

the **BOOKMARKS**2026

ENTRY RULES & GUIDELINES

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IT ALL STARTS WITH A PIXEL

QUICK GUIDE

READ THE RULES	<p>Before you begin your journey to winning gold - PLEASE READ ALL THE RULES (ENTRY GUIDE) PROPERLY. PREFERABLY MORE THAN ONCE.</p> <p>Only work which has been approved by your publisher/client/agency heads and that has been published, launched or aired may be entered.</p>
CHECK CATEGORIES & FEES	<p>Make sure you enter your work in the correct categories. If you need help determining which category is most appropriate for your work, please don't hesitate to contact thebookmarks@iabsa.net for assistance. Please check the entry fees and methods of payment. The Bookmarks reserves the right to move entries to more appropriate categories during the entry processing and prior to judging.</p> <p>The responsibility for ensuring that an entry is entered into the correct category lies with the entrant. The Jury are not allowed to move entries between categories during judging.</p>
NOTE THE ENTRIES TIMELINE	<p>ENTRIES OPEN: TUESDAY 17 FEBRUARY 2026 EARLY BIRD: 17 FEBRUARY - 9 MARCH 2026 STANDARD: 10 MARCH - 10 APRIL 2026 LATE FEE: 11 - 27 APRIL 2026 ENTRIES CLOSE: 27 APRIL 2026 (MIDNIGHT) ELIGIBILITY PERIOD: 1 MARCH 2025 - 28 FEBRUARY 2026</p>
CREATE YOUR ENTRY	<p>Each category has different criteria that need to be met, including supporting media and documents. Please check the entry form and entry guide to ensure you're ready to upload your entry.</p> <p>NB: Your agency name or logo may NOT appear on your supporting media or in your description. Judging is done anonymously.</p>
PREPARE YOUR ONE-PAGER & RESULTS DOCUMENTS	<p>Two documents need to be submitted with each entry:</p> <ul style="list-style-type: none"> - a one-pager summary, and - a Results document that clearly prove the success of your entry (some categories do not require results—please read the relevant category criteria). <p>Failure to produce compelling motivations will limit your entry's chance of winning. Your one-pager should include your objective and information based on the category entry criteria.</p>
SUBMIT YOUR ENTRY ONLINE	<p>Create an entry on the online system, choose a category and fill in the relevant information in the form. Entries can be edited at any stage before submission.</p>
UPLOAD MEDIA & SUPPORTING DOCUMENTS	<p>All electronic media and documentation must be uploaded via the entry system.</p> <p>NB: Please make sure you upload the correct media for your entry!</p>

THE RULES

Please note that while we encourage and accept work being entered into multiple categories, it is advised that each entry is set up specific to that category in order for that piece of work to shine in the category you have entered it in. Entries may be submitted into any category, and into multiple categories. However, the Bookmarks Jury President reserves the right to remove or reassign entries that are not relevant to the original category entered.

1. Entries must have appeared online during the period **1 MARCH 2025 and 28 FEBRUARY 2026**.
2. The final deadline for all entries is **MONDAY 27 APRIL 2026** at midnight.
3. Entries from previous years (in particular, platforms, publications and apps) may be re-entered into categories where re-entries are explicitly allowed. Where required, entrants must motivate for what has changed in the work since the last time it was entered. Work deemed to be too similar to versions that have been entered previously may be removed from judging.
4. Except for the Publishing, some of the Craft categories and the Special Honours categories, entries are prohibited from carrying any agency branding or imagery, or any indication or reference whatsoever to the creator of the work. Entries are judged anonymously and any indication of who / which company created the work will not be allowed.
5. Work entered must have been developed for a South African audience; or by a South African agency for an international audience.
6. Any non-English entries must include subtitles. Also include any necessary explanation for the jury to understand the context of the translation.
7. A one-pager must be submitted with all entries, and entries which do not include this may be disqualified. Please see the one-pager guidelines below. A separate results page, in addition to the one-pager, must be submitted where relevant.

CATEGORIES

1. Finding the right category for your work is an art not a science. Consider not only what fits your entry, but also what criteria it is likely to get judged against.
2. You may enter your work into as many categories as you wish. It will be judged according to the category description in every case and potentially by different juries. Please ensure you align multiple entries with the correct rationale and entry criteria for that category.
3. Please study the criteria CAREFULLY. These are the instructions that judges will be given to evaluate your work. If you haven't addressed these points your entry will suffer.
4. Craft categories are for recognizing the agency, publisher or brand - with the exception of the 'Craft: Excellence in software, coding & tech innovation' award. This is an individual or team award for demonstrable excellence and innovation in coding or use of technology in an online campaign or platform. Whilst the entering company will still receive points, the award is given to the individual/ team only in this one award.
5. **Special Honours:** Submit a Motivation - In brief, why are you nominating this person or company for the award? Convince us! You may submit up to 3 examples of supporting work as part of your motivation, if you choose. Be sure to mention the nominee by name.
6. Best Marketer, Best Creative, Digital Brand of the Year, Best Publisher and Best Digital Agency are won based on points earned in the Bookmarks show in categories which contribute points. No entries are required or accepted for these.
7. The Bookmark Awards introduced the Outstanding Individual Impact in Digital Award in 2025. This award can not be entered and the recipient will be selected from a shortlist compiled by The Bookmarks Committee and IAB South Africa executive.

THE ONE-PAGER

1. This is a page with all the information to “sell” your entry to the judges, in response to the criteria listed for the entry category. Please pay special attention to the weighting of each entry criteria.
2. Your one-pager must be submitted as a **high-res jpeg** (see specs provided at the end of this document). PDFs will not be accepted.
3. Slightly different information will be appropriate for the various categories. Please study the CRITERIA carefully. Also include:
 - The title and description of the work;
 - A representative work visual (if applicable)—like a screen-grab or an example banner;
 - In the Publishing categories where the entry is an item published (and not a site/platform/service), provide the link/s to the story/video/podcast/ etc; and
 - Supporting evidence for the applicable criteria.

OTHER SUPPORTING MATERIAL

Entry format: In addition to links to content items in some Publisher categories, websites or landing pages should be presented as an overview video or in high res jpegs.

You can choose to submit your supporting material in video format or as additional jpegs – or a combination of both (specs are provided at the end of this document).

This media should include all relevant information about the work – sufficient to give a judge a clear idea of what you have done.

DO NOT PLACE YOUR NAME OR YOUR AGENCY BRANDING ON YOUR ENTRY. As all work is judged anonymously, you must ensure that no reference to your agency is included on the entry – or you may be contacted to resubmit your entry. PLEASE NOTE THAT THIS IS NOT APPLICABLE TO ENTRIES IN THE PUBLISHER CATEGORIES.

Entry Tip: Be realistic about how much time judges have to view your work. The judges have no obligation to review your entire submission and experience shows that a short punchy entry, with a clear outline of how your work meets or exceeds the entry criteria, beats a 10-minute case study every time!

Evidence of Results: Bookmarks is a show committed to awarding work that has delivered results. The majority of categories include a 30 - 40% weighting for results achieved and are judged accordingly, except for Special Honours. Results are NOT JUST screen grabs of your Google Analytics dashboard.

The judges typically consider the following:

- The articulation of your **business or campaign objective** and how this was achieved by the work submitted.
- Please give a clear indication of **Production and Media budgets with planned KPIs**
- Whether the **results are believable** (avoid "4567% increase in Twitter followers").
- Whether the entry was **meaningful to the client or business**;
- Whether the results submitted are **relevant to the specific category** being reviewed;
- Whether the results submitted represent an **efficient use of the client's budget**. Return on Investment is therefore key.

Entry assets:

- The presentation images will be a summary of your entry and will be used for judging, as well as on screen at the awards ceremony, should your work win.

- **Do not place your name or your agency branding on your Jpeg, with the exception of Publisher categories where relevant.**
- A maximum of **10 JPEGs** allowed, as part of supporting material.
- High resolution (300dpi) Jpegs ONLY. ■ **MUST BE 7063(w) x 5008(h) pixels.**
- File size is 5MB - 15MB per image.
- Text must be legible when projected to a screen.
- Submit close up images of small details that need to be seen by the jury.
- **Overview video maximum length = 2 minutes Maximum size = 400MB**
- If it is felt necessary, the full-length work may accompany the 2-minute entry and may be viewed at the judges' discretion.
- **PLEASE NOTE:** All non-English entries must have English subtitles.
- Choose one of the following if using video files as supporting material:

PREFERRED FORMAT	FRAME SIZE	FRAME RATE	BIT RATE
HD 720p	1280 x 720	25 fps	16 Mbps
HD 1080	1920 x 1080	25 fps	16 Mbps
ACCEPTED FORMAT	FRAME SIZE	FRAME RATE	BIT RATE
PAL 4:3	720 X 576	25 fps	5 Mbps
PAL 16:9	1024 X 576	25 fps	5 Mbps
NTSC 4:3	720 X 480	29.97 fps	5 Mbps
NTSC 16:9	854 X 480	29.97 fps	5 Mbps

Video files must be transcoded to the below specifications:

- Video must be encoded to Quicktime (H.264)
- Accepted file format is .MOV or MP4
- Bitrate as per table above
- Frame reordering: Enabled
- Key Frames: Automatic
- Quality: High (Multi-Pass recommended)
- Streaming: None
- Audio AAC Stereo 48kHz
- Audio Bit Resolution: 16bit
- Audio Encoding: Constant Bit Rate (CBR)
- Audio Bit Rate: 192kbps
- Video Clock/Slate: NONE
- Non-English entries must have subtitles

For **audio and podcast submissions**, please follow these specifications:

- Accepted file format: MP3
- Maximum file size: 100MB
- Duration: Length of duration is dependent on the category
- Audio Slate: NO AUDIO SLATE UPFRONT
- **All Non-English entries must be submitted as video with English subtitles**

If you have any technical queries, please call us on 011 772 1220 or send an e-mail to bookmarks@loeries.com.

ENTRY FEES

CATEGORIES	STANDARD FEE	IAB SA MEMBER FEE (DISCOUNT)
PLATFORM	R 2 400 excl. VAT	R 1 920 excl. VAT
COMMUNITIES	R 2 400 excl. VAT	R 1 920 excl. VAT
EMERGING DIGITAL TECHNOLOGIES & CHANNELS	R 2 400 excl. VAT	R 1 920 excl. VAT
PUBLISHING	R 2 400 excl. VAT	R 1 920 excl. VAT
CAMPAIGN	R 2 400 excl. VAT	R 1 920 excl. VAT
CRAFT AWARDS	R 2 050 excl. VAT	R 1 640 excl. VAT
SPECIAL HONOURS	R 2 350 excl. VAT	R 1 880 excl. VAT
SPECIAL HONOURS STUDENT HON01	FREE	FREE

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IAB SA MEMBER DISCOUNT: IAB South Africa members are entitled to a 20% discount on entry fees, and will be issued with a unique discount code.. Entrants will only be eligible for the discount if they have fully paid-up membership fees at the time of check out. If you would like to become an IAB SA member, or for more information about IAB SA membership, please email debbie@iabsa.net.

EARLY BIRD ENTRY DISCOUNT: Any entry completed and paid for between Tuesday 17th February and Monday 9th March 2026 by 23h59, will receive a 10% discount. Thereafter, normal rates will apply, as per the outlined entry fees for 2026.

LATE FEE (11 - 27 April 2026): Entries submitted past the 10th April 2026 will be subject to a 12% late penalty fee. The entry timeline closes on 27th April 2026 at midnight and **no entries will be accepted past that date.**

PLEASE NOTE: The “Best Digital Brand”, “Best Digital Agency” and “Best Publisher”, “Best Marketer” and “Best Creative” categories are free, as they are drawn from performance in the competition and therefore do not need formal entries.

ELIGIBLE ENTRIES: Please make sure your work is eligible - read the Entry Rules before submitting your work. All entries are subject to the Terms & Conditions of The Bookmark Awards.

METHODS OF PAYMENT: Payment can only be made by Bank Transfer or Credit Card. Account details are provided on the invoice.

NO REFUNDS ON ENTRIES: Under no circumstances will refunds of any fees or costs relating to Entries or entry into the Bookmarks be issued to Entrants. The fees paid for Entries are intended to cover the costs of administration, processing and judging the Entries and preparing the awards.

If you have any entry queries, please send an e-mail to thebookmarks@iabsa.net. If you have any technical queries, please call us on 011 772 1220 or send an e-mail to bookmarks@loeries.com.

JUDGING PROCESS

ROUND 1 JUDGING:

Round 1 Judging is conducted remotely during a prescribed time where judges vote entries in or out or abstain based on the entry criteria for each Category.

This is a self-managed process done online during the prescribed timeframe: 2nd June - 9th July 2026.

Round 1 Discussion:

Loeries CEO and IAB CEO in discussion with the Jury Chair discuss the following 3 tiers of work.

- **Tier 1 - Progressing to Round 2** – based on percentage votes IN
- **Tier 2 - Not progressing to Round 2** - based on percentage votes OUT
- **Tier 3 - Work that is up for discussion** by the panel to decide if it goes through – this is the middle ground that needs to be motivated to progress or not.

Jury Chair meets with Jury to establish which work goes through from the Tier 2 and Tier 3 list

This is done in an online session (max 2 hours) to establish the finalists. These aggregated results determine the BMA finalists, which are announced in the press ahead of Round 2 Judging.

ROUND 2 JUDGING

Round 2 judging is conducted in a hybrid format with 2 geographical in-person rooms connected virtually. Jury Chair and members will be guided through the work and will score the work without any discussion. Once all votes are in the score sheets are created and shared with the Jury Chair. The jury is then able to discuss the work as a group without impacting the scoring.

The final scoring sheets, including metal allocation are signed off by the Jury Chair, Loeries CEO, IAB CEO and Jury President.

Shortlisted entries do not automatically qualify for an award. Ahead of round 2 judging commencing, a pre-determined metal estimation will be communicated to the Jury Chair to share with the panel.

Self-promotional work will not be eligible for Gold Pixels.

If you have any entry queries, please send an e-mail to thebookmarks@iabsa.net.

If you have any technical queries, please call us on 011 772 1220 or send an e-mail to bookmarks@loeries.com.

BOOKMARKS DIGITAL RANKINGS

The Bookmarks Digital Rankings serve as a strategic tool to benchmark performance in the 2026 Bookmark Awards. Post the awards announcement, winners are invited to **update their credits via the Bookmarks entry portal, between 14 August and 18 September 2026**. The corrected data will be used to determine the final rankings.

Bookmarks rankings are extracted from entry data using a scoring matrix allocated to gold, silver, bronze and craft winners, as well as finalists from the 2026 awards. The information provided on the entries provides the data which is used for rankings. The Bookmarks rankings are administered by The Loeries system, and the onus is on the entrant to ensure correct data is inputted during the credit update period following the awards show in August. The Loeries can not amend data once the period for updates has closed.

Take note when updating your credits:

- Where more than one individual is credited in one area the points are split between the individuals.
- A Publisher cannot receive points as both an agency and as a publisher. Publishers entered as agencies will default to publisher ranking.

Bookmarks Digital Rankings for 2026 will open to allow agencies to update their credits post the awards show on 13 August 2026 for a limited time. Rankings will then be ratified by The Loeries and announced in the press at the end of the 2026 year.

TERMS & CONDITIONS

1. INTRODUCTION

The Interactive Advertising Bureau of South Africa (IAB) (Registration No. 2011/011625/08) (the "Association") is the organiser, administrator and owner of The Bookmark Awards (the "Bookmarks"), which includes an annual award ceremony and related activities which promote and reward digital media and marketing excellence. The Association is also the owner and operator of the website located at www.thebookmarks.iabsa.net (the "Website").

These terms and conditions are binding on all persons that access the Website (referred to as "Users" and/or "Entrants", as defined below). By entering the Website, the person accessing the Website agrees to be bound by these terms and conditions. Further, all persons or entities entering the Bookmarks ("Entrants"), agree to these terms and conditions. A person that enters the Bookmarks on behalf of another person or entity hereby warrants their authority to do so. The Association reserves the right to request proof of such authority and to disqualify the Entrant if no proof is furnished. If a person does not agree to these terms and conditions, such person may not enter, view or make use of the Website or enter the Bookmarks.

The Association may from time to time amend these terms and conditions without notice to a User or Entrant. The User or Entrant's continued use of this Website or participation in the Bookmarks shall constitute their agreement to the amended terms and conditions.

2. THE BOOKMARKS

Rules of the Bookmarks: All entries for the Bookmarks ("Entries") are subject to the rules of the Bookmarks, as contained in these terms and conditions, any other applicable rules or terms and conditions on the Website and any amendment or update to any of the aforesaid. In the event of any contradiction between these terms and conditions and any other rules, terms or conditions on the Website, these terms and conditions will take precedence.

During the judging process, the decisions of the judges of the Bookmarks shall be final in regard to all matters or disputes relating to judging of entries and the awarding of awards. The decisions of the

Board of Directors of the IAB and the Jury President of the Bookmarks shall be final regarding all matters or disputes that arise after the judging process has been concluded as well as all other matters that do not form part of the judging process, such as whether an Entrant is eligible to enter the Bookmarks, which category an Entry should fall in and whether an Entrant has complied with all entry terms and conditions.

ENTRY INTO THE BOOKMARKS:

Anyone involved in the creation, publishing or production of work (including directly from the brand, agency or production company) may enter work in the Bookmarks.

More provisions about the works that qualify for entry, the submission guidelines, and the applicable categories can be found under "How to Enter" on the Website.

The Entrant is responsible for obtaining any and all releases and consents necessary to permit the use and exhibition of the Entry and entered work for all purposes relating to the Bookmarks, the activities of the Association and as set out in these terms and conditions. The Association reserves the right to at any time request proof of such permissions. An Entry may be disqualified if such proof cannot be made available to the Association.

All Entries must be approved by the relevant client for whom they were produced and all necessary permissions must be obtained. In particular, the client for whom the work was created must consent to entry of the relevant work into the Bookmarks and for it to be used in accordance with these terms and conditions. An Entry may not be entered if the work is subject to any agreements with third parties and/or other licenses and the necessary consents have not been obtained.

The Association has the right to request written proof of the initial publication date, as well as written proof of all required permissions. On request by the Association, the Entrant must provide the Association with proof of such consent and the contact details of the relevant client's representative. The Entrant grants the Association permission to verify whether the permissions mentioned above have been obtained.

An Entrant must provide the Association with an entry confirmation form, in the form prescribed by the Association, signed by the Entrant's Chief Executive Officer, Executive Creative Director, Editor, Publisher or such other authorised representative as may be approved by the Association.

An Entry may also not be entered if the Association will be required to make any payment to any person or entity, including, without limitation, any collecting societies or holders of performer's rights, moral rights or any intellectual property rights.

An entrant may not enter any work or Entry into the Bookmarks if it:

- Infringes or violates the rights of any third party, including, without limitation, copyright, trademarks, patents, trade secrets, contractual licensing rights, privacy rights, moral rights or any other intellectual property rights;
- Violates any applicable local, provincial, national or international law or incorporates any content that would encourage or promote the violation of any law;
- Promotes or incites intimidation or harassment of any individuals or groups of individuals or discriminates against any individuals or groups of individuals;
- Contains pornographic or graphic sexual content, hateful content of any kind (such as sexism or racism) or promotes or incites violence or harm to any person or animal; or
- Is offensive, obscene or inappropriate.

Ineligibility: Any Entry that has infringed any of its country of origin's laws or voluntary or regulatory codes (including codes of advertising or practice) is not eligible. In the case of South African entries, any advertisements withdrawn or ruled against by the Advertising Standards Authority in terms of their Code of Advertising Practice or other relevant code are not eligible for entry. In the case of editorial content, any published material ruled against by the Press Ombud or the Press Council's Appeals Panel in terms of the Press Code are not eligible for entry. It is the responsibility of the entrant to notify the Association if the Entry has been ruled against or withdrawn, and to withdraw such work from the Bookmarks. If the Association has awarded an award ...in respect of an Entry which is or becomes ineligible, the Association may withdraw such an award. The Entrant shall ensure that all clearances in respect of the Entry have been obtained and shall provide proof thereof to the Association upon the Association's request.

Disqualification and Sanctions: The Association reserves the right to reject or disqualify an Entry as well as all other Entries of an Entrant if an Entry does not fully comply with the above provisions or any other provision of these terms and conditions or any other terms and conditions, criteria, guidelines or requirements relating to Entries, as amended from time to time (collectively the “Collective Rules”). If one or more awards have been awarded to an Entrant and the Association determines that the Entrant did not comply with the one or more of the Collective Rules, the Association shall be entitled to withdraw all awards awarded to the Entrant, whether or not the Entrant’s other Entries comply with the Collective Rules. In such an event, the Association may also impose additional sanctions on that Entrant, including, without limitation, the issue of a press statement, a prohibition on representatives of the Entrant serving as judges of the Bookmarks, a prohibition on the Entrant entering the Bookmarks for any period specified by the Association, and such other sanctions as may be determined by the Association in its discretion. The Association shall in its sole and absolute discretion be entitled to determine whether any Entry does not comply with one or more of the Collective Rules.

An Entrant may not tamper with this Website, interfere or tamper with or manipulate the judging or awards process or interfere with the independence of the judges in any manner. The Association reserves the right to disqualify any Entrant or Entry if the Association determines, in its sole and absolute discretion, that the Entrant has interfered or tampered with the entry, judging or awards process or has interfered with the independence of the judges.

License: By submitting an Entry into the Bookmarks, the Entrant grants the Association an irrevocable, perpetual, royalty free, non-exclusive, sub- licensable, unconditional and transferable license throughout the world to publish, reproduce, copy, transmit, broadcast, publicly perform, display, exhibit and/ or otherwise use or reuse the Entry and the Entrant’s name, image, likeness, background and biographical material in any and all media, including, without limitation, any publication, advertisement, marketing or promotional material, print, digital or electronic media, the internet, any broadcast channel on the internet, audio and audio visual media and television or radio station in any manner for purposes of promoting Association and the Bookmarks, by any means by the Association. The Entrant also grants permission to the Association to show, copy or play the Entry at such times as the Association deems appropriate. The Association shall be entitled to make available for educational and reference purposes, including electronic publishing, any Entries. If any television or radio station agrees to telecast a news or other program related to Bookmarks or the Association, the Entrant agrees to obtain any permissions and to bear and pay for all talent or any other applicable charges incurred by

inclusion of the Entry in the program, if required. The Entrant waives and shall procure the waiver of all moral rights vesting in or relating to the Entry. The Entrant waives and indemnifies the Association from any and all claims that may arise based on moral rights or unfair competition relating to the Association's use of the Entry.

Publicity: The Entrant grants the Association the right to use and announce the Entrant's name, voice, likeness, image and biographical data and any information relating to the Entry for promotional purposes relating to the Association or the Bookmarks in perpetuity, in any media and in any part of the world.

Warranties: By submitting an Entry the Entrant warrants that it is entitled to grant the license referred to above and that it has obtained all necessary permissions, usage rights and waivers of moral rights from all third parties who contributed to or commissioned the Entry or were otherwise involved in the entry or the production thereof, including without limitation the advertiser whose goods or services the Entry promotes, producers, directors, photographers, illustrators and performers, together with the owners of any trade or service marks or any other intellectual property, whether registered or not, which are included in or form part of the Entry. The Entrant also warrants that the credits and information in the Entry are true and correct and that publication and use of those credits and information will not infringe any moral or other rights of the Entrant or any third party.

Indemnity and Liability: The Entrant hereby indemnifies and holds harmless the Association, its sponsors and all entities and persons associated with the Bookmarks against any liability, claims, damages, costs (including legal fees and court costs expenses or penalties arising from or relating to any breach or alleged breach of the aforementioned representations and warranties by the Entrant or use of the Entry by the Association. The Entrant agrees that Association shall not be liable for any loss, damage, injury, cost or expense arising from acts or omissions of Entrant, including but not limited to the payment of any money owed to interested third parties, and the Entrant hereby indemnifies the Association against all such losses, damage, injuries, costs and expenses.

The Association, the sponsors of the Bookmarks and all entities and persons related to the Bookmarks and their employees, officers, contractors, consultants and associates shall not be liable for and the Entrant hereby indemnifies and holds them harmless against any claim, liability, injury, cost (including

legal fees), expense or penalty suffered or incurred by any person as a result of entering and participating in the Bookmarks or accepting or using any prize.

The Association and all persons and entities associated with the Bookmarks shall not be responsible to the Entrant for incorrect or inaccurate entry of information, human error, technical malfunction or if any Entry is submitted or received late, damaged, stolen, lost, incorrect, directed, undelivered, delayed or incomplete or does not reach the Association.

Judging: The outcome of the Bookmarks depends on the skill shown in Entries. There is no element of luck or chance involved in the awarding of awards. Not all entries will receive awards, and there may be no award given in some categories.

Property of Entries: All documents, storage media and other material that accompany or forms part of an Entry or are submitted with it will become the sole property of the Association. The Association will not return any items entered or submitted to the Association and will not be responsible for any loss or destruction of or damage thereto of whatever nature. The Association shall be entitled to dispose of, destroy, store or exhibit all documents, storage media and other material forming part of or accompanying an Entry.

Right to Withdraw and Change Entries: The Bookmarks reserves the right, in its sole discretion, to reject any Entry, or move any Entry to an alternative category.

No Refunds on Entries: Under no circumstances will refunds of any fees or costs relating to Entries or entry into the Bookmarks be issued to Entrants. The fees paid for Entries are intended to cover the costs of administration, processing and judging the Entries and preparing the awards. Tickets to IAB events (including but are not limited to the Digital Summit and the Bookmark Awards): No refunds will be given to ticket holders for any event. The Association may choose, at its sole discretion, to resell tickets on the behalf of the ticket holder and in this instance to refund the ticket holder, less an administration fee.

The Bookmarks Ceremony: The Association may make changes to the Bookmarks ceremony without prior notice, including changes to times. The ticket holder grants the Association and its agents an irrevocable, royalty free, non-exclusive license throughout the world to publish and use any imagery of

the ticket holder acquired or taken during the Bookmarks ceremony, in any publication, advertisement, marketing or promotional material (including television or radio station news or other programs related to the Association or the Bookmarks), for the sole purpose of promoting the Association or the Bookmarks, by any means the Association chooses, including and without limitation print, electronic media and broadcast.

The Bookmarks reserves the right to make available for promotional, educational or reference purposes, including electronic publishing, any imagery of the ticket holder.

Use of Trademarks: All Entrants and Users agree not to use any of the trademarks, trade names and marks of whatever nature owned or used by the Association from time to time in relation to The Bookmarks or anything similar thereto (the “Trademarks”) without the Association’s prior written consent. Without limiting the generality of the aforesaid, no Entrant or User may, without the Association’s prior written consent, use or refer to the Trademark “The Bookmark Awards” or “The Bookmarks” or anything similar thereto in relation to any event or party hosted or organised by the User or Entrant or include any of the Trademarks in the name of any such event or party. The User undertakes to ensure that all of its clients, associated companies, employees, consultants, contractors and agents comply with the aforesaid provisions.

3. ONLINE TRANSACTIONS

Payment options accepted: Payment may be made via Visa or Master Card credit cards or by bank transfer into the Association’s bank account, the details of which are provided at the payment interface.

Credit card acquiring and security: Credit card transactions can be made for the Bookmarks by PayFast, which is the payment gateway for credit card payments. PayFast uses 3D Secure and a 3D Secure 2 as a layer of security which protects credit card users against unauthorised use. Users may go to <https://payfast.io/> for further information. The merchant outlet country at the time of presenting payment options to the cardholder is South Africa. The transaction Currency is ZAR (South African Rand). Alternatively, contact finance@iabsa.net if you prefer to make payments via EFT.

Pricing: The price of any entry (“the Entry Fee”) will be the price quoted on the Website in respect of any particular category. All Entry Fees shall only apply and be valid until the entry deadline stipulated in the Entry Guide on the Website.

4. GENERAL

Ownership of website and intellectual property: The Website is owned by the Association and the User acknowledges that the Association or its licensors are the proprietors of all intellectual property subsisting in, pertaining to or used on the Website, including, without limitation, copyright, Trademarks, patents, inventions, goodwill and trade secrets.

Website Use: The User may not, without the Association’s written prior consent, use, reproduce, adapt, distribute, publish or in any other way deal or interfere with the intellectual property or the Website’s contents. The user shall not infect the Website with viruses, worms, Trojan horses or any other code that has malicious, contaminating or destructive properties nor shall the user damage, interfere with or intercept any data or information contained on the Website. Access to this Website is made available for information purposes only. No content, information, statement or opinion on this Website should be construed as any kind of advice.

The Association reserves the right to make any changes to the Website and its content and/or services offered through the Website at any time and without notice. The Website may contain links to other websites. The Association has no control over such websites, does not review their content and will not be liable for their content or accuracy. The User accesses such websites at the User’s own risk and discretion. The User may not link to this Website without the Association’s prior written consent.

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These Terms and Conditions were updated on 28 January 2026

If you have any entry queries, please send an e-mail to thebookmarks@iabsa.net.

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