

Category	Division	Category Type	Category Description	Entry Title	Advertiser/Client	Entrant
13 . B	DIRECT MARKETING	Specialty Advertising	Other Merchandise	Van Beurden Insurance 2010 Calendar	Van Beurden Insurance	Armadillo Advertising
08 . E	COLLATERAL MATERIAL	Publication Design	Book Design (Entire Book)	Oakdale Irrigation District 100th Anniversary Commemorative Book	Oakdale Irrigation District	ASTONE
35 . A	INTERACTIVE MEDIA	Websites, Consumer HTML/Other	Products	Bella Frutta Web site	Bella Frutta	ASTONE
55 . C	ADVERTISING FOR THE ARTS & SCIENCES	Collateral	Brochure / Sales Kit	Fresno Grand Opera Brochure	Fresno Grand Opera	ASTONE
68 . B	PUBLIC SERVICE	Campaign	Mixed / Multiple Media Campaign (for categories 69-70)	Fresno Metropolitan Flood Control District - Keep Our Streets Litter Free Campaign	Fresno Metropolitan Flood Control District	ASTONE
71 . A	ADVERTISING INDUSTRY SELF-PROMOTION	Campaign	Single Medium Campaign (for categories 69-70)	Baker Dillon Group - Self-Promotion Campaign	Baker Dillon Group	Baker Dillon Group
01 . A	SALES PROMOTION	Product or Service Sales Presentation	Catalog	BKSSL Catalog	B-K Lighting	B-K Lighting
36 . H	INTERACTIVE MEDIA	Online	Internet Commercials	Propel Toys	Propel Toys	BLARE Media
38 . B	INTERACTIVE MEDIA	Interactive Multimedia (CD/DVD)	Consumer	Watch Do It	Watch Do It	BLARE Media
09 . A	COLLATERAL MATERIAL	Poster	Single	Team of Brothers	Clovis West 2009 Varsity Baseball	C. Logan Design
07 . B	COLLATERAL MATERIAL	Brochure	Four-color	Worlds of Flavor - Street Foods by Alexander Ong featuring California Raisins	California Raisin Marketing Board	California Raisin Marketing Board
07 . B	COLLATERAL MATERIAL	Brochure	Four-color	America's Best Raisin Bread Contest	California Raisin Marketing Board	California Raisin Marketing Board
S02 . B	STUDENT ADDY Categories	Collateral Material	Brochure, Annual Report	FAF Holiday Luncheon Invite	Fresno Advertising Federation	California State University California
S13 . A	STUDENT ADDY Categories	Elements of Advertising	Logo	Fresno Sisters in Service	Fresno Sisters in Service	California State University California
S01 . A	STUDENT ADDY Categories	Sales Promotion	Packaging	Kupe Wine Label and Packaging	California State University Fresno	California State University Fresno
S06 . B	STUDENT ADDY Categories	Consumer or Trade Publication	Campaign (2 - 4 ads)	SLAM Clothing Ad Campaign	California State University Fresno	California State University Fresno
S08 . A	STUDENT ADDY Categories	Interactive Media	Website	Healthy Air Living Website	California State University Fresno	California State University Fresno
S13 . A	STUDENT ADDY Categories	Elements of Advertising	Logo	Kupe Wine Label	California State University Fresno	California State University Fresno
36 . B	INTERACTIVE MEDIA	Online	E-Mails / E-Cards	Season's Greetings from Fresno State	California State University, Fresno	California State University, Fresno
S01 . A	STUDENT ADDY Categories	Sales Promotion	Packaging	Starbucks Sumatra Coffee Bag	Starbucks	California State University, Fresno
S06 . A	STUDENT ADDY Categories	Consumer or Trade Publication	Single	Responsible Drinking	Health Promotion & Wellness Services - CSU, Fresno	California State University, Fresno
S12 .	STUDENT ADDY Categories	Mixed Media	Campaign	Fresno State Winery Campaign	Fresno State Winery	California State University, Fresno
S12 .	STUDENT ADDY Categories	Mixed Media	Campaign	Glam Clothing Campaign	Glam	California State University, Fresno
S13 . A	STUDENT ADDY Categories	Elements of Advertising	Logo	MyZone Sync	MyZone Sync	California State University, Fresno
S14 . A	STUDENT ADDY Categories	Elements of Advertising	Illustration	Great White Shark	Suck Face Apparel	California State University, Fresno
S14 . A	STUDENT ADDY Categories	Elements of Advertising	Illustration	Bumble Bee	Suck Face Apparel	California State University, Fresno
S02 . B	STUDENT ADDY Categories	Collateral Material	Brochure, Annual Report	CART Brochure	The Center for Advanced Research and Technology	CART
S16 .	STUDENT ADDY Categories	Elements of Advertising	Animation	Time Piece	The Center for Advanced Research and Technology	CART
S01 . B	STUDENT ADDY Categories	Sales Promotion	Point of Purchase	Magellan POP and Ad	Magellan	CSU Fresno
08 . A	COLLATERAL MATERIAL	Publication Design	Cover	Spanish Invasion	Lifestyle Magazine	Direct Media, Inc.
08 . B	COLLATERAL MATERIAL	Publication Design	Editorial Spread or Feature	Moon Goddess	Lifestyle Magazine	Direct Media, Inc.
08 . B	COLLATERAL MATERIAL	Publication Design	Editorial Spread or Feature	Cocktails	Lifestyle Magazine	Direct Media, Inc.
08 . B	COLLATERAL MATERIAL	Publication Design	Editorial Spread or Feature	Reaching for the Remote	Lifestyle Magazine	Direct Media, Inc.
18 .	OUT-OF-HOME	Campaign	Out-of-Home, Campaign	Mercy.Campaign.ER	Mercy Hospitals of Bakersfield	Direct Media, Inc.
53 .	MIXED/MULTIPLE MEDIA	Consumer, Local	Consumer, Local	Take You Personally	Educational Employees Credit Union (EECU)	Educational Employees Credit Union
72 .	ELEMENTS OF ADVERTISING	Logo	Logo	VIM, Organizational Development Consultant	VIM	Eon Studio
55 . E	ADVERTISING FOR THE ARTS & SCIENCES	Collateral	Poster	Student Rush	Fresno Philharmonic	Fresno Philharmonic
09 . A	COLLATERAL MATERIAL	Poster	Single	Big Sandy Race Poster	Central California Off-Road Cyclists	Goodmonkey Design
35 . C	INTERACTIVE MEDIA	Websites, Consumer HTML/Other	Services	MuralDistrict.com	Reza Assemi	Goodmonkey Design
73 . A	ELEMENTS OF ADVERTISING	Illustration	Single	Let's Trim The Tree Watercolor	Darden Architects, Inc.	Graphics 2
33 . C	INTERACTIVE MEDIA	Websites, B-to-B HTML/Other	Services	Get Jules	Jules Marketing Communications	Hundred10
35 . C	INTERACTIVE MEDIA	Websites, Consumer HTML/Other	Services	EYE-Q Vision Care	EYE-Q Vision Care	Hundred10
36 . C	INTERACTIVE MEDIA	Online	Micro or Mini Sites	KETIV Autodesk Manufacturing Academy (AMA)	KETIV Technologies	Hundred10
64 . D	PUBLIC SERVICE	Broadcast/Electronic	Interactive	The Campaign for Fresno State	California State University, Fresno	Hundred10
44 . C	TELEVISION	Local, Single (one DMA)	:60 or more	Crime Stoppers "Gun Bounty Program" TV	Valley Crime Stoppers	Jeffrey Scott Agency
64 . A	PUBLIC SERVICE	Broadcast/Electronic	TV	Measure C "Carpool" TV	Measure C	Jeffrey Scott Agency
33 . C	INTERACTIVE MEDIA	Websites, B-to-B HTML/Other	Services	Vick Law Website	Vick Law Group	JP Marketing
44 . B	TELEVISION	Local, Single (one DMA)	:30	Goodguys TV 'The Warehouse'	Goodguys Tires & Auto Repair	JP Marketing
44 . B	TELEVISION	Local, Single (one DMA)	:30	State Center TV 'Loan Officer'	State Center Credit Union	JP Marketing
47 . C	TELEVISION	Regional/National TV, Single	Consumer Services	Kaplan TV "Decisions"	Kaplan College	JP Marketing
54 .	MIXED/MULTIPLE MEDIA	Consumer, Regional / National	Consumer, Regional / National	Tachi Palace "Real Players Welcome"	Tachi Palace Hotel & Casino	JP Marketing
64 . A	PUBLIC SERVICE	Broadcast/Electronic	TV	DAV TV 'Rags to Riches'	Disabled American Veterans	JP Marketing
69 . J	ADVERTISING INDUSTRY SELF-PROMOTION	Creative Services and Industry Suppliers	Cards / Invitations / Announcements	JP's 15th Anniversary Party	JP Marketing	JP Marketing
72 .	ELEMENTS OF ADVERTISING	Logo	Logo	Spero Software Logo	Spero Software	JP Marketing
72 .	ELEMENTS OF ADVERTISING	Logo	Logo	WindSong Productions Logo	WindSong Productions	JP Marketing
72 .	ELEMENTS OF ADVERTISING	Logo	Logo	Dine Local Logo	Dine Local	JP Marketing
44 . B	TELEVISION	Local, Single (one DMA)	:30	FYI-Sequoias Tease	Fresno Yosemite International Airport	Maverick Marketing
44 . B	TELEVISION	Local, Single (one DMA)	:30	Fresno Pet ER Victor 'E'	Fresno Pet ER	Maverick Marketing
32 . A	INTERACTIVE MEDIA	Websites, B-to-B HTML/Other	Products	Pandol Marketing Website	Pandol Marketing	MC Solutions
33 . B	INTERACTIVE MEDIA	Websites, B-to-B HTML/Other	Outlets	Tulare Chamber of Commerce Website Design	Tulare Chamber of Commerce	MC Solutions
33 . B	INTERACTIVE MEDIA	Websites, B-to-B HTML/Other	Outlets	Fresno Area Business Partners Website Design	Fresno Area Business Partners	MC Solutions
33 . C	INTERACTIVE MEDIA	Websites, B-to-B HTML/Other	Services	Twitter Your Company Website Design	MC Solutions	MC Solutions
33 . C	INTERACTIVE MEDIA	Websites, B-to-B HTML/Other	Services	APP Your Company Website Design	MC Solutions	MC Solutions
34 . A	INTERACTIVE MEDIA	Websites, Consumer Flash	Products	Bella La Vina Vineyards & Winery Website Design	Bella La Vina Vineyards & Winery	MC Solutions
35 . A	INTERACTIVE MEDIA	Websites, Consumer HTML/Other	Products	Creekside Website Design	Creekside Day Spa	MC Solutions
38 . B	INTERACTIVE MEDIA	Interactive Multimedia (CD/DVD)	Consumer	J.D. Heiskell Company Video	J.D. Heikell & Company	MC Solutions
11 . A	DIRECT MARKETING	Business-to-Business or Consumer, Single	Flat	Certified Appellate Specialist	McCormick Barstow LLP	McCormick Barstow LLP
22 . A	CONSUMER OR TRADE PUBLICATION	Full Page	Less than four-color	Our attorneys know business	McCormick Barstow LLP	McCormick Barstow LLP
01 . B	SALES PROMOTION	Product or Service Sales Presentation	Sales Kits or Product Information Sheets	Haagen-Dazs & California Bing Cherry Consumer Promo Sales Kit	California Bing Cherry Promotion Group	MJR Creative Group
03 . A	SALES PROMOTION	Point of Purchase	Counter Top or Attached	Haagen-Dazs & California Bing Cherry Consumer Promo POS & Coupon	California Bing Cherry Promotion Group	MJR Creative Group
03 . A	SALES PROMOTION	Point of Purchase	Counter Top or Attached	Buy California Marketing Agreement Floor Talker POS	Buy California Marketing Agreement	MJR Creative Group
03 . D	SALES PROMOTION	Point of Purchase	Campaign (2-4 of categories 1A-3C)	Alice White Case Card POS	Constellation Wines US	MJR Creative Group
03 . D	SALES PROMOTION	Point of Purchase	Campaign (2-4 of categories 1A-3C)	Haagen-Dazs & California Bing Cherry Consumer Promo POS, Coupon & Sales Kit	California Bing Cherry Promotion Group	MJR Creative Group
04 .	SALES PROMOTION	Audio/Visual Sales Presentation	Audio/Visual Sales Presentation	Toasted Head Flash Video Presentation - Can-you-pour-it	Constellation Wines US	MJR Creative Group
10 . B	COLLATERAL MATERIAL	Special Event Material	Invitation	2009 Annual Party Invitation	All State Packers	MJR Creative Group
21 . B	CONSUMER OR TRADE PUBLICATION	Fractional Page	Four-color	California Bing Cherry Trade Ad- Cannon	California Bing Cherry Promotion Group	MJR Creative Group
24 . B	CONSUMER OR TRADE PUBLICATION	Campaign	Four-Color	California Bing Cherry Trade Ad Campaign	California Bing Cherry Promotion Group	MJR Creative Group
24 . B	CONSUMER OR TRADE PUBLICATION	Campaign	Four-Color	Cork Supply Trade Ad Campaign	Cork Supply Group	MJR Creative Group
33 . A	INTERACTIVE MEDIA	Websites, B-to-B HTML/Other	Products	California Pear Advisory Board Website	California Pear Advisory Board	MJR Creative Group
33 . A	INTERACTIVE MEDIA	Websites, B-to-B HTML/Other	Products	Cork Supply Website	Cork Supply Group	MJR Creative Group
33 . A	INTERACTIVE MEDIA	Websites, B-to-B HTML/Other	Products	California Kiwifruit Website	California Kiwifruit Commission	MJR Creative Group
33 . A	INTERACTIVE MEDIA	Websites, B-to-B HTML/Other	Products	Cork Supply Tonnelierie 'O Website	Cork Supply Group	MJR Creative Group
36 . C	INTERACTIVE MEDIA	Online	Micro or Mini Sites	Mirassou Online Micro Site	Fleishman-Hillard	MJR Creative Group
52 .	MIXED/MULTIPLE MEDIA	B-to-B Regional / National	B-to-B Regional / National	Prima Pallet Multi Media Campaign	Gerawan Farming	MJR Creative Group
72 .	ELEMENTS OF ADVERTISING	Logo	Logo	Cork Supply All Closures Logo	Cork Supply Group	MJR Creative Group
01 . A	SALES PROMOTION	Product or Service Sales Presentation	Catalog	Teaser Catalog	Coventry Reproductions	Multi Marketing Corp
09 . B	COLLATERAL MATERIAL	Poster	Campaign	'Inspirational' Interior Posters	Fitness Together	Multi Marketing Corp
11 . A	DIRECT MARKETING	Business-to-Business or Consumer, Single	Flat	'Not A Gimmick' Direct Mail	Fitness Together	Multi Marketing Corp
21 . B	CONSUMER OR TRADE PUBLICATION	Fractional Page	Four-color	'Grammys' Ad	Darden Architects	Multi Marketing Corp
24 . B	CONSUMER OR TRADE PUBLICATION	Campaign	Four-Color	'50 Years' Print Ads	Darden Architects	Multi Marketing Corp
24 . B	CONSUMER OR TRADE PUBLICATION	Campaign	Four-Color	'Connecting2...' Print Ads	Connecting2Families	Multi Marketing Corp
44 . B	TELEVISION	Local, Single (one DMA)	:30	'Not A Gimmick' :30 TV	Fitness Together	Multi Marketing Corp
45 .	TELEVISION	Local	Campaign	'Laundry & Van' :15 TV	Connecting2Families	Multi Marketing Corp
51 .	MIXED/MULTIPLE MEDIA	B-to-B, Local	B-to-B, Local	'50 Years' Campaign	Darden Architects	Multi Marketing Corp
53 .	MIXED/MULTIPLE MEDIA	Consumer, Local	Consumer, Local	'Not A Gimmick' Campaign	Fitness Together	Multi Marketing Corp
54 .	MIXED/MULTIPLE MEDIA	Consumer, Regional / National	Consumer, Regional / National	'Connecting2...' Campaign	Connecting2Families	Multi Marketing Corp
64 . D	PUBLIC SERVICE	Broadcast/Electronic	Interactive	Front & Center Web Magazine	State Center Community College District	Neu Design
68 . A	PUBLIC SERVICE	Campaign	Single Medium Campaign (for categories 62-64)	A Legacy Renewed	State Center Community College Foundation	Neu Design
68 . B	PUBLIC SERVICE	Campaign	Mixed / Multiple Media Campaign (for categories 62-64)	Fog University	Caltrans District 6 Office & California Highway Patrol	Octane
55 . G	ADVERTISING FOR THE ARTS & SCIENCES	Collateral	Cards / Invitations / Announcements	The Art of Polly Victor	Gallery 25	Rebecca Barnes Designs
10 . B	COLLATERAL MATERIAL	Special Event Material	Invitation	Weber BMW Golf Championship 2009	Saint Agnes Foundation	Saint Agnes Medical Center
13 . B	DIRECT MARKETING	Specialty Advertising	Other Merchandise	Touching Hearts 2010 Calendar	Saint Agnes Medical Center	Saint Agnes Medical Center
72 .	ELEMENTS OF ADVERTISING	Logo	Logo	Howie's Heating and Air Conditioning	Howard Chi	Soon Design
08 . A	COLLATERAL MATERIAL	Publication Design	Cover	2010 Book of Lists	The Business Journal	The Business Journal
08 . A	COLLATERAL MATERIAL	Publication Design	Cover	2009 Legal Directory	The Business Journal	The Business Journal
08 . A	COLLATERAL MATERIAL	Publication Design	Cover	Healthcare 2009 Supplement	The Business Journal	The Business Journal
08 . B	COLLATERAL MATERIAL	Publication Design	Editorial Spread or Feature	Valley Response Magazine - November/December 2009 (In Search of the Next Gre	Valley Response Magazine	Valley Response Magazine
08 . B	COLLATERAL MATERIAL	Publication Design	Editorial Spread or Feature	Valley Response Magazine - July/August 2009 (Heat Emergency, page 24)	Valley Response Magazine	Valley Response Magazine
08 . B	COLLATERAL MATERIAL	Publication Design	Editorial Spread or Feature	Valley Response Magazine - January/February 2009 (Political Ends, page 22)	Valley Response Magazine	Valley Response Magazine
74 . D	ELEMENTS OF ADVERTISING	Photography	Campaign	Valley Response Magazine - July/August 2009 (The Turnout, page 18)	Valley Response Magazine	Valley Response Magazine
08 . A	COLLATERAL MATERIAL	Publication Design	Cover	Fresno Cover	Valley Yellow Pages	Valley Yellow Pages