Entries are judged at random. Your work is judged on creativity and what you apparently had to work with, not against the other entrants in the category. A 2-color and a 4-color brochure in the same category are not compared to each other. A small company is not compared to a Fortune 500 entrant in the same category. There can be multiple winners in a given category. Most categories are $120. All numbers followed with a “c” are considered campaigns and are $195. Achievement categories are $250.