

**CONTEST RULES**  
**"Pixel Blue SONiC 102.9 Digital Billboard Contest"**

1. (a) "Contest Period" starts on **July 26, 2010 at 7:00am and ends on August 19, 2010, at 12:00pm the "Contest Closing Date"**. To enter submit an original (photocopies, facsimiles or other reproductions will not be eligible) design for our SONIC 102.9 digital billboard, the creative can be submitted via the SONiC Glee Club (sign-up for free at [www.sonic1029.com](http://www.sonic1029.com)) and be submitted by the Contest Closing Date. In order to enter the Contest you must be member of the SONiC Glee Club.

*The specs for the digital billboard artwork are as follows, the design is for a digital billboard. The dimensions are 368px X 176px (landscape) at 72dpi. Acceptable file formats are .EPS, .AI and .PSD. SONiC Logo will be provided for download as winning entry must contain it.*

*Completed entries should be saved in a compressed / flattened format (.JPG, .PNG) at 100% scale. We will ask the winning entry for the source file. Entry submissions should be no larger than 1MB.*

*All entries submissions become the property of SONiC. Any stock artwork/fonts used in creation must be appropriately licensed / released from the vendor. Entrants agree to completely release their artwork, exclusively to SONiC, in perpetuity, without further compensation.*

All times are Mountain Times. This Contest is sponsored by Rogers Broadcasting Limited, ("Rogers"), as represented by SONIC 102.9.

**NOTE that Rogers may, in its sole discretion, elect to use, in whole or in part, any creative entered into this Contest for its own future advertising and/or promotional activities, without notice or compensation; and that the person submitting same has no further copyright or similar claim. Entrant warrants to Rogers and affiliates that the submission is their own idea, and it does not contravene or infringe on anyone else's copyright or other intellectual property.**

**Submissions may not be for any other person, or include any other people in the creative, must not contain defamatory words/statements (including words or symbols that are widely considered offensive to individuals of a certain race, ethnicity, religion, sexual orientation, age, or socioeconomic group); may not contain material that is inappropriate, indecent (including but not limited to nudity or pornography, profane, obscene, hateful, tortuous, slanderous or libelous language or gesture), may not in any way reference persons or**

**organizations without their written permission, may not include threats to any person, place, business, or group, must not disparage persons or organizations associated with Rogers; they must not invade privacy or other rights of any person, firm, entity, and they must not in any other way contain material that is unlawful, in violation of or contrary to all applicable federal, provincial, territorial, or local laws and regulations in any province or territory where creative is created.**

**The submission cannot contain display any commercial/corporate advertising, including but not limited to corporate logos, brand names, trademarks, slogans, political, personal and religious statements as determined by Rogers, in its sole discretion.**

**Rogers/judges reserve the right in their sole discretion to disqualify any entry that does not comply with the requirements of these Contest Rules. Submissions must be suitable for presentation in a public forum, in sole determination of judges and/or Rogers.**

(b) A panel of three (3) in-house judges will review all eligible entries received as of the Contest Closing Date on or around August 19, 2010 at Rogers' office at 5915 Gateway Blvd., Edmonton, Alberta, who will pick 10 (ten) submissions, who will be deemed as Qualifiers ("Qualifiers") based on the following criteria:

Winning entry must contain the SONiC Logo in a creative manner.

Can not contain copywritten material (images or text). Qualifiers may be asked to provide release of images/text that they have used.

From Friday, August 20, 2010 at 8:00am until 11:59pm on Sunday, August 22, 2010, (the "Voting Period") the top 10 (ten) Qualifiers will be placed within a polling environment on within the SONiC Glee Club. The SONiC listening audience will be encouraged to login/signup to the Glee Club, at [www.sonic1029.com](http://www.sonic1029.com), to cast their vote, during the Voting Period. You must be a member of the SONiC Glee Club in order to vote during the Voting Period.

The entry with the highest number of votes at the end of the Voting Period will be deemed the potential Grand Prize winner. In the case of a tie situation, there will be a random draw of the tied entries.

The winner will be contacted at the telephone number or email as indicated at the time of entry.

(c) If the winner cannot be reached by August 24, 2010 or declines the prize, the runner-up (qualifier with the next highest number of votes) will be contacted.

- (d) In the event that the winner incorrectly answers the skill testing question, declines the prize, or fails to return the release and acknowledgment as indicated below another entrant will be selected on August 24, 2010
  - (e) Only one (1) entry per person. If the identity of an entrant is disputed, the authorized account holder of the e-mail address submitted at the time of entry will be deemed to be the entrant. The individual assigned to the e-mail address for the domain associated with the submitted e-mail address is considered the authorized account holder. A selected entrant may be required to provide proof that he/she is the authorized account holder of the e-mail address associated with the selected entry. All entries must be submitted from a valid e-mail account that may be identified by reverse domain name search. The sole determinant of time for the purposes of receipt of a valid entry in this Contest will be the Contest server machine(s).
2. No purchase, expenditure or investment is necessary to enter this Contest.
  3. Participants will be eligible to win a one Grand Prize, consisting of a (1) year (3) Pixel Blue Scholarship. Scholarship can only be used at Pixel Blue College and must be used by the December 31, 2011. Admission will be based on seat availability, priority will be given to the winner, and the winner must meet the admission requirements, no cash substitutions, must be accepted as awarded. Prize is transferable. Scholarship is valued at approximate \$16,500.
  4. All prizes must be accepted as awarded. Rogers reserves the right to substitute a prize of at least equal or greater value in the event of the unavailability, for whatever reason, of the advertised prize.
  5. In order to win, selected entrant must first correctly answer, unaided, a time limited, mathematical skill testing question, posed by telephone at a mutually convenient time. Rogers judges' rulings are final and without appeal in all matters related to the Contest and the awarding of prizes.
  6. Entrant will be required to return a signed release and acknowledgment form before being declared a winner.
  7. By entering this Contest, each entrant consents to the use of his/her entry, name, and city of residence and/or photograph in any publicity carried out by Rogers and/or its advertising agencies, without further compensation. Winner consents to their photograph being taken by Rogers for such use, without further compensation. All entries become the property of Rogers.
  8. This Contest is open to residents of **Edmonton and surrounding area**, who are within the listening area of SONIC 102.9, and who are over the age of majority as of the date of entry, except employees of Rogers, its parent and affiliate companies; its representatives and agents, the Contest suppliers and those with whom they are domiciled. The Contest is subject to all applicable federal, provincial and municipal laws and regulations.
  9. No correspondence will be entered into except with the selected entrant.
  10. Chances of winning depend on the number of eligible entries received. Rogers is unaware of how many entrants there may be. The winner may

come from any geographic area, so long as they otherwise qualify to enter the Contest.

11. All entries which are incomplete, illegible, damaged, irregular, have been submitted through illicit means, or do not conform to or satisfy any condition of the rules may be disqualified by Rogers. Rogers takes no responsibility for lost, misdirected, late or destroyed entries, or for typographical or other production errors.
12. All entries become property of Rogers who assume no responsibility for lost, stolen, delayed, damaged or misdirected entries or for failure of the website during the Contest Period, for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure of any email or traffic congestion on the internet or at any website, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from playing or downloading any material in the Contest. Rogers reserve the right, in their sole discretion; to cancel or suspend the email portion of this Contest should a virus, bug or other cause beyond the reasonable control of Rogers corrupt the security or proper administration of the Contest. Any attempt to deliberately damage any web site or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws, and should such an attempt be made, Rogers reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.
13. Rogers is collecting personal data about entrants for the sole purpose of administering this Contest. No further informational or marketing communications will be received by the entrant unless the entrant provides the Sponsors with explicit permission to do so as indicated on the entry form. Please see our Privacy Policy at [www.rogers.com](http://www.rogers.com) for full information on the company's policy towards maintaining the privacy and security of user information.
14. This Contest will be run in accordance with these rules, subject to amendment by Rogers. Entrants must comply with these rules, and will be deemed to have received and understood the rules if they participate in the Contest.
15. The terms of this Contest, as set out in these rules, are not subject to amendment or counter-offer, except as set out herein.