



About the Contest

Win a trip (4 days/3 nights) to Los Angeles, California and a walk-on role in a future *Mad Men* Season 3 episode.

Submit an audition video (under a minute) performing pre-selected lines for Don Draper, Pete Campbell, Roger Sterling, Betty Draper, Peggy Olson, and/or Joan Holloway.

AMCTV.com will select the final winner based on the following judging criteria:

- Originality and/or compelling nature of video content
- Popularity among voters, contest visitors, and the amctv.com community
- Quality of final product

Starting July 7th, 2008, video entries will be viewable on the "You Can Be on *Mad Men* Contest" micro-site: <http://blogs.amctv.com/mad-men-contest/>

Visitors can vote and comment on their favorite entries. The most popular entries will enter a final round from which AMCTV.com judges will select the winner.

AMCTV.com will provide the winner with round-trip tickets, hotel accommodations, and an allowance of \$100 per day for food and transportation.

Please read the complete Contest Terms and Conditions here:

<http://static.amctv.com/originals/mad-men-contest-rules.pdf>

Contest Schedule

* The earlier you submit your video, the more votes and comments you can acquire over time!

- June 27 (9AM, eastern) - Call for open submissions
- July 7- "You Could Be on Mad Men Contest" micro-site launches. Viewing and voting and begins.
- August 25 (5PM, eastern) - Last day for entering the contest. Voting and commenting continue.
- Sept. 2 (9AM, eastern) - Final Round Entries announced on "You Could Be On *Mad Men* micro-site. Voting and Commenting on Final Round Entries Begins.
- September 15 (5 PM, eastern) - Voting closes; AMC panel begins review.



Any submission that does not adhere to contest terms and conditions and contest guidelines may be disqualified.

Video Entry

- Video must be under one-minute long.
- A contest participant can submit one video entry per *Mad Men* character.

Participation

- Visitors may cast one vote per entry, but they may comment any number of times through September 15, 2008.
- Any contest participant or visitor who leaves obscene, racist, or inappropriate comments will be immediately removed from the contest and his/her user account will be closed from amctv.com.

Shooting Tips

Using any digital camera with a decent built-in microphone, you can record your scene, and upload it to your computer desktop.

Feel free to shoot your video on the street, or on your lunch break. Spontaneous entries are great.

However, if you want to put more craft and thought into making your video, here are some tips:

- Sound Check: Check the sound on your video before you submit it. If you are shooting outdoors or in a large open space, you may want to set up an additional microphone on location.
- Lighting: Take time to adjust and arrange your lighting sources. Check for distracting shadows or glares in the video frame.
- Composition and setting: Try recreating a 1950's look, or work with what's particular to your location - taxis, cows, hipsters, or gramps in the living room.
- Character Tone & Interpretation: We encourage you to interpret the scene and setting in your own way.
- What video file formats are accepted? - 3GP, .AVI, .DV, h.264, .MPEG2, .MPEG4, Quicktime, WMV
- What is the maximum file size that can be uploaded? - 75 MB.
- What should I name my video clip? - When you upload your video onto our website, you will be prompted to give your video a title of your choosing.

HOW TO ENTER

Go to the Mad Men Contest Entry Page and fill out the video submit form (<http://blogs.amctv.com/mad-men-contest/submit-video.php>)

Here is the walk-through of how to fill out the form if you need it:

- Enter the email address** where we can contact you to let you know if your video has been approved or in the event that you are the contest winner.
- Enter your first and last name**
- Enter the location** by City and State (ie: New York, NY)
- Check box to confirm** you are 13 years of age or older
- Check box to confirm** that you have read and agreed to the contest Terms and Conditions
- Click “Continue” button.**
- Select Video** - Click on the “Browse” button to select your file from your desktop (or where ever you have stored it).
- Enter Title** - We recommend that you include your name and location in your title, and/or include part of the character’s name. Try to make the title as specific and concise as possible.
Examples:
John Smith, Dallas, TX : Don Draper Gets Real
Susan White, Orlando, FL : Betty, in a Dress I Designed
Jimmy Lee, New York, NY: I am the Peter Campbell in My Office
- Assign Tags** - Tagging is a way of organizing entries so that visitors can find and sort them by categories. Don’t worry about messing up, our editors will clean up. **Here is best practice:**
 - The tag for your entry should be the full name of the character you are playing.
Examples: don draper, peter campbell, roger sterling, betty draper, peggy olson, joan holloway.
- Enter Video Description and Bio** - Tell contest voters a little about yourself and/or about the making of your video entry. Why should they vote for you? Keep it short and sweet.
- Hit “Upload Video” button to submit video and entry information.** That’s it! You’re done!

To vote and comment on contest video entries, go here:

<http://blogs.amctv.com/mad-men-contest/>

- Log on with your amctv.com username and password if you are already an amctv.com member.
- Otherwise, you must register for an account to comment on entries.

OK, BREAK A LEG!!! See you online!