

2017 Awards Competition

for Outstanding Achievement in Design, Advertising, Editorial and Publishing

DEADLINE FOR ENTRIES IS JANUARY 23, 2017

QUALIFICATION AND COSTS:

Material for all entries must have been published between January 1, 2016 and December 31, 2016 by active AFCP member publications in good standing.

JUDGING WILL OCCUR IMMEDIATELY FOLLOWING THE DEADLINE.
LATE ENTRIES WILL BE REVOKED.

Read the category specific instructions carefully. Some entries require additional information. Incomplete or incorrect entries will be disqualified. Identical submissions that have been republished from the previous year(s) will not be considered.

**YOUR FIRST ENTRIES ARE
25 FREE**

Up to 25 total entries PER MEMBERSHIP may be submitted for free. Additional entries will incur a cost of \$5 for NANI participants and \$10 for non-NANI participants each. Please include payment for all entries with your award submissions. Checks should be made payable to AFCP/NANI.

All entries become the property of AFCP and can be used for any purpose including — but not limited to — development of member services.

WINNERS:

All entries will be judged by a panel of industry professionals with experience in either marketing, design, journalism, photography, sales, media or publishing.

At the discretion of the Judges Panel, certain categories may be merged or omitted based on the quantity or quality of entries submitted.

Award winners will be announced at the AFCP 2017 Conference at the Galt House Hotel in beautiful downtown Louisville, KY next April 21st.

PLEASE READ THE INSTRUCTIONS FOR EACH CATEGORY CAREFULLY. Some categories require accompanying attachments, documentation or explanation. Please refer directly to the specific category instructions for special requirements. Incorrect and/or incomplete entries will be disqualified.

All entries must be original works published by your company. This includes all writing, photography, page layout, advertising design and any sales collateral. Use of stock illustrations/photographs is allowed unless otherwise specified.

Photocopies, laser prints, or mock-ups are NOT acceptable and will be disqualified unless specifically requested by Category instructions.

- Simply submit a single tear sheet of the entire page(s) for each entry. NO POSTER BOARD OR MOUNTING REQUIRED.
- Tape the completed Category ID Label to the back of each submission near the lower edge of the page.
- Where needed, include arrows on the front of the tear sheet indicating the item to be judged (photo, ad, article, etc.).
Do not cover any portion of the item to be judged with arrows.
- Multi-page entries should be stapled to prevent separation.
- Completed entries MUST be accompanied by the Entry Registration & Manifest along with your payment (if applicable).

For questions regarding awards entries or the Best of the Best Awards Contest, please contact the AFCP office at 877-203-2327.



Ship completed entries and entry registration & manifest in a single box or shipping envelope to:

AFCP Awards Competition
135 Old Cove Road - Suite 210
Liverpool, NY 13090

CATEGORIES 1-2: OVERALL PUBLICATION

1

GENERAL EXCELLENCE

Entries will be judged on cover design, presentation of editorial and advertising design, use of photography and illustrations, organization, print quality and overall look and feel.

NOTE: ANYTHING UNPAID – RECIPES, CALENDAR OF EVENTS, ETC. ARE CONSIDERED EDITORIAL CONTENT.

A: All Publications printed on glossy paper.

B: Single advertising category publications (i.e. Real Estate, Automotive, etc.)

C: Publications with 0-9% editorial content

D: Publications with 10-25% editorial content

E: Publications with a minimum 26% editorial content

Limit One Entry Per Membership

➔ Submit 1 complete issue for each time frame specified below (3 issues total).

NO ADDITIONAL TEAR SHEETS ARE NECESSARY.

- Issue published during March of 2016
- Issue published during November of 2016
- Issue published at any time during 2016 (your choice)

2

MOST IMPROVED

Entries will be judged on cover design, presentation of editorial and advertising design, use of photography and illustrations, organization, print quality and overall look and feel.

NOTE: ANYTHING UNPAID – RECIPES, CALENDAR OF EVENTS, ETC. ARE CONSIDERED EDITORIAL CONTENT.

A: All Publications printed on glossy paper.

B: Single advertising category publications (i.e. Real Estate, Automotive, etc.)

C: Publications with 0-9% editorial content

D: Publications with 10-25% editorial content

E: Publications with a minimum 26% editorial content

➔ Submit 2 complete issues. One from before improvements were made and one from after. The “before” issue cannot be more than two years old. The “after” issue must have been published in 2016.

Please include brief explanation of the changes made.

CATEGORIES 3-4: SALES MATERIAL

3

BEST SALES PRESENTATION

Complete sales presentation that led to the acquisition of a new client.

➔ Submit a successful sales presentation and any specific details and include as much collateral material as possible. If the entry includes a PowerPoint presentation, please include a printed version.

4

BEST RATE CARD / MEDIA KIT

Sales and marketing material used to support your staff and inform clients about your company, products, costs, benefits, etc.

➔ Submit 1 copy of your rate card or marketing kit.

CATEGORIES 5-11: SELF-PROMOTION

Limit 5 entries in any one of these categories

5

SELF PROMOTION - OWN PUBLICATION

An ad or series of ads printed ROP in your publication that promote your publication by engaging your readers (i.e. Contests, Polls, etc.). Each series of ads relating to the same theme should be considered one entry.

- Submit an ad or a series of ads promoting the use of your publication.
Ads must be printed ROP. Limit one entry per publication.

6

SELF PROMOTION - AWARDS

Advertisement designed to highlight awards your publication(s) has received. Awards can be from any recognized media association, CVC, Gold Standard, or other similar marks of excellence. Can be ROP or a separate sales flyer.

- Submit an advertisement announcing any accolade(s) you achieved.

7

SELF PROMOTION - CLASSIFIEDS

Single (or series of) printed ads aimed at promoting the use of your classified services. Can be ROP or a separate sales flyer.

- Submit a promotional ad or ad series promoting the use of your classified services.

8

SELF PROMOTION - SOCIAL MEDIA

Best use of social media to promote your products. Consideration will be given to its ability to increase readership, drive revenue and/or engage the community.

- Submit a detailed description of a successful promotion utilizing social media. Be specific and include as much analytical support and collateral material as possible.

9

SELF PROMOTION - OTHER MEDIA

Advertisement aimed at promoting your publication(s) appearing anywhere other than your own products (i.e. billboard, bus stop, posters, etc.).

- Submit an advertisement promoting your publication(s) using outside media.
If ad is not printed on paper or is larger than a newspaper, please submit a photo and explanation on standard, letter size paper. Radio and TV ads do not qualify.
Do not submit audio or video files.

10

SELF PROMOTION - WEBSITE

Promotion and advertising used to promote your website. Consideration will be given to its ability to increase web traffic, drive web revenue and/or engage the community.

- Submit a detailed description of a successful promotion or advertising material used to promote your website. Be specific and include as much analytical support and collateral material as possible.

11

COMMUNITY SERVICE/GRAPHICS

In contrast to other self-promotion categories, this shows what your publication is doing for the community.

If several items relate to the same theme, all items should be considered 1 entry.

- Submit clippings, statements and other evidence showing the publication's role in serving its community through advertising by aiding or promoting community projects.

CATEGORIES 12-21: DESIGN & ADVERTISING

Limit 5 entries in any one of these categories

12

BEST COVER DESIGN - NEWSPRINT

Cover design, other than a paid advertisement, appearing on the cover of your publication or a lead into a special section. Entries will be judged on overall creativity, appeal, typography and professional appearance.

- A: Magazine Format
- B: Newspaper Format
- C: Shopper Format

13

BEST COVER DESIGN - GLOSS / HEAVYWEIGHT PAPER

Cover design, other than a paid advertisement, appearing on the cover of your publication or a lead into a special section. Entries will be judged on overall creativity, appeal, typography and professional appearance.

- A: Magazine Format
- B: Newspaper Format
- C: Shopper Format

14

BANNER OR NAMEPLATE

Top banner or nameplate from your product cover displaying your publication's name. Entries will be judged on style and other possible unique or creative qualities.

- ➔ Submit a banner or nameplate, carrying the publication name which appears on the cover of your product.

- A: Newspaper Format
- B: Magazine Format

15

FEATURE ARTICLE LAYOUT

Entries will be judged on overall appeal, creative use of supporting illustrations and/or photography, typography and organization.

- ➔ Submit 1 entire feature article. Please set multiple pages in order and staple near the edge so the judges are able to separate and spread them out appropriately.

- A: Newspaper Format
- B: Magazine Format

16

CLASSIFIED LAYOUT

Entries will be judged on overall presentation, legibility and organization. If needed, please include several pages to properly represent section leads (i.e. Real Estate, Auto).

- ➔ Submit your classified page(s).

17

CREATIVE HEADLINE OR AD COPY USED IN AN ADVERTISEMENT

Entries will be judged on creativity, cohesion, effectiveness and overall concept of headline and body copy.

CATEGORIES 12-21: DESIGN & ADVERTISING (CONTINUED)

Limit 5 entries in any one of these categories

18

BEST AD SERIES

Entries will be judged on unique attributes that show a continued design theme across the series and how the ads relate to one another.

➔ Submit a series of at least 3 ads showing continuity of theme or artwork.

19

BEST USE OF ART / PHOTOGRAPHY SERVICE

Submit examples of ads showing exceptional use of advertising art from an art service. The category includes ads prepared for an advertiser or your own self-promotion.

Copyrighted material is prohibited. Limit: One entry per publication.

EXAMPLES OF ART SERVICE MAY INCLUDE: METRO, MULTI-AD, SHUTTERSTOCK, ETC.

20

BEST ORIGINAL ILLUSTRATION OR DIGITAL ART

Illustration or Digital artwork created by your staff using no segment of stock art or clip service content. If you would like us to return your original artwork, please include a self-addressed, stamped envelope.

Please include a tear sheet(s) of how it was used in your publication.

21

SPECIAL IN-PAPER PROMOTION OR SPECIAL SECTION

We want to see your special products, promotions or niche publications! Specifically, ones aimed at generating revenue from a source other than your core product(s) or normal advertiser group (i.e. Annual Guides, Special Ad section for a specific industry like Home Improvement or Medicine)

- A:** Special in-paper section included on pages within a full run of your publication
- B:** Special section or product insert included separately within a full run of your publication
- C:** Stand-alone special section or publication with complete, partial, or separate section distribution
- D:** Classified Sales promotions (i.e. Love Lines, Holiday Greetings, Garage Sales, etc.)

➔ Submit 1 complete issue of a special publication or all tear sheets from a special section.

Attach a description of its success and any positive effects it may have had for your core products.

CATEGORIES 22-27: SINGLE ADS

Limit 5 entries in any one of these categories

22

GROCERY - SINGLE AD

- A: Black and White ad printed on newsprint
- B: Spot color ad printed on newsprint (black plus 1 or 2 spot colors)
- C: Full color (CMYK) ad printed on newsprint
- D: Full color (CMYK) ad printed on glossy paper

23

FITNESS, FASHION OR BEAUTY - SINGLE AD

i.e. Salons, Day Spas, Gyms, Clothing Boutiques, etc.

- A: Black and White ad printed on newsprint
- B: Spot color ad printed on newsprint (black plus 1 or 2 spot colors)
- C: Full color (CMYK) ad printed on newsprint
- D: Full color (CMYK) ad printed on glossy paper

24

AUTOMOTIVE SALES OR SERVICE - SINGLE AD

i.e. Car Dealerships, Repair Garages, Parts Stores, Window Tinting, etc.

- A: Black and White ad printed on newsprint
- B: Spot color ad printed on newsprint (black plus 1 or 2 spot colors)
- C: Full color (CMYK) ad printed on newsprint
- D: Full color (CMYK) ad printed on glossy paper

25

BEST SINGLE AD - B&W

i.e. Doctors, Restaurants, Banks, Schools, etc. (anything not specified in 22, 23, or 24)

- A: Ads up to 6 inches in height - Newsprint
- B: Ads up to 6 inches in height - Gloss
- C: Ads between 6 and 12 inches in height - Newsprint
- D: Ads between 6 and 12 inches in height - Gloss
- E: Ads more than 12 inches in height - Newsprint
- F: Ads more than 12 inches in height - Gloss

26

BEST SINGLE AD - COLOR

i.e. Doctors, Restaurants, Banks, Schools, etc. (anything not specified in 22, 23, or 24)

- A: Ads up to 6 inches in height - Newsprint
- B: Ads up to 6 inches in height - Gloss
- C: Ads between 6 and 12 inches in height - Newsprint
- D: Ads between 6 and 12 inches in height - Gloss
- E: Ads more than 12 inches in height - Newsprint
- F: Ads more than 12 inches in height - Gloss

27

BEST SINGLE AD - AGENCY DESIGN

Here's an opportunity for you to recognize your agency clients! Entries will be judged on professional presentation, creativity and overall design.

Ads in this category must be designed and prepared by the advertiser or an advertising agency. Please include the agency name for credit with each entry.

- A: Any size ad - B&W
- B: Any size ad - CMYK

Judging for all entries in the Single Ad categories shown on this page will be based on composition, creativity, design, typography, use of color (in applicable sub-categories) and effectiveness of the ad message.

CATEGORIES 28-33: WRITING & EDITORIAL

Limit 5 entries in any one of these categories

INSTRUCTIONS FOR WRITING & EDITORIAL CATEGORIES (28-33)

Submit full page tear sheet(s) including all jump pages for the article to be judged. Staple multiple pages. If needed, use arrows to indicate the story you intend the judges to consider. **Syndicated or wire service stories are not eligible.**

Judging for all entries in the Writing & Editorial categories will be based on originality of content, writing quality and presentation of layout with emphasis on importance to the communities served.

28 COMMUNITY SERVICE / EDITORIAL

Material should aid or promote community projects. In contrast to self-promotion, this shows what the publication is doing for its community.

If several articles relate to the same theme, they should be submitted as 1 entry.

→ Include statements and other evidence showing the publication's role in serving your community through news and/or editorial content.

29 BEST ORIGINAL WRITING - NEWS ARTICLE

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

30 BEST ORIGINAL WRITING - FEATURE ARTICLE

Feature articles cover profiles of people, organizations and attractions.

31 BEST ORIGINAL WRITING - SPORTS ARTICLE

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

32 BEST ORIGINAL WRITING - OPINION

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

33 BEST ORIGINAL WRITING - COLUMN

A: Column written to entertain the reader

B: Column written to inform or educate the reader

CATEGORIES 34-36: ORIGINAL PHOTOGRAPHY

Limit 5 entries in any one of these categories

INSTRUCTIONS FOR PHOTOGRAPHY CATEGORIES (34-36)

Submit a full-page tear sheet(s) of the best original artwork, photo or series for each entry. All entries must be original photographs shot by a member of your staff for exclusive use in your newspaper or magazine. If needed, use arrows to indicate the photo(s) you intend the judges to consider.

Stock or public domain photographs are not eligible.

Judging for all entries in the Original Art & Photography categories shown on this page will be based on composition, subject matter, style and overall quality.

34

BEST ORIGINAL PHOTOGRAPHY USED IN AN AD

Full page tear sheet(s) is all that is required. Do not print photo(s) separately. Refer to instructions at the top of this page.

A: Black and White photo

B: Color photo

35

BEST ORIGINAL EDITORIAL PHOTOGRAPHY - B&W

Full page tear sheet(s) is all that is required. Do not print photo(s) separately. Refer to instructions at the top of this page.

A: A single photo used in a News Article

B: A single photo used in a Feature Article

C: A single photo used in a Sports Article

36

BEST ORIGINAL EDITORIAL PHOTOGRAPHY - COLOR

Full page tear sheet(s) is all that is required. Do not print photo(s) separately. Refer to instructions at the top of this page.

A: A single photo used in a News Article

B: A single photo used in a Feature Article

C: A single photo used in a Sports Article

CATEGORIES 37-40: INTERNET

INSTRUCTIONS FOR INTERNET CATEGORIES (37-40)

Submit a printed screen capture of the requisite web page for each category. Attach the Category ID Label to the back. Judges will visit the web site to review all aspects of the submission through a browser.

Include a note for each entry with a brief description of what makes your site or page(s) unique. Please include the domain name.

Judging for all entries will be based on user experience, function and overall presentation of the web page(s).

37 BEST WEBSITE

- ➔ Submit one screen print of your home page that also indicates the URL. The judges will then review all aspects of your website through a browser.

38 BEST ONLINE PRESENTATION OF...

- A: Digital Edition or Flip Book
- B: News Content
- C: Classified Ads

Submit one screen print of a representative page for the category entered and the URL to find that area of your web site

39 BEST DIGITAL OR WEB INNOVATION

- ➔ Submit details and illustrations of the innovation (website, mobile app, etc.) with an explanation of how the innovation benefited your business, readers, advertisers and or staff. Include any URL's needed to experience the innovation if available.

40 BEST USE OF SOCIAL MEDIA

- ➔ Submit an explanation complete with any available illustrations of how you used social media to increase interactive communications or contacts with your readers and/or advertisers to benefit your business.

CATEGORY 41: ANDREW E. SHAPIRO AWARD

41

CANCER AWARENESS PROMOTION

This special category is supported by the Andrew E. Shapiro Cancer Foundation. Judging will be based on a variety of factors including scope, impact and quality.

- ➔ Submit any and all cancer related features, special sections or pages and/or online efforts by your company to promote awareness or fundraising in the fight against cancer. A written summary of your efforts would be helpful.

All cancer related items should be submitted together as 1 entry.



Metro Creative Graphics is sponsoring this award and will provide the winner(s) with a special plaque. There is NO ENTRY FEE for this category regardless of your total number of AFCP submissions.

CATEGORY 42: JUST FOR LAUGHS!

42

FANTASTIC FUMBLES - Every publication has those bloopers that just happen. Submit that "off the wall" mistake that ended up creating a laugh. It can be in an ad, an editorial or a special section. The funnier, the better the entry!

New Category!

- ➔ Submit the blooper description along with any documentation/tearsheet available to show the actual "Fantastic Fumble"!

There is NO ENTRY FEE for this category regardless of your total number of entries.

CATEGORY 43: ADVERTISING DESIGN CONTEST

43

ADVERTISING CAMPAIGN FOR PRINT PUBLICATIONS - Create a campaign of 3 ads for community publications that promotes the strength, readership and strong position these publications hold in the communities they serve.

Promote any features, benefits and or aspects of publications that will reinforce readers using their community publications as the most reliable source for information, advertising and/or news within the community.

The objective is to have ads that AFCP Members will be able to use in their publications to promote their product to readers. Incorporating the PaperChain statistics of 97.1% average Receivership, 76.9% average Readership and 74.4% of readers use free community papers to make buying decisions would be acceptable content but not required.

- ➔ Submit ads printed on letter size paper. Clearly identify the artist's name, member company name, city and state and an email address for notifications.

There is NO ENTRY FEE for this category regardless of your total number of entries.

**CASH PRIZES
FOR WINNING
DESIGNERS!**

1st \$250

2nd \$150

3rd \$100

— 2017 BEST OF SHOW AWARDS —

All members submitting awards entries in any category are automatically entered in this category. **NO ADDITIONAL ENTRIES NEEDED.** Winners are decided based on the total number of awards won in all categories. The publication earning the most number of points is awarded the Best of Show award.

1st place = 3 points each; 2nd place = 2 points each; 3rd place = 1 point each.

No points are awarded for Honorable Mention recognitions but may be used as a tie breaker.

**WINNERS ARE
DETERMINED BY
TOTAL NUMBER
OF WINNING
ENTRIES**

DEADLINE FOR ENTRIES IS JANUARY 23, 2017

AFCP 2017 Awards Registration

By signing below as an authorized representative of this publishing company, I authorize the Association of Free Community Papers to duplicate, copy and otherwise reproduce the awards entries submitted for any use.

COMPANY _____

PUBLISHER / MANAGER NAME _____

CONTACT PERSON (PRINT): _____

CITY _____

STATE _____

SIGNATURE _____

TELEPHONE _____

EMAIL ADDRESS _____

Entry Manifest

PLEASE MARK THE TOTAL NUMBER OF ENTRY SUBMISSIONS FOR EACH CATEGORY YOU ARE ENTERING.
ENTRIES FAILING TO MEET SPECIFICATIONS, INCLUDING IMPROPER LABELING, WILL BE DISQUALIFIED.

1	General Excellence	A _____ B _____ C _____ D _____ E _____	20	Best Original Illustration	_____	33	Best Orig. Writing - Column	A _____ B _____
2	Most Improved	A _____ B _____ C _____ D _____ E _____	21	Special Section/Promo	A _____ B _____ C _____ D _____	34	Best Orig. Photography Used in an Ad	A _____ B _____
3	Best Sales Presentation	_____	22	Grocery Single Ad	A _____ B _____ C _____ D _____	35	Best Orig. Photography Editorial - B&W	A _____ B _____ C _____
4	Best Rate Card / Media Kit	_____	23	Fitness, Fashion, etc. Single Ad	A _____ B _____ C _____ D _____	36	Best Orig. Photography Editorial - Color	A _____ B _____ C _____
5	Self Promotion: Own Publication	_____	24	Auto Sales & Service Single Ad	A _____ B _____ C _____ D _____	37	Best Website	_____
6	Self Promotion: Awards	_____	25	Best Single Ad - B&W	A _____ B _____ C _____ D _____ E _____ F _____	38	Best Online Presentation...	A _____ B _____ C _____
7	Self Promotion: Classifieds	_____	26	Best Single Ad - Color	A _____ B _____ C _____ D _____ E _____ F _____	39	Best Digital or Web Innovation	_____
8	Self Promotion: Social Media	_____	27	Best Single Ad - Agency	A _____ B _____	40	Best Use of Social Media	_____
9	Self Promotion: Other Media	_____	28	Community Service Editorial	_____	41	Andrew E. Shapiro - Cancer Awareness Promotion	_____ (no fee)
10	Self Promotion: Website	_____	29	Best Orig. Writing - News	_____	42	Fantastic Fumbles (Bloopers)	_____ (no fee)
11	Community Service/Graphics	_____	30	Best Orig. Writing - Feature	_____	43	Ad Design Contest	_____ (no fee)
12	Best Cover: Newsprint	A _____ B _____ C _____	31	Best Orig. Writing - Sports	_____	Total number of entries: _____		
13	Best Cover: Gloss	A _____ B _____ C _____	32	Best Orig. Writing - Opinion	_____	TOTAL SHOULD REPRESENT ALL ENTRIES FROM YOUR PUBLISHING COMPANY.		
14	Banner or Nameplate	A _____ B _____				If the total is over 25 entries (not counting categories 41-43), please enclose payment of \$5.00 for each entry over 25.		
15	Feature Article Layout	A _____ B _____				AMOUNT ENCLOSED / CHECK #		
16	Classified Layout	_____						
17	Creative Headline or Ad Copy in an Advertisement	_____						
18	Best Ad Series	_____						
19	Best Use of Art/Photography Service	_____						



2017 Awards Competition

for Outstanding Achievement in Design, Advertising, Editorial and Publishing

CATEGORY ID LABELS: **Tape the correct ID Label to the back of each submission** near the lower edge of the page. Where needed, include arrows on the front of the tear sheet indicating the item to be judged (photo, ad, article, etc.). Do not cover any portion of the item to be judged with arrows. One label per category has been provided. (Print/Copy as needed for categories you wish to enter multiple submissions.)

DEADLINE FOR ENTRIES IS JANUARY 23, 2017

<p>GENERAL EXCELLENCE A. Publication printed on gloss</p> <p style="text-align: right;">1</p> <p style="text-align: right;">A</p> <p>_____ PUBLISHING COMPANY</p> <p>_____ PUBLICATION NAME *This will appear on the award for winning entries</p> <p>_____ CITY</p> <p style="text-align: right;">STATE</p>	<p>GENERAL EXCELLENCE B. Single Advertising</p> <p style="text-align: right;">1</p> <p style="text-align: right;">B</p> <p>_____ PUBLISHING COMPANY</p> <p>_____ PUBLICATION NAME *This will appear on the award for winning entries</p> <p>_____ CITY</p> <p style="text-align: right;">STATE</p>
<p>GENERAL EXCELLENCE C. 0-9% editorial content</p> <p style="text-align: right;">1</p> <p style="text-align: right;">C</p> <p>_____ PUBLISHING COMPANY</p> <p>_____ PUBLICATION NAME *This will appear on the award for winning entries</p> <p>_____ CITY</p> <p style="text-align: right;">STATE</p>	<p>GENERAL EXCELLENCE D. 10-25% editorial content</p> <p style="text-align: right;">1</p> <p style="text-align: right;">D</p> <p>_____ PUBLISHING COMPANY</p> <p>_____ PUBLICATION NAME *This will appear on the award for winning entries</p> <p>_____ CITY</p> <p style="text-align: right;">STATE</p>
<p>GENERAL EXCELLENCE E. 26% or more editorial content</p> <p style="text-align: right;">1</p> <p style="text-align: right;">E</p> <p>_____ PUBLISHING COMPANY</p> <p>_____ PUBLICATION NAME *This will appear on the award for winning entries</p> <p>_____ CITY</p> <p style="text-align: right;">STATE</p>	<p>MOST IMPROVED A. Publication printed on gloss</p> <p style="text-align: right;">2</p> <p style="text-align: right;">A</p> <p>_____ PUBLISHING COMPANY</p> <p>_____ PUBLICATION NAME *This will appear on the award for winning entries</p> <p>_____ CITY</p> <p style="text-align: right;">STATE</p>
<p>MOST IMPROVED B. Single Advertising</p> <p style="text-align: right;">2</p> <p style="text-align: right;">B</p> <p>_____ PUBLISHING COMPANY</p> <p>_____ PUBLICATION NAME *This will appear on the award for winning entries</p> <p>_____ CITY</p> <p style="text-align: right;">STATE</p>	<p>MOST IMPROVED C. 0-9% editorial content</p> <p style="text-align: right;">2</p> <p style="text-align: right;">C</p> <p>_____ PUBLISHING COMPANY</p> <p>_____ PUBLICATION NAME *This will appear on the award for winning entries</p> <p>_____ CITY</p> <p style="text-align: right;">STATE</p>

MOST IMPROVED

D. 10-25% editorial content

2
D

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

MOST IMPROVED

E. 26% or more editorial content

2
E

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST SALES PRESENTATION

3

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST RATE CARD / MEDIA KIT

4

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

**SELF PROMOTION
OWN PUBLICATION**

5

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

**SELF PROMOTION
AWARDS**

6

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

**SELF PROMOTION
CLASSIFIEDS**

7

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

**SELF PROMOTION
SOCIAL MEDIA**

8

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

**SELF PROMOTION
OTHER MEDIA**

9

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

**SELF PROMOTION
WEBSITE**

10

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

COMMUNITY SERVICE GRAPHICS

11

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST COVER: NEWSPRINT

A. Magazine Format

12

A

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST COVER: NEWSPRINT

B. Newspaper Format

12

B

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST COVER: NEWSPRINT

C. Shopper Format

12

C

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST COVER: GLOSS PAPER

A. Magazine Format

13

A

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST COVER: GLOSS PAPER

B. Newspaper Format

13

B

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST COVER: GLOSS PAPER

C. Shopper Format

13

C

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST BANNER OR NAMEPLATE

A. Newspaper Format

14

A

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST BANNER OR NAMEPLATE

B. Magazine Format

14

B

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

FEATURE ARTICLE LAYOUT

A. Newspaper Format

15

A

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

FEATURE ARTICLE LAYOUT

B. Magazine Format

15
B

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY STATE

CLASSIFIED AD LAYOUT

16

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY STATE

**CREATIVE HEADLINE OR AD COPY
USED IN ADVERTISEMENT**

17

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY STATE

BEST AD SERIES

18

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY STATE

**BEST USE OF ART OR
PHOTOGRAPHY SERVICE**

19

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY STATE

**BEST ORIGINAL ILLUSTRATION
OR DIGITAL ART**

20

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY STATE

IN-PAPER OR SPECIAL SECTION

A. On pages within full run

21
A

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY STATE

IN-PAPER OR SPECIAL SECTION

B. Insert within full run

21
B

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY STATE

IN-PAPER OR SPECIAL SECTION

C. Stand-alone

21
C

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY STATE

IN-PAPER OR SPECIAL SECTION

D. Classified Promotion

21
D

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY STATE

SINGLE AD - GROCERY

A. B&W on newsprint

22

A

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

SINGLE AD - GROCERY

B. Spot color(s) on newsprint

22

B

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

SINGLE AD - GROCERY

C. Full color (CMYK) on newsprint

22

C

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

SINGLE AD - GROCERY

D. Full color (CMYK) on gloss

22

D

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

SINGLE AD - FASHION, ETC.

A. B&W on newsprint

23

A

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

SINGLE AD - FASHION, ETC.

B. Spot color(s) on newsprint

23

B

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

SINGLE AD - FASHION, ETC.

C. Full color (CMYK) on newsprint

23

C

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

SINGLE AD - FASHION, ETC.

D. Full color (CMYK) on gloss

23

D

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

SINGLE AD - AUTO

A. B&W on newsprint

24

A

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

SINGLE AD - AUTO

B. Spot color(s) on newsprint

24

B

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

SINGLE AD - AUTO

C. Full color (CMYK) on newsprint

24
C

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

SINGLE AD - AUTO

D. Full color (CMYK) on gloss

24
D

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST SINGLE AD - B&W

A. Up to 6" height on Newsprint

25
A

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST SINGLE AD - B&W

B. Up to 6" height on Gloss

25
B

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST SINGLE AD - B&W

C. 6"-12" height on Newsprint

25
C

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST SINGLE AD - B&W

D. 6"-12" height on Gloss

25
D

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST SINGLE AD - B&W

E. 12" or more height on Newsprint

25
E

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST SINGLE AD - B&W

F. 12" or more height on Gloss

25
F

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST SINGLE AD - COLOR

A. Up to 6" height on Newsprint

26
A

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST SINGLE AD - COLOR

B. Up to 6" height on Gloss

26
B

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST SINGLE AD - COLOR
C. 6"-12" height on Newsprint

26
C

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST SINGLE AD - COLOR
D. 6"-12" height on Gloss

26
D

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST SINGLE AD - COLOR
E. 12" or more height on Newsprint

26
E

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST SINGLE AD - COLOR
F. 12" or more height on Gloss

26
F

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST SINGLE AD - AGENCY
A. Any size ad - B&W

27
A

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST SINGLE AD - AGENCY
B. Any size ad - CMYK

27
B

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

**COMMUNITY SERVICE /
EDITORIAL**

28

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

**BEST ORIGINAL WRITING -
NEWS ARTICLE**

29

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

**BEST ORIGINAL WRITING -
FEATURE ARTICLE**

30

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

**BEST ORIGINAL WRITING -
SPORTS ARTICLE**

31

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

**BEST ORIGINAL WRITING -
OPINION COLUMN**

32

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST ORIG. WRITING - COLUMN

A. Entertainment column

33

A

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST ORIG. WRITING - COLUMN

B. Informational column

33

B

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST ORIG. PHOTO - AD

A. B&W Photo

34

A

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST ORIG. PHOTO - AD

B. Color Photo

34

B

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST ORIGINAL EDIT. PHOTO

A. B&W Photo in News Article

35

A

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST ORIGINAL EDIT. PHOTO

B. B&W Photo in a Feature Article

35

B

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST ORIGINAL EDIT. PHOTO

C. B&W Photo in Sports Article

35

C

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST ORIGINAL EDIT. PHOTO

A. Color Photo in News Article

36

A

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST ORIGINAL EDIT. PHOTO

B. Color Photo in a Feature Article

36

B

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST ORIGINAL EDIT. PHOTO
B. Color Photo in a Sports Article

36
C

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST WEBSITE

37

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

**BEST ONLINE DIGITAL EDITION
OR FLIP BOOK**

38
A

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST ONLINE NEWS CONTENT

38
B

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST ONLINE CLASSIFIED ADS

38
C

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

**BEST DIGITAL OR WEB
INNOVATION**

39

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

BEST USE OF SOCIAL MEDIA

40

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

**ANDREW E. SHAPIRO
CANCER AWARENESS PROMO**

41

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

JUST FOR LAUGHS!
Fantastic Fumbles (Ad Bloopers)

42

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE

ADVERTISING DESIGN CONTEST
Print Advertising is Alive and Strong!

43

PUBLISHING COMPANY

PUBLICATION NAME *This will appear on the award for winning entries

CITY

STATE