



# 2011 Annual Advertising / Editorial Awards Competition

## Providing Special National Recognition for Excellence in Publishing Free Community Papers

**Note: Some entries require additional information. Read the requirements carefully to be certain that you submit proper information. Entries not meeting contest criteria will be disqualified.**

**Eligibility:** Any AFCP member publication in good standing (current dues paid) is eligible to enter. Material for all entries must have been published between January 1 and December 31, 2010.

**ADS THAT HAVE PREVIOUSLY WON AWARDS AND HAVE BEEN REPUBLISHED ARE NOT ELIGIBLE.**

**Ad Design:** Ads submitted, unless otherwise specified by the competition criteria, must be of a publisher's own creative design, using their own artwork and/or a combination of art services.

**Judging:** Entries are judged by a panel of experts in advertising, composition, layout, media buying, journalism and photography.

**Announcement of Winners:** Winners will be announced at the AFCP 2011 Annual Conference at the Trade Winds Resort in St. Pete Beach in Florida.

**Recognition:** All winners will receive a commemorative plaque for each award. Additional plaques may be ordered for a nominal charge.

**Property (Title):** Entries become the property of AFCP, and, at the discretion of the board of directors, can be used for any purpose, including but not limited to development of member services.

**Entry Fees:** The first 25 entries for each member publication may be submitted free of charge as one of our many member benefits. Entries in excess of 25 shall bear a fee of \$5 per entry and payment must be submitted with your entries. Make checks payable to AFCP/NANI.

**Deadline:** The deadline for all entries is **February 4, 2011**. Judging will be performed right away, so no late entries can be accepted.

### ENTRY PREPARATION

**PLEASE READ THESE ENTRY PREPARATION RULES CAREFULLY, AS ENTRIES FAILING TO FOLLOW THESE RULES WILL BE DISQUALIFIED.**

To standardize entries for judging fairness the following must be observed:

- Check category specifications against each entry. Some categories require different entry procedures.
- Entries shall be submitted without being mounted on poster boards. Each entry shall be submitted as an entire tearsheet. Failing to include the entire sheet will be grounds for disqualifying the entry.
- Paste the entry ticket to the tearsheet on the back side of the entry, and clearly mark arrows on the tearsheet indicating the specific ad, article or photograph that is being submitted in the category.
- Entries that encompass the entire page shall have the entry ticket taped to the back side, bottom margin of the page to make it easier to scan the entire page.
- Entries that encompass more than one page should be stapled together to prevent being separated.
- No additional tearsheets need to be submitted. Entries must be submitted as actual tearsheets. Photocopies, laser prints, PMTs or paste ups are not acceptable.
- Place all entries in a single envelope or shipping box and enclose the cover sheet included in this entry packet.
- Some categories require special attachments/ documentation/explanations. Please read the directions carefully.

*Send entries to:*

**AFCP Awards Competition, 7445 Morgan Rd., Liverpool, NY 13090**

# **TOTAL PUBLICATION CATEGORIES**

**FOR THESE 3 CATEGORIES YOUR ENTIRE PUBLICATION IS JUDGED**

## **1. Best of Show**

All members submitting awards entries in any category are automatically entered into this category. No additional entry needs be submitted. Winners are decided based on the number of awards won in the other categories, with three points awarded for a first place, two points for a second place and one point for a third place. No points are awarded for honorable mention recognition. The publication earning the most number of points in each division is awarded the *Best of Show* award.

### **CLASSIFICATIONS:**

**Type A:** For papers with 0 to 5 percent news/feature/editorial content. (95 percent or more advertising content.)

**Type B:** For papers with 5 to 25 percent news/feature/editorial content.

**Type C:** For papers with 25 percent or more news/feature/editorial content.

**Type D:** For single advertising category publications (i.e., real estate, automotive, employment, etc.)

**Type E:** For demand distribution (rack) delivered publications. Publication must be delivered almost entirely by demand distribution.

NOTE: Filler, recipes, calendar of events, etc. constitute editorial content.

**Limit: One entry per publication. No entry submission is required.**

## **2. General Excellence**

Entries will be judged on cover design, use of graphics and artwork, use of color, page organization, advertising layout, use of co-op, self-promotion, presentation of classified, editorial coverage (if applicable), general readability and overall look and design of the publication.

No additional tearsheets are necessary for this category.

Publishers shall submit copies of the following issues:

*One week in April 2010*

*One week in September 2010*

*Plus one specially selected issue of your choice from 2010 for a total of three (3) issues of your publication.*

### **CLASSIFICATIONS:**

**Type A:** For papers with 0 to 5 percent news/feature/editorial content. (95 percent or more advertising content.)

**Type B:** For papers with 5 to 25 percent news/feature/editorial content.

**Type C:** For papers with 25 percent or more news/feature/editorial content.

**Type D:** For single advertising category publications (i.e., real estate, automotive, employment, etc.)

**Type E:** For demand distribution (rack) delivered publications. Publication must be delivered almost entirely by demand distribution.

NOTE: Filler, recipes, calendar of events, etc. constitute editorial content.

**Limit: One entry per member.**

## **3. Most Improved Publication**

Publishers shall submit one (1) issue from 2009 and one (1) from the same month in 2010 for a total of two (2) issues. No additional tearsheets are necessary for this category.

Submit an explanation of the differences in your publication to better explain the improvements made to the judges.

### **CLASSIFICATIONS:**

**Type A:** For papers with 0 to 5 percent news/feature/editorial content. (95 percent or more advertising content.)

**Type B:** For papers with 5 to 25 percent news/feature/editorial content.

**Type C:** For papers with 25 percent or more news/feature/editorial content.

**Type D:** For single advertising category publications (i.e., real estate, automotive, employment, etc.)

**Type E:** For demand distribution (rack) delivered publications. Publication must be delivered almost entirely by demand distribution.

NOTE: Filler, recipes, calendar of events, etc. constitute editorial content.

**Limit: One entry per member.**

## PROMOTIONS

### **General Instructions – Graphics**

All ads, other than Category 19, must be prepared within the publisher's design department, not by an advertiser or agency, showing originality of idea, good layout and design. Artwork may have been supplied from an advertiser or art service.

#### **4. Advertising Promotion**

Submit a detailed step-by-step description of an advertising campaign promoting the business of all or a group of the publication's advertiser. The income generated should be included, but is for information only. Examples: sidewalk sales, home improvement guides, bridal section, etc.

Explaining the value and success (not just dollars) of the promotion is imperative. **Entries that fail to include an explanation will be disqualified.**

**Division A:** Advertising promotion appearing as full-run of paper. ROP

**Division B:** Advertising promotion appearing as full-run separate section, NOT ROP.

**Division C:** Advertising promotion for separate publication with partial or complete separate distribution.

**Division D:** Classified sales promotions (i.e. love lines, holiday greetings, garage sales, etc.).

**Limit: One entry per publication.**

#### **5. Self Promotion/Own Publication**

Submit a series of ads printed ROP in your publication promoting the use of your publication. Entries are judged on the merit of the idea and the presentation.

**Limit: One entry per publication.** Each ad or series of ads relating to the same theme should be considered one entry.

#### **6. Self Promotion/Awards**

Submit an ad that was published ROP in your publication, or a flyer included in your sales kit that promotes your publication's excellence through promotion of awards your publication has won in previous contests. Awards can be ad awards from any recognized media association, CVC Gold Standard awards, or similar marks of excellence.

#### **7. Self Promotion/Own Publication — Classifieds**

For promotion of the use of your classified services.

#### **8. Self Promotion/Other Media**

Submit entries promoting your business through means other than your own publication. Examples: publicity, specialty advertising, brochures, billboards. No electronic entries (film, videotapes, etc.) are accepted.

**Division A:** To promote your publication as a whole (delivery service, etc.). Submit an explanation.

**Division B:** Your rate card design. No explanation needed. Additional requirements: Photographs may accompany entries and explanations must document promotion.

#### **9. Best Cover Design on Standard or Lightweight Newsprint**

Cover design, other than a paid advertisement, appearing on the cover of your publication or a lead into a special section of your publication.

#### **10. Best Cover Design on Heavier than Standard Newsprint or Enamel Stock Paper**

Cover design, other than a paid advertisement, appearing on the cover of your publication or a lead into a special section of your publication.

#### **11. Best Banner / Masthead**

Submit a banner (or masthead), carrying publication name, which appears on a cover of your publication.

### ADVERTISING **In-House Ads Only**

#### **12. Best Grocery Ad**

**Division A:** Black & white

**Division B:** Black plus one color fountain

**Division C:** Black plus multiple color fountains

#### **13. Best Single Ad — Black & White**

**Division A:** For ads up to 6 inches in depth

**Division B:** For ads more than 6 inches & up to 12 inches in depth

**Division C:** For ads more than 12 inches in depth

#### **14. Best Single Ad — Color**

**Division A:** For ads up to 6 inches in depth

**Division B:** For ads more than 6 inches & up to 12 inches in depth

**Division C:** For ads more than 12 inches in depth

#### **15. Best Single Ad — Fashion, Hair Design & Cosmetics**

#### **16. Best Ad Series**

A series of at least three ads showing continuity of theme or artwork. (Judging of the ads is limited to the ads' quality, rather than dealing with the broader aspects of advertising promotion covered in Category 3.)

#### **17. Best Use of Art Service**

(This is a composite entry)

Submit examples of ads showing exceptional use of advertising art from an art service. Examples of art services may include: Metro, Clipper, Dynamic Graphics, Multi-Ad Service. Material from Publishers Idea Exchange or Ideas is not eligible.

Entries must include at least three (3) examples, ROP only. The category includes ads prepared for advertisers or your own self-promotion. Copyrighted material is prohibited.

**Limit: One entry per publication.**

#### **18. Best Agency Ad**

Submit ROP ads prepared by an advertiser or agency and not the publisher's own staff. Please submit the advertiser's or agency's name who prepared the ads .

**Division A:** Black & white

**Division B:** Color

#### **19. Best Automotive Ad**

**Division A:** Black & white

**Division B:** Black plus one color fountain

**Division C:** Black plus multiple color fountains

## **20. Best Graphic Display of Classifieds**

Submit entries indicating the best graphic display of your classified section. Judging is based on your classified section's readability and overall presentation, including font, type size, leading and organization.

## **21. Best Ad Copy Writing**

Submit original ad (body copy and headline) used in an ad. Include writer's name and an explanation of the writer's concept of how the copy and headline work together to convey a message.

## **22. Community Service/Graphics**

Submit clippings, statements and other evidence showing the publication's role in serving its community through advertising by aiding or promoting community projects. In contrast to the self-promotion categories, this shows what the publication is doing for the community. If several items relate to the same theme, they should be considered one entry.

### **EDITORIAL**

#### **General Instructions**

Submit all items on full-page tearsheets. Arrows should indicate the item to be judged. Be sure to include the continuation of a story where necessary. Entries that encompass more than one page should be stapled together to assure that they are not separated. Syndicated or matte service items are not eligible. Judging is based on originality of content, writing quality and layout, with emphasis on importance to communities served.

## **23. Community Service/Editorial**

Submit statements and other evidence showing the publication's role in serving its community through news or editorial content. Material should aid or promote community projects. In contrast to self-promotion, this shows what the publication is doing for its community. If several items relate to the same theme, all items should be considered one entry.

## **24. Best Original Writing — News Article**

News articles cover events within a community, such as crime, politics, business development, current events and public policy.

## **25. Best Original Writing — Feature Article**

Feature articles cover profiles of people, organizations and attractions.

## **26. Best Original Writing — Sports Article**

Sports articles cover sporting events, which can include team or individual sports of both youth and adults.

## **27. Best Original Writing — Opinion**

Opinion writing expresses the writer's opinion about specific events or public policy issues.

## **28. Best Original Writing — Column**

Column writing can be any writing published that serves to entertain the reader.

### **PHOTOGRAPHY**

#### **General Instructions**

Submit a full-page tearsheet of the best original photo or series of photos for each entry. An original photo is one shot by a member of your staff for use in your publication only. Arrows should indicate the items to be judged.

## **29. Best Original Photography Used in an Ad**

## **30. Best Original Black & White Photography Used in a News Event**

## **31. Best Original Color Photography Used in a News Event**

## **32. Best Original Black & White Photography Used in a Feature or General Interest Story**

## **33. Best Original Color Photography Used in a Feature or General Interest Story**

### **MISCELLANEOUS**

## **34. Best Original Artwork**

Submit original artwork created by an artist using no segments of a clip art service along with a sample of how the artwork was used in your publication. Original artwork will be returned, if you include a self-addressed, stamped envelope.

## **35. Best Sales Presentation**

Submit a detailed description of a sales presentation that led to the capture of a new client. Be specific and include as much collateral material as possible.

### **INTERNET**

## **36. Best Internet Home Page**

Submit one printed copy of your home page that also indicates the URL.

## **37. Best Presentation of News on the Internet**

Submit one printed copy of a representative news page along with an explanation of why your page is unique or special.

## **38. Best Presentation of Classified Advertising on the Internet**

Submit one printed copy of a representative classified advertising page along with an explanation of why your page is unique or special.

## **39. Best Presentation of Retail Display Advertising on the Internet**

Submit one printed copy of a representative retail display advertising page along with an explanation of why your page is unique or special.

### **AD DESIGN CONTEST**

## **40. Design the Best Ad**

This year we are helping promote PaperChain's Ad Creation Contest. - Please see the attached sheet for information on how to enter to win CASH PRIZES!

## **NEW CATEGORY - CANCER PROMOTION**

### **41. Andrew E. Shapiro Foundation**

The Andrew E. Shapiro Cancer Foundation is supporting this category that includes any and all cancer related features, sections, specialty pages and/ or web efforts. Send in tearsheets for the special category to show how your paper is helping raise awareness and funds in the fight against cancer. A written summary of your efforts would be helpful.

This category has no entry fee, and Metro Creative Graphics will provide a plaque.

*Send entries to:*  
**AFCP Awards Competition**  
**7445 Morgan Rd.**  
**Liverpool, NY 13090**