies are in the running. And why you've made the right choice by preparing to join them.

Inside this packet you'll find details on deadlines, medium requirements, fees, and more. If you have any questions, please don't hesitate to contact us here.

On behalf of everyone behind the 2024 *Pharmaceutical Executive* APEX Awards, I wish you the best in competition, and look forward to seeing you in person in November!



**Brian Haug**

Executive Vice President  
*Pharmaceutical Executive*  
Apex.PharmExec.com

## Key Dates

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<b>2024 CALL FOR ENTRIES:</b>	<b>EARLY ENTRY DEADLINE:</b>	<b>STANDARD DEADLINE:</b>	<b>LATE DEADLINE:</b>
<b>April 1, 2024</b>	<b>May 15, 2024</b>	<b>June 15, 2024</b>	<b>July 15, 2024</b>

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**All deadlines are 11:59 PM Eastern Daylight Time.**

Entries first appearing in public between **January 1, 2023** and **December 31, 2023** are eligible for entry into this year's *Pharmaceutical Executive* APEX Awards.

\*Please see below for deadline dates and pricing.

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

## Awards and Accolades

- Gold winner announcement at live show November 14, 2024, in New York City
- 1-page profile in upcoming issue of *Pharmaceutical Executive* featuring winning entry and agency Q&A
- *Pharmaceutical Executive* APEX Award trophy customized with agency name
- Recognition across *Pharmaceutical Executive's* social media presence

## Entry Fees

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<b>EARLY ENTRY DEADLINE (MAY 15, 2024):</b>	<b>STANDARD DEADLINE (JUNE 15, 2024):</b>	<b>LATE DEADLINE (JULY 15, 2024):</b>
<b>\$475/ENTRY</b>	<b>\$525/ENTRY</b>	<b>\$575/ENTRY</b>

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# Previous Winners



ConcentricLife / Jazz Pharmaceuticals  
*Elephant in the Room*  
**2023 Gold Winner**



Saatchi & Saatchi Wellness / GSK  
*Red Dab? Red Flag*  
**2023 Gold Winner**



JPA Health / AstraZeneca  
*Getting Out of the Rough*  
**2023 Gold Winner**

## Face off with your true peers.

We're proud to celebrate the fourth year of spotlighting creative from the industry's best. Competition is fierce and trophies are hard-earned. And the best part? Our glamorous, rock-out awards ceremony in New York City.

## 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 **July 15, 2024, at 11:59 PM 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 healthcare 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 July 15, 2024.
- 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 these awards, 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 healthcare professionals will vote on the awards within their specialty and/or area of expertise. Up to 5 top-voted submissions will be considered finalists and will be notified in early August 2024.
  - » **Selection of Award Winners:** Our invited group of healthcare professionals will vote among the finalists in August 2024.
- 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)

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

# 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 Specs 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 Specs 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 Specs 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 Specs 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 July 2023.
- Please provide any login credentials required to access the URL.
- Please do not embed 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.*

## Previous Winners



CultHealth / Supernus Pharmaceuticals  
*APOKYN Unfreeze*  
**2023 Gold Winner**



Biolumina / Novartis Pharmaceuticals  
*Mind the Gap*  
**2023 Gold Winner**



Heartbeat / Agile Therapeutics  
*Twirla 'Patch & Play' TV Spot*  
**2023 Gold Winner**

### **Empower the mission of health care.**

We all love visual communication, but what you do has a deeper meaning and a higher purpose. Breakthroughs are made, treatment options are developed, therapies are put into practice. Your art—your words—help save lives.

# Copyright & Rebroadcasting Issues

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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](#). Thank you!

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Executive**

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APEX AWARDS