

Arkansas Press Association

2010 Better Newspaper Advertising Contest

General Rules

1. ELIGIBILITY: Contest is open to daily and weekly newspaper members in good standing of the Arkansas Press Association. Entries must be submitted by the newspaper, not by an individual.

2. CONTEST PERIOD: All entries must have been published during this period --January 1, 2009 - December 31, 2009.

3. DEADLINE for mailing entries is **January 29, 2010.** They must be **postmarked** by **January 29.**

4. ALL ENTRIES MUST BE full page tearsheets showing date of publication (**except** for categories which require the entire section). Note: **newspapers are permitted three (3) entries in each category except category 13.**

5. ALL ADS entered **MUST BE ORIGINAL with your newspaper.** They must be conceived, written, designed, and sold by your newspaper staff. Clip art is acceptable but no ready-made ads should be submitted, such as those from advertising agencies, advertiser-produced or those from other outside sources. A statement of authenticity is included on the registration form and must be signed by the person submitting the entries. **All ads must be from your regularly printed newspaper. Do not submit ads from your other publications (ex. monthly magazines, real estate guides or other niche publications submitted in Category 18).**

6. A SINGLE AD should not be entered in more than one category. Exception: a single ad may also be entered as one of a campaign; or a color entry may also be entered as one of a campaign (Category 4). The spirit of the contest is to recognize as many clever, creative ideas, people and advertisers as possible. (That translates: **don't** take an entry you've submitted for a single ad **and** enter it as a color entry **and** a most original idea entry. Choose one BEST CATEGORY for each entry.) **Do NOT** repeat ads from previous years.

7. IN ORDER TO JUDGE A DIVISION there **must be** at least three (3) entries from three (3) newspapers, otherwise those entries will be judged with the next division.

8. DECISIONS OF JUDGES WILL BE FINAL. Disqualified entries will not be judged nor fees returned. Follow directions.

9. ENTRY IDENTIFICATION (I.D.): Each entry must show an I.D. form completely filled out, taped to the front of the tearsheet. Tape it to the upper left-hand corner of the page, taping the **upper edge only**, so that it operates like a hinge and can be lifted to see beneath. (For multiple page entries, DO NOT put an I.D. on each page. Staple the pages together and put an I.D. on the left corner of the top-front page.) **DO NOT MOUNT** entries **OR** put them in individual envelopes.

10. SHIPPING: Full page tearsheets should be folded in half and mailed flat in a box or large envelope. Please arrange entries in numerical order, with **Category 1 on top.** When processing hundreds of entries, this small step on your part is a **BIG HELP!**

11. COMPETING "UP": Your paper may compete in a **larger-circulation** division, but not in a **smaller-circulation** division. If you want to compete against papers in a circulation larger than yours, you must indicate your choice on the newspaper entry statement. Mark your forms carefully. When choosing the division, use your total paid circulation from your October '09 statement of ownership or ABC Fall audit.

CONTEST DIVISIONS

<u>DAILY</u>		<u>WEEKLY</u>	
<u>Divisions</u>	<u>Circulation</u>	<u>Divisions</u>	<u>Circulation</u>
1 -	Under 8000	5 -	Under 2500
2 -	8000-15000	6 -	2501-3500
3 -	Over 15,000	7 -	Over 3500

APA holds the right to re-assign a newspaper's division to insure a fair number of newspapers are distributed in each division.

12. SMALL VERSUS LARGE -- TO BE FAIR: Depth of pockets does influence budget allotted to advertising departments, not only size of staff which translates into how much time can be devoted to one account or one layout, but resources and staff training as well as whether a staff of specialists takes care of the various elements of an entry. The Member Services Committee addressed this in 2001:

"To be fair to smaller staffed, smaller circulation newspapers, multiple-ownership newspapers must submit entries in the division of their largest circulation newspaper if there is **ANY** crossover work in creating, sales, or production of ads."

With the changes in our industry where larger corporations own several newspapers of various sizes in the association, and new operating alliances, the leveled playing field becomes more difficult to maintain. It is not always evident the extent of help received by the home office or sister papers, and we've been told in some cases "no help is received so it is unfair to make us compete with higher circulation papers." There is no easy solution and we rely to a high degree on the integrity of the newspaper, **SO** please enter according to the guideline stated above by the Member Services Committee.

.....
 • *6th Annual Advertising Conference* •
 • *and Awards Banquet* •
 • *MARCH 11-12, 2010* •
 • *Clarion Resort* •
 • *Hot Springs, Arkansas* •

2010 ENTRY FORM

Newspaper Name _____

Address _____

City _____ Zip _____

Check to agree: () I confirm that all entries submitted are the creation of our newspaper staff, the result of their ideas, sales, illustrations, layouts, etc.

Name of person responsible for contest entries (Print)

_____ Email: _____

✦ Paid Circulation shown on 2009 USPS October ownership statement _____
OR 2009 ABC fall audit _____

DAILY / WEEKLY

DIVISION WE ARE ENTERING: 1 2 3 / 5 6 7
(circle one)

✦ Justification of division choice, for group ownership paper to compete in a "smaller" division –

"We are a small newspaper under group ownership but we receive no help from other staffs. Locally, we had no help with ideas, sales, layout or production."

YES NO circle one

✦ Choosing a division with larger circulation (choosing up) To compete in a division with a larger circulation than yours, you must so indicate your wish to circling "yes" below. See Rule #11.

YES NO WE WANT TO COMPETE in
circle one Division _____ rather than the division indicated by our ownership statement.

✦ CONTEST FEE

Enclosed are _____ entries
@ \$5.00 per entry = \$ _____

plus \$ 20.00 fee per newspaper,

TOTAL DUE = \$ _____

() Payment enclosed Check # _____

() Credit card # _____
Expiration date _____

Check one: () AE () MC () Visa

Category (# entries allowed)

1. Single ad 10" and under (3) _____ @ \$5.00 each = _____

2. Single ad over 10" to 1/2 page (3) _____ @ \$5.00 each = _____

3. Single ad 1/2 pg & over (3) _____ @ \$5.00 each = _____

4. Ad campaign, any size (3) _____ @ \$5.00 each = _____

5. Multiple advertiser ad (3) _____ @ \$5.00 each = _____

6. Use of one spot color (3) _____ @ \$5.00 each = _____

7. Use of process color in ad (3) _____ @ \$5.00 each = _____

8A. Special Section General (3) _____ @ \$5.00 each = _____

8B. Special Section General (3) _____ @ \$5.00 each = _____

9A. SPORTS Special section (3) _____ @ \$5.00 each = _____

9B. SPORTS Special section (3) _____ @ \$5.00 each = _____

10A. Special section COVER (3) _____ @ \$5.00 each = _____

10B. Special section COVER (3) _____ @ \$5.00 each = _____

11. Use of photo in ad (3) _____ @ \$5.00 each = _____

12. Use of clip art in ad (3) _____ @ \$5.00 each = _____

13. Promotion of Newspaper (1) _____ @ \$5.00 each = _____

14. Classified ad 1/2 pg & Under (3) _____ @ \$5.00 each = _____

15. Classified ad over 1/2 pg (3) _____ @ \$5.00 each = _____

16. Most original idea (3) _____ @ \$5.00 each = _____

17. Use of humor in an ad (3) _____ @ \$5.00 each = _____

18. Niche Publications (3) _____ @ \$5.00 each = _____

19. Best TMC Product (1) _____ @ \$5.00 each = _____

20. Original Online ad (3) _____ @ \$5.00 each = _____

Total # of entries _____ @ \$5.00 each = _____

Submit this whole page WITH entries by January 29, 2010, to:

Arkansas Press Association
ADVERTISING CONTEST
411 South Victory, Little Rock, AR 72201-2932

Authorized signature (followed by printed for clarity)

Categories for the Arkansas Press Association 2010 Better Newspaper ADVERTISING Contest

DEADLINE: January 29, 2010

CATEGORY 1 - Single Ad Ten inches and Under

Black and white ads only. NO HOUSE ADS. **May submit up to three (3) entries per newspaper.** Each entry submitted must be a full-page tearsheet. Ad must be ROP for a SINGLE ADVERTISER. Judges will consider the basic idea, headline, layout, copy, typography and originality.

CATEGORY 2 - Single Ad Over 10" and Under Half page

Black and white OR color ads. NO HOUSE ADS. **May submit up to three (3) entries per newspaper.** For each entry submit full page tearsheet. Ad must be ROP for a SINGLE ADVERTISER. Judges will consider basic idea, headline, layout, copy, typography and originality.

CATEGORY 3 - Single Ad Half page and OVER

Black and white OR color ads. NO HOUSE ADS or section covers. **May submit up to three (3) entries per newspaper.** For each entry submit full page tearsheet. Ad must be ROP for a SINGLE ADVERTISER. Judges will consider basic idea, headline, layout, copy, typography and originality. Includes ads over two pages, including double trucks.

CATEGORY 4 - Ad Campaign, any size

Black and white ads OR color. NO HOUSE ADS. **May submit up to three (3) entries per newspaper.** For each entry submit full page tearsheets stapled together. Each entry consists of at least three but not more than five ads for a SINGLE ADVERTISER, with a continuing, common theme. May be ROP or classified display campaign. Judges will consider the basic idea, layout, copy, headline, typography, originality and the development of the theme. Ads may vary in size but keep within the same theme and advertiser.

CATEGORY 5 - Multiple Advertiser Ad

Black and white OR color ads. NO HOUSE ADS. **May submit up to three (3) entries per newspaper.** For each entry, submit full page tearsheet(s). Entry may be any size, including those up to and including double trucks, which features two or more advertisers under a common headline or theme. Judges will consider basic idea, layout, copy, headline, typography and originality.

CATEGORY 6 - Use of ONE Spot Color, plus Black

May submit up to three (3) entries per newspaper. NO SECTION COVERS OR HOUSE ADS. For each entry submit full page tearsheet. Judges will consider basic idea, copy, layout, headline, type, originality and appropriateness and clarity of color. May be single or multiple advertisers, ROP or classified ads.

CATEGORY 7 - Use of PROCESS COLOR in an ad

May submit up to three (3) entries per newspaper. NO SECTION COVERS OR HOUSE ADS. For each entry, submit full page tearsheet. Judges will consider basic idea, copy, layout, headline, type, originality and appropriateness and clarity of color. May be single or multiple advertisers, ROP or classified display, and may be any size.

CATEGORY 8A—Best Advertising Special Section- GENERAL INTEREST- NEWSPRINT

May submit up to three (3) entries per newspaper. For each entry, submit the entire section. This is a **separate, pull-out, stand-alone section** of GENERAL INTEREST (NON-SPORTS) printed on NEWSPRINT (non-magazine stock paper; see category 8B) inserted into your newspaper. Judges will consider basic idea, originality of theme used in ads and editorial content, as well as the section cover. **Use of color is a bonus.**

CATEGORY 8B – – Best Advertising Special Section- GENERAL INTEREST- MAGAZINE

May submit up to three (3) entries per newspaper. For each entry, submit the entire section. This is a **separate, pull-out, stand-alone section** of GENERAL INTEREST (NON-SPORTS) printed on MAGAZINE stock paper (not printed on newsprint, see category 8A) inserted into your newspaper. Judges will consider basic idea, originality of theme used in ads and editorial content, as well as the section cover.

CATEGORY 9A—Best Advertising Special Section- SPORTS- NEWSPRINT

May submit up to three (3) entries per newspaper. For each entry, submit the entire section. This is a **separate, pull-out, stand-alone section** with a SPORTS theme printed on NEWSPRINT (non-magazine stock paper; see category 9B) inserted into your newspaper. Judges will consider basic idea, originality of theme used in ads and editorial content, as well as the section cover. **Use of color is a bonus**

CATEGORY 9B – Best Advertising Special Section- SPORTS- MAGAZINE

May submit up to three (3) entries per newspaper. For each entry, submit the entire section. This is a **separate, pull-out, stand-alone section** with a SPORTS theme printed on MAGAZINE stock paper (not printed on newsprint, see category 9A) inserted into your newspaper. Judges will consider basic idea, originality of theme used in ads and editorial content, as well as the section cover.

CATEGORY 10A - Special Section COVER- NEWSPRINT

May submit up to three (3) entries per newspaper. For each entry submit the entire cover (printed on newsprint not magazine stock) but **do not send the entire section** for this category. Judges will consider design, layout, typography, artwork and use of color. The entry cover must have been from section inserted in the newspaper not the cover of your niche publication.

CATEGORY 10B - Special Section COVER- MAGAZINE

May submit up to three (3) entries per newspaper. For each entry submit the entire cover (printed on magazine stock not newsprint) but **do not send the entire section** for this category. Judges will consider design, layout, typography, artwork and use of color. The entry cover must have been from section inserted in the newspaper not the cover of your niche publication.

CATEGORY 11 – Use of Photo in an Ad

May submit up to three (3) entries per newspaper. NO HOUSE ADS. NO SECTION COVERS. Black and white ads OR color. For each entry submit full page tearsheet. The ad must feature the original photography of a staff member. Judges will consider originality, quality, appropriateness of ad theme, clarity and appeal. May be ROP OR classified display; single or multiple advertisers and be any size.

CATEGORY 12- Use of Clip Art in Ad

May submit up to three (3) entries per newspaper. NO HOUSE ADS. NO SECTION COVERS. May be any size, black and white or color; ROP or classified display; single or multiple advertisers. Entries should show clever and creative use of art supplied by a clip art service. Overall idea or theme of the ad should be original; don't submit "ready-made" ads. Judges will consider originality, appropriateness of art and other related advertising factors.

CATEGORY 13 – Newspaper Promotions and House Ads, Single ads and/or Campaign

HOUSE ADS ONLY. Entry consists of at least three but not more than six ads either single ads or in a campaign. May be any size, black and white or color. The ads may promote the entire newspaper or any of its operations. For example, did you have subscriptions contests, NIE promotions, readership ads, newspaper contests, etc? Judges will consider the basic idea, originality, layout, copy, headline, illustrations and other elements which go into the ads that contribute to the overall promotion of the newspaper. One entry (3 to 6 tearsheets/ads) per newspaper.

CATEGORY 14 - Single Classified Ad Under Half Page

May submit up to three (3) entries per newspaper. May be any size, black and white or color but they **must be for a single advertiser** and the ad **MUST** appear in the Classified Section. DO NOT SEND HOUSE ADS. For each entry, submit full page tearsheet. Judges will consider basic idea, originality, copy, layout and typography.

CATEGORY 15 - Single Classified Ad Over 1/2 Page

May submit up to three (3) entries per newspaper. May be any size, black and white or color but they **must be for a single advertiser** and the ad **MUST** appear in the Classified Section. DO NOT SEND HOUSE ADS. For each entry, submit full page tearsheet. Judges will consider basic idea, originality, copy, layout and typography.

CATEGORY 16 - Most Original Idea

May submit up to three (3) entries per newspaper. NO HOUSE ADS. For each entry submit full page tearsheets. Ad may be any size, black and white or color, ROP or Classified Display. This includes not only ads which are particularly unique, fresh, weird, creative and outstanding, but also any ads which just don't fit any of the other contest categories.

CATEGORY 17 - Use of Humor in Advertising

May submit up to three (3) entries per newspaper. NO HOUSE ADS. For each entry submit full page tear-sheets. Ad may be any size, black and white or color, ROP or Classified Display. Judges will consider all aspects of the ad (basic idea, layout, copy, headline, typography and originality) plus special emphasis on how funny the ad is.

CATEGORY 18 - Niche Publications

May submit up to three (3) entries per newspaper.

Publication must print 4 (four) times per year or more distributed with your newspaper and/or separately. This is not a special section but a regularly printed publication. Include monthly or quarterly magazines, real estate guides, etc. that are produced and distributed by your newspaper staff.

CATEGORY 19 – Best TMC (Shopper) Product

Must submit three consecutive weeks.

Product must be free publication distributed separately from main newspaper. Judges will consider design, headlines, ad layout, copy, typography and originality.

CATEGORY 20 – Original Online Ad

For each entry submit a web page screen snapshot with the ad highlighted. Flash or animated .gif files should be copied to a CD. Entries may be any size. Judges will consider basic idea, copy, layout, originality and animation. Ads must be created by staff of the submitting newspaper, and must have appeared on the newspaper web site during the contest period.

SWEEPSTAKES: Awarded to the **six newspapers** (one in each division) which earn the highest number total points in the entire contest: 1st place = 10 points; 2nd place = 6 points; 3rd place = 3 points; merit award = 1 point.

BEST OF DIVISION and BEST OF SHOW

From all the chosen first place winners (except Categories 9-10 & 18), judges will pick the **best of the best** — their choices of the **best ad in each division** and then the **Best of Show**, the best ad of the entire contest.

CATEGORY 1 - Single Ad Ten inches and under
(Black & White Only)

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 1 - Single Ad Ten inches and under
(Black & White Only)

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 2, Single Ad over 10"and under Half page
(Black & White or Color)

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 3, Single Ad Half Page & Over
(Black & White OR Color)

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 1 - Single Ad Ten inches and under
(Black & White Only)

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 2 - Single Ad over 10"and under Half page
(Black & White or Color)

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 2, Single Ad over 10"and under Half page
(Black & White or Color)

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 3, Single Ad Half Page & Over
(Black & White OR Color)

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 3, Single Ad Half Page & Over

(Black & White OR Color)

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 4, Ad Campaign.

(Black & White OR Color)

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE(S) _____

CREATOR(S) _____

CATEGORY 5, Multiple Advertiser Ad

(Black & White OR Color)

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 5, Multiple Advertiser Ad.

(Black & White OR Color)

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 4, Ad Campaign

(Black & White OR Color)

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE(S) _____

CREATOR(S) _____

CATEGORY 4, Ad Campaign

(Black & White OR Color)

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE(S) _____

CREATOR(S) _____

CATEGORY 5, Multiple Advertiser Ad

(Black & White OR Color)

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY _____

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 6, Use of ONE Spot Color in Ads

(No Section Covers)

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 6, Use of ONE Spot Color in Ads

(No Section Covers)

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 7, Use of Process Color in Ads

(No Section Covers)

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 8A, Special Section, NEWSPRINT

(No Section Covers)

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

TITLE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 6, Use of ONE Spot Color in Ads

(No Section Covers)

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 7, Use of Process Color in Ads

(No Section Covers)

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 7, Use of Process Color in Ads,

(No Section Covers)

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 8A, Special Section, NEWSPRINT

(No Section Covers)

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

TITLE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 8A, Special Section, NEWSPRINT

(No Section Covers)

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

TITLE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 8B, Special Section, MAGAZINE

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

TITLE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 9A, SPORTS Special Section, NEWSPRINT

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

TITLE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 9A, SPORTS Special Section, NEWSPRINT

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

TITLE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 8B, Special Section, MAGAZINE

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

TITLE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 8B, Special Section, MAGAZINE

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

TITLE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 9A, SPORTS Special Section, NEWSPRINT

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

TITLE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 9B, SPORTS Special Section, MAGAZINE

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

TITLE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 9B, SPORTS Special Section,
MAGAZINE

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

TITLE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 10A Special Section COVER,
NEWSPRINT

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

TITLE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 10A Special Section COVER,
NEWSPRINT

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

TITLE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 10B, Special Section COVER,
MAGAZINE

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

TITLE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 9B, SPORTS Special Section,
MAGAZINE

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

TITLE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 10A Special Section COVER,
NEWSPRINT

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

TITLE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 10B, Special Section COVER,
MAGAZINE

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

TITLE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 10B, Special Section COVER,
MAGAZINE

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

TITLE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 11, Use of Photo in an Ad

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 11, Use of Photo in an Ad

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 12, Use of Clip Art in Ad

(Black & White OR Color. No Section Covers)

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 13, Promotion of Newspaper

(HOUSE ADS ONLY) ONE ENTRY = 3-6 Ads

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

HEADLINE _____

TEARSHEET DATE(S) _____

CREATOR(S) _____

CATEGORY 11, Use of Photo in an Ad

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 12, Use of Clip Art in Ad

(Black & White OR Color. No Section Covers)

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 12, Use of Clip Art in Ad

(Black & White OR Color. No Section Covers)

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 14, Classified Display 1/2 pg & Under

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 14, Classified Display 1/2 pg & Under

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 15, Classified Display Over 1/2 page

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 15, Classified Display Over 1/2 page

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 16, Most Original Idea in an ad

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 14, Classified Display 1/2 pg & Under

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 15, Classified Display Over 1/2 page

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 16, Most Original Idea in an ad

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 16, Most Original Idea in an ad

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

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HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 17, Use of Humor in Ads

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

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HEADLINE _____

TEARSHEET DATE _____

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CATEGORY 17, Use of Humor in Ads

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

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HEADLINE _____

TEARSHEET DATE _____

CREATOR(S) _____

CATEGORY 18, NICHE PUBLICATIONS

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

TITLE _____

PUBLICATION DATE _____

CREATOR(S) _____

CATEGORY 19, Best TMC Product

(3 issue = 1 entry)

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

PUBLICATION DATES _____

CREATOR(S) _____

CATEGORY 17, Use of Humor in Ads

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

TEARSHEET DATE _____

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CATEGORY 18, NICHE PUBLICATIONS

Division (circle) 1 2 3 5 6 7

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CATEGORY 18, NICHE PUBLICATIONS

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

TITLE _____

PUBLICATION DATE _____

CREATOR(S) _____

CATEGORY 20, ORIGINAL ONLINE AD

(Submit screen shot and ad on CD)_

Division (circle) 1 2 3 5 6 7

NEWSPAPER _____

ADVERTISER _____

HEADLINE _____

DATE AD APPEARED ON WEB SITE _____

CREATOR(S) _____