



ART DIRECTORS CLUB  
ITALIANO

## LISTINO PREZZI ADCI AWARDS 2026

Categoria	Sottocategoria	Prezzo standard	Prezzo Early Bird
A.1 INTEGRATED	A.1.2. Campagna No Profit	520.00	400.00
A.1 INTEGRATED	A.1.1. Campagna	650.00	500.00
B.1 FILM	B.1.1. TV e Cinema	390.00	300.00
B.1 FILM	B.1.2. TV e Cinema No Profit	260.00	200.00
B.1 FILM	B.1.3. Altri schermi	390.00	300.00
B.1 FILM	B.1.4. Altri schermi No Profit	260.00	200.00
C.1 RADIO & AUDIO	C.1.1. Campagna Radio & Audio Soggetto Singolo	260.00	200.00
C.1 RADIO & AUDIO	C.1.2. Campagna Radio & Audio No Profit	190.00	150.00
C.1 RADIO & AUDIO	C.1.3. Podcast, streaming e supporti Voice	260.00	200.00
C.1 RADIO & AUDIO	C.1.7. Best Use of Music & Sound Design	260.00	200.00
C.1 RADIO & AUDIO	C.1.9. Campagna Radio&Audio - Campagna Multisoggetto	650.00	500.00
C.1 RADIO & AUDIO	C.1.10. Radio&Audio - Best Use of Media	260.00	200.00
C.1 RADIO & AUDIO	C.1.11. Radio&Audio - Creative Use of Technology	260.00	200.00
C.1 RADIO & AUDIO	C.1.12. Casting & Performance	260.00	200.00
D.1. PRINT & PUBLISHING	D.1.1. Campagna Stampa	260.00	200.00
D.1. PRINT & PUBLISHING	D.1.2. Campagna Stampa No Profit	190.00	150.00
D.1. PRINT & PUBLISHING	D.1.3. Campagna Stampa - Multisoggetto	890.00	700.00
E.1 OUTDOOR	E.1.1. Tabellare	260.00	200.00
E.1 OUTDOOR	E.1.2. Tabellare No Profit	190.00	150.00
E.1 OUTDOOR	E.1.3. Tabellare - Multisoggetto	890.00	700.00
E.1 OUTDOOR	E.1.4. Unconventional	260.00	200.00
E.1 OUTDOOR	E.1.5. Unconventional No Profit	190.00	150.00
F.1. DIGITAL EXPERIENCE & INNOVATION	F.1.1. Digital Campaign & Innovation Use - lavoro singolo	520.00	400.00
F.1. DIGITAL EXPERIENCE & INNOVATION	F.1.2. Digital Experience & Innovation for Good - No Profit	390.00	300.00
F.1. DIGITAL EXPERIENCE & INNOVATION	F.1.12. Mobile App and Gaming	260.00	200.00
F.1. DIGITAL EXPERIENCE & INNOVATION	F.1.14. Digital Campaign & Innovation Use – Multisoggetto	780.00	600.00
F.1. DIGITAL EXPERIENCE & INNOVATION	F.1.15. Tech-led Brand Experiences	520.00	400.00
F.1. DIGITAL EXPERIENCE & INNOVATION	F.1.16. Cross-platform Digital Experiences	520.00	400.00
F.1. DIGITAL EXPERIENCE & INNOVATION	F.1.17. Brand-led Innovation	520.00	400.00
F.1. DIGITAL EXPERIENCE & INNOVATION	F.1.18. Use of Website, Microsite & App	520.00	400.00

F.1. DIGITAL EXPERIENCE & INNOVATION	F.1.19. Digital Installations (VR, AR, Interactive Video)	520.00	400.00
G.1. PROMO CAMPAIGN	G.1.1. Promo - Classic Media Driven	520.00	400.00
G.1. PROMO CAMPAIGN	G.1.2. Promo & Direct - No Profit	390.00	300.00
G.1. PROMO CAMPAIGN	G.1.3. Promo - Digital e Social Media Driven	520.00	400.00
G.1. PROMO CAMPAIGN	G.1.5. Promo - Other Promo & Activation	520.00	400.00
H.1. DIRECT	H.1.1 Direct Marketing - Digital e Social Media	330.00	250.00
H.1. DIRECT	H.1.3 Direct Marketing - Campaign	330.00	250.00
H.1. DIRECT	H.1.5 Direct Marketing - Community Building	330.00	250.00
H.1. DIRECT	H.1.7 Direct Marketing - B2B	330.00	250.00
I.1 DESIGN	I.1.1 Brand Identity - Immagine Coordinata	650.00	500.00
I.1 DESIGN	I.1.3. Packaging Design - Lavoro singolo	260.00	200.00
I.1 DESIGN	I.1.4. Packaging Design - Serie coordinata	650.00	500.00
I.1 DESIGN	I.1.5. Editorial & Publishing Design	260.00	200.00
I.1 DESIGN	I.1.6. Environmental & Spatial Design	260.00	200.00
I.1 DESIGN	I.1.9. Digital Design - UX/UI	260.00	200.00
I.1 DESIGN	I.1.11. Logo Design & Logo Animation	260.00	200.00
I.1 DESIGN	I.1.14. Editorial & Publishing Design - serie coordinata	650.00	500.00
I.1 DESIGN	I.1.15. Type Design & Lettering	390.00	300.00
J.1 INDUSTRY CRAFT	J.1.1. Fotografia	390.00	300.00
J.1 INDUSTRY CRAFT	J.1.2. Fotografia - Digital Retouch	390.00	300.00
J.1 INDUSTRY CRAFT	J.1.3. Illustrazione	390.00	300.00
J.1 INDUSTRY CRAFT	J.1.4. Illustrazione - Digital Retouch	390.00	300.00
J.1 INDUSTRY CRAFT	J.1.7 Art Direction	390.00	300.00
J.1 INDUSTRY CRAFT	J.1.8. Art Direction Digital	390.00	300.00
J.1 INDUSTRY CRAFT	J.1.10 Art Direction Multisoggetto	650.00	500.00
J.1 INDUSTRY CRAFT	J.1.11. Audio Production	390.00	300.00
J.1 INDUSTRY CRAFT	J.1.12. Audio Production - No Profit	190.00	150.00
J.1 INDUSTRY CRAFT	J.1.14. Use of AI, image creation, crafting	390.00	300.00
K.1. FILM CRAFT	K.1.1. Regia	390.00	300.00
K.1. FILM CRAFT	K.1.2. Direzione della Fotografia	390.00	300.00
K.1. FILM CRAFT	K.1.3. Montaggio	390.00	300.00
K.1. FILM CRAFT	K.1.4. Miglior Effetto Speciale/VFX/Animazione	390.00	300.00
K.1. FILM CRAFT	K.1.5. Sound & Music Sound Effect	390.00	300.00
K.1. FILM CRAFT	K.1.6. Production Design	390.00	300.00
K.1. FILM CRAFT	K.1.8. Sound design	260.00	200.00
K.1. FILM CRAFT	K.1.9. Sound design No Profit	190.00	150.00
L.1. PR	L.1.1. Comunicazione PR corporate	390.00	300.00
L.1. PR	L.1.2. Campagna PR No Profit	330.00	250.00
L.1. PR	L.1.3. Social/Digital PR	390.00	300.00

L.1. PR	L.1.4. Campagna PR con partner	390.00	300.00
L.1. PR	L.1.5. Eventi, Brand Experiences e "stunt"	390.00	300.00
L.1. PR	L.1.6. Comunicazione PR di prodotto	390.00	300.00
L.1. PR	L.1.7. Comunicazione PR di prodotto-No Profit	330.00	250.00
L.1. PR	L.1.8. Comunicazione PR B2B	390.00	300.00
L.1. PR	L.1.9. Comunicazione PR B2B - No Profit	330.00	250.00
M.1 ENTERTAINMENT, CULTURE & CONTENT	M.1.1 Video Short	390.00	300.00
M.1 ENTERTAINMENT, CULTURE & CONTENT	M.1.2 Influencer & Co-creation	390.00	300.00
M.1 ENTERTAINMENT, CULTURE & CONTENT	M.1.3 Live Experience	390.00	300.00
M.1 ENTERTAINMENT, CULTURE & CONTENT	M.1.4 Audio	390.00	300.00
M.1 ENTERTAINMENT, CULTURE & CONTENT	M.1.5 Brand Journalism	390.00	300.00
M.1 ENTERTAINMENT, CULTURE & CONTENT	M.1.6 Brand Integration	390.00	300.00
M.1 ENTERTAINMENT, CULTURE & CONTENT	M.1.7 Video Long & Series	390.00	300.00
M.1 ENTERTAINMENT, CULTURE & CONTENT	M.1.8 No Profit	190.00	150.00
M.1 ENTERTAINMENT, CULTURE & CONTENT	M.1.9 Gaming - Best Use of Community	390.00	300.00
M.1 ENTERTAINMENT, CULTURE & CONTENT	M.1.10 Music - Best Use of Community	390.00	300.00
M.1 ENTERTAINMENT, CULTURE & CONTENT	M.1.11 Sport	390.00	300.00
M.1 ENTERTAINMENT, CULTURE & CONTENT	M.1.12 Music - Branded Project	390.00	300.00
M.1 ENTERTAINMENT, CULTURE & CONTENT	M.1.13 Music Marketing	390.00	300.00
M.1 ENTERTAINMENT, CULTURE & CONTENT	M.1.14 Strategic Partnerships	390.00	300.00
N.1. MEDIA	N.1.1. Campagna Media Integrata	650.00	500.00
N.1. MEDIA	N.1.2. Uso Innovativo dei Media	390.00	300.00
N.1. MEDIA	N.1.4. Disruption on classic media	390.00	300.00
N.1. MEDIA	N.1.5. Disruption on new media	390.00	300.00
O.1.CREATIVE EFFECTIVENESS	O.1.2. Cultural Insight	390.00	300.00
O.1.CREATIVE EFFECTIVENESS	O.1.3. Creativity Booster	390.00	300.00
O.1.CREATIVE EFFECTIVENESS	O.1.4. Low Budget, Great Results	390.00	300.00
O.1.CREATIVE EFFECTIVENESS	O.1.5. Mass action Mass result	390.00	300.00
P.1. HEALTH & PHARMA	P.1.5 HEALTH - Personal Health & Wellness	330.00	250.00
P.1. HEALTH & PHARMA	P.1.6 HEALTH - Awareness & Advocacy	330.00	250.00
P.1. HEALTH & PHARMA	P.1.7 HEALTH - Animal Health	330.00	250.00
P.1. HEALTH & PHARMA	P.1.8 HEALTH - Industry Craft	330.00	250.00
P.1. HEALTH & PHARMA	P.1.9 HEALTH - Innovation	330.00	250.00
P.1. HEALTH & PHARMA	P.2.1. PHARMA - TC	330.00	250.00
P.1. HEALTH & PHARMA	P.2.2. PHARMA - Promo	330.00	250.00
P.1. HEALTH & PHARMA	P.2.3. PHARMA - Awareness to Patient/Public	330.00	250.00
P.1. HEALTH & PHARMA	P.2.4. PHARMA - Awareness to HCP	330.00	250.00
P.1. HEALTH & PHARMA	P.2.5.PHARMA - Awareness to Employee	330.00	250.00
P.1. HEALTH & PHARMA	P.2.6. PHARMA - Industry Craft	330.00	250.00

P.1. HEALTH & PHARMA	P.2.7. PHARMA - Innovation	330.00	250.00
Q.1. STUDENTI	Q.1.1 CLASSIC (ATL, Film, Print, radio, copywriting)	50.00	40.00
Q.1. STUDENTI	Q.1.2 EXPERIENCE	50.00	40.00
Q.1. STUDENTI	Q.1.3 DESIGN	50.00	40.00
Q.1. STUDENTI	Q.1.4 STUDENTI - No Profit	40.00	30.00
Q.1. STUDENTI	Q.1.5 Industry Craft	50.00	40.00
R.1 SOCIAL & CREATORS	R.1.1. Digital Social Campaign	390.00	300.00
R.1 SOCIAL & CREATORS	R.1.2. Social & Creators - No Profit	260.00	200.00
R.1 SOCIAL & CREATORS	R.1.3. Real time social campaign	390.00	300.00
R.1 SOCIAL & CREATORS	R.1.5. Creator-Led Content Strategy	390.00	300.00
R.1 SOCIAL & CREATORS	R.1.7. Data Driven audience	390.00	300.00
R.1 SOCIAL & CREATORS	R.1.9. Community Management	390.00	300.00
S.1 COPYWRITING	S.1.1. Copywriting Radio & Audio	260.00	200.00
S.1 COPYWRITING	S.1.2. Copywriting Radio & Audio - No Profit	190.00	150.00
S.1 COPYWRITING	S.1.3. Copywriting	390.00	300.00
S.1 COPYWRITING	S.1.4. Copywriting Multisoggetto	650.00	500.00
S.1 COPYWRITING	S.1.5. Script / Copywriting	390.00	300.00
T.1 LOCAL HEROE	T.1.1. LOCAL IDEAS	190.00	150.00
T.1 LOCAL HEROE	T.1.2. LOCAL IDEAS - No Profit	190.00	150.00
T.1 LOCAL HEROE	T.1.3. LOCAL DESIGN - Small Business & Great Result	190.00	150.00
U.1 COMUNICAZIONE PUBBLICA	U.1.1. Servizi Pubblici	200.00	150.00
U.1 COMUNICAZIONE PUBBLICA	U.1.2. Ambiente & Sociosanità	200.00	150.00
U.1 COMUNICAZIONE PUBBLICA	U.1.3. Turismo	200.00	150.00
Z.1 EQUAL	Z.1.1 EQUAL PROFIT	100.00	100.00
Z.1 EQUAL	Z.1.2 EQUAL NO PROFIT	50.00	50.00
Z.1 EQUAL	Z.1.3 EQUAL STUDENTI	30.00	30.00