

2020 Awards Competition

for Outstanding Achievement in Design, Advertising, Editorial and Publishing

ALL ENTRIES MUST BE POSTMARKED BY JANUARY 24, 2020

QUALIFICATION AND COSTS:

Material for all entries must have been published between January 1, 2019 and December 31, 2019 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) are not eligible.

**YOUR FIRST ENTRIES ARE
25 FREE**

Up to 25 total entries PER MEMBERSHIP may be submitted for free. Each additional entry 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 & FMA Joint Conference at the Westgate Lakes Resort & Spa in Orlando on April 23, 2020.

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 award 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 1-4: OVERALL PUBLICATION

**Limit
one (1)
entry per
category
unless
otherwise
noted.**

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.

1

GENERAL EXCELLENCE - WEEKLY PUBLICATIONS

LIMIT ONE (1) ENTRY IN THIS CATEGORY PER MEMBERSHIP

NOTE: ANYTHING UNPAID – RECIPES, CALENDARS, 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 1 complete issue for each time frame specified below (3 issues total).
NO ADDITIONAL TEAR SHEETS ARE NECESSARY.

- Issue published during June of 2019
- Issue published during October of 2019
- Issue published at any time during 2019 (your choice)

2

GENERAL EXCELLENCE - MONTHLY PUBLICATIONS

LIMIT ONE (1) ENTRY IN THIS CATEGORY PER MEMBERSHIP

NOTE: ANYTHING UNPAID – RECIPES, CALENDARS, 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 1 complete issue for each time frame specified below (3 issues total).
NO ADDITIONAL TEAR SHEETS ARE NECESSARY.

- Issue published during June of 2019
- Issue published during October of 2019
- Issue published at any time during 2019 (your choice)

3

GENERAL EXCELLENCE - OTHER THAN MONTHLY (4-10 ISSUES/YEAR)

LIMIT ONE (1) ENTRY IN THIS CATEGORY PER MEMBERSHIP

NOTE: ANYTHING UNPAID – RECIPES, CALENDARS, 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 1 complete issue for each time frame specified below (3 issues total).
NO ADDITIONAL TEAR SHEETS ARE NECESSARY.

- Issue published during June of 2019
- Issue published during October of 2019
- Issue published at any time during 2019 (your choice)

CATEGORIES 1-4: OVERALL PUBLICATION (CONT.)

**Limit
one (1)
entry per
category
unless
otherwise
noted.**

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.

4

MOST IMPROVED PUBLICATION - CORE PUBLICATION ONLY

NOTE: ANYTHING UNPAID – RECIPES, CALENDARS, 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 2019.

Please include brief explanation of the changes made.

CATEGORIES 5-6: SALES MATERIAL

5

BEST SALES PRESENTATION

Complete presentation that led to the acquisition of a new client(s) through a promotion for a specific type of advertising (i.e. augmented reality, “Best of”, etc.).

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

6

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 7-12: SELF-PROMOTION

**Limit
five (5)
entries per
category
unless
otherwise
noted.**

7

SELF PROMOTION - OWN PUBLICATION

An ad or series of ads printed ROP in your publication that promote your publication by engaging your readers. 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.

8

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.

9

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 single ad or ad series promoting the use of your classified services.

10

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.

11

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.

12

COMMUNITY SERVICE

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 13-24: DESIGN & ADVERTISING

**Limit
five (5)
entries per
category
unless
otherwise
noted.**

13

CONTESTS

Best use of contests to promote reader engagement, special events, etc. 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 contests. Be specific and include as much analytical support and collateral material as possible.

14

BEST FRONT PAGE - NEWSPRINT **CORE PRODUCT ONLY**

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

- A: Magazine Format
- B: Newspaper Format
- C: Shopper Format (no editorial)

15

BEST FRONT PAGE - GLOSS **CORE PRODUCT ONLY**

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

- A: Magazine Format
- B: Newspaper Format
- C: Shopper Format (no editorial)

16

BEST FRONT PAGE - SPECIAL SECTION

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

- A: Gloss
- B: Newsprint

17

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. **Do not send the entire cover.**

- A: Gloss
- B: Newsprint

18

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).

**Limit
five (5)
entries per
category
unless
otherwise
noted.**

19

FEATURE ARTICLE LAYOUT

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

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

A: Magazine Format

B: Newspaper Format

20

CREATIVE HEADLINE OR AD COPY USED IN AN ADVERTISEMENT

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

21

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.

22

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.

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

23

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.

24

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.

CATEGORIES 25-33: SINGLE ADS

**Limit
five (5)
entries per
category
unless
otherwise
noted.**

**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.**

25 GROCERY & LIQUOR - 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
-

26 FITNESS, FASHION OR BEAUTY - SINGLE AD e.g. 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
-

27 AUTOMOTIVE SALES OR SERVICE - SINGLE AD e.g. 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
-

28 FOOD & DRINK - SINGLE AD e.g. Restaurants, Bars, Catering, Pizza Shops, 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
-

29 MEDICAL, HEALTH & WELLNESS - SINGLE AD e.g. Doctors, Dentists, Therapy, Surgeons, 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
-

30 EVENTS - SINGLE AD e.g. Concerts, Festivals, Fairs, Expos, Community Events, 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

**Limit
five (5)
entries per
category
unless
otherwise
noted.**

**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.**

31

BEST SINGLE AD - B&W

(any ads not specified in 23-30)

- 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
-

32

BEST SINGLE AD - COLOR

(any ads not specified in 23-30)

- 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
-

33

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

CATEGORIES 34-39: WRITING & EDITORIAL

**Limit
five (5)
entries per
category
unless
otherwise
noted.**

INSTRUCTIONS FOR WRITING & EDITORIAL CATEGORIES (34-39)

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.

34 COMMUNITY SERVICE ARTICLE
Article should aid or promote community projects that your publication is involved in.

35 BEST ORIGINAL WRITING - NEWS ARTICLE
News articles for current events within a community, such as crime, politics, business development and public policy.

36 BEST ORIGINAL WRITING - FEATURE ARTICLE
Feature articles cover profiles of people, organizations and attractions.

37 BEST ORIGINAL WRITING - SPORTS ARTICLE
Sports articles cover any sports-related topics and/or sporting events, which can include team or individual sports of both youth and adults.

38 BEST ORIGINAL WRITING - OPINION
Opinion writing expresses the writer's opinion about specific events or public policy issues.

39 BEST ORIGINAL WRITING - COLUMN
A: Column written to entertain the reader
B: Column written to inform or educate the reader

CATEGORIES 40-42: ORIGINAL PHOTOGRAPHY

**Limit
five (5)
entries per
category
unless
otherwise
noted.**

INSTRUCTIONS FOR PHOTOGRAPHY CATEGORIES (40-42)

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 publication. 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.

40 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: Gloss / Heavyweight paper

B: Newsprint

41 BEST ORIGINAL EDITORIAL PHOTOGRAPHY - GLOSSY PAPER

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

42 BEST ORIGINAL EDITORIAL PHOTOGRAPHY - NEWSPRINT

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 43-46: INTERNET

**Please
include
the
domain
name.**

INSTRUCTIONS FOR INTERNET CATEGORIES (43-46)

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 website to review all aspects of the submission through a browser.

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

43 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.

A: Desktop

B: Mobile

44 BEST ONLINE PRESENTATION OF...

➔ Submit one screen print of a representative page for the category entered and the URL to find that area of your website.

A: Multimedia

B: News Content

C: Classified Ads

45 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 URLs needed to experience the innovation if available.

46 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 47: ANDREW E. SHAPIRO AWARD

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

47

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.



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 48: ADVERTISING DESIGN CONTEST

CASH PRIZES FOR WINNING DESIGNERS!

1st \$200
2nd \$100
3rd \$75

48

ADVERTISING CAMPAIGN FOR PROMOTING “BUY LOCAL”

Create a print ad campaign of 3 ads promoting the benefits of “Buy Local”. There are statistics for inclusion on the AFCP website for reference, but be sure to give appropriate credit if those statistics are referenced.

The concept for the ad series is to produce generic ads that any member publication can use to promote or to educate readers on the benefits that buying from local merchants has on the local economy. Research shows that purchases made from chains or online retailers do not support the local community to near the extent of those made through locally owned businesses.

Judging will consider creativity, impact of the message and ease of adaptability to member publications. The desired sizes would be ads at 7.5” wide X 10” high that individual members can scale up or down as needed to fill available size/space needs.

- ➔ 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.*

— 2020 JUDGE’S CHOICE AWARDS —

Throughout the contest, each of our judges will be able to select their “top choice” piece to recognize from all of the entries! The winning selections will be announced at the end of the presentation before Best of Show.

— 2020 BEST OF SHOW AWARDS —

WINNERS ARE DETERMINED BY TOTAL NUMBER OF WINNING ENTRIES

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.

ALL ENTRIES MUST BE POSTMARKED BY JANUARY 24, 2020

AFCP 2020 Awards Registration

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

COMPANY _____

PUBLISHER / MANAGER NAME _____

CITY _____ STATE _____

TELEPHONE _____

CONTACT PERSON (PRINT) _____

SIGNATURE _____

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 >> Weeklies	A _____ B _____ C _____ D _____ E _____	20	Creative Headline or Ad Copy in an Advertisement	_____	33	Best Single Ad - Agency	A _____ B _____
2	General Excellence >> Monthlies	A _____ B _____ C _____ D _____ E _____	21	Best Ad Series	_____	34	Community Service Article	_____
3	General Excellence >> Other than monthly (4-10 issues/year)	A _____ B _____ C _____ D _____ E _____	22	Best Use of Art/Photo Service	_____	35	Best Orig. Writing - News	_____
4	Most Improved Publication	A _____ B _____ C _____ D _____ E _____	23	Best Original Illustration	_____	36	Best Orig. Writing - Feature	_____
5	Best Sales Presentation	_____	24	Special Section/Promo	A _____ B _____ C _____ D _____	37	Best Orig. Writing - Sports	_____
6	Best Rate Card / Media Kit	_____	25	Grocery & Liquor Single Ad	A _____ B _____ C _____ D _____	38	Best Orig. Writing - Opinion	_____
7	Self Promotion: Own Publication	_____	26	Fitness, Fashion, etc. Single Ad	A _____ B _____ C _____ D _____	39	Best Orig. Writing - Column	A _____ B _____
8	Self Promotion: Awards	_____	27	Auto Sales & Service Single Ad	A _____ B _____ C _____ D _____	40	Best Orig. Photography Used in an Ad	A _____ B _____
9	Self Promotion: Classifieds	_____	28	Food & Drink Single Ad	A _____ B _____ C _____ D _____	41	Best Orig. Photography Editorial - Gloss	A _____ B _____ C _____
10	Self Promotion: Other Media	_____	29	Medical, Health & Wellness Single Ad	A _____ B _____ C _____ D _____	42	Best Orig. Photography Editorial - Newsprint	A _____ B _____ C _____
11	Self Promotion: Website	_____	30	Events Single Ad	A _____ B _____ C _____ D _____	43	Best Website	A _____ B _____
12	Community Service	_____	31	Best Single Ad - B&W	A _____ B _____ C _____ D _____ E _____ F _____	44	Best Online Presentation	A _____ B _____ C _____
13	Contests	_____	32	Best Single Ad - Color	A _____ B _____ C _____ D _____ E _____ F _____	45	Best Digital or Web Innovation	_____
14	Best Front Page: Newsprint	A _____ B _____ C _____				46	Best Use of Social Media	_____
15	Best Front Page: Gloss	A _____ B _____ C _____				47	Andrew E. Shapiro - Cancer Awareness Promotion	_____ (no fee)
16	Best Front Page: Special Section	A _____ B _____				48	Ad Design Contest	_____ (no fee)
17	Banner or Nameplate	A _____ B _____						
18	Classified Layout	_____						
19	Feature Article Layout	A _____ B _____						

Total number of entries: _____
TOTAL SHOULD REPRESENT ALL ENTRIES FROM YOUR PUBLISHING COMPANY.

If the total is over 25 entries (not counting categories 45 & 46), please enclose payment of \$5.00 for each entry over 25.

AMOUNT ENCLOSED / CHECK # _____



2020 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 24, 2020

GENERAL EXCELLENCE - WEEKLIES **1**

A. Publication printed on gloss **A**

PUBLISHING COMPANY

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

CITY STATE

GENERAL EXCELLENCE - WEEKLIES **1**

B. Single Advertising **B**

PUBLISHING COMPANY

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

CITY STATE

GENERAL EXCELLENCE - WEEKLIES **1**

C. 0-9% editorial content **C**

PUBLISHING COMPANY

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

CITY STATE

GENERAL EXCELLENCE - WEEKLIES **1**

D. 10-25% editorial content **D**

PUBLISHING COMPANY

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

CITY STATE

GENERAL EXCELLENCE - WEEKLIES **1**

E. 26% or more editorial content **E**

PUBLISHING COMPANY

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

CITY STATE

GENERAL EXCELLENCE - MONTHLIES **2**

A. Publication printed on gloss **A**

PUBLISHING COMPANY

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

CITY STATE

GENERAL EXCELLENCE - MONTHLIES **2**

B. Single Advertising **B**

PUBLISHING COMPANY

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

CITY STATE

GENERAL EXCELLENCE - MONTHLIES **2**

C. 0-9% editorial content **C**

PUBLISHING COMPANY

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

CITY STATE

GENERAL EXCELLENCE - MONTHLIES

D. 10-25% editorial content

2
D

PUBLISHING COMPANY

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

CITY

STATE

GENERAL EXCELLENCE - MONTHLIES

E. 26% or more editorial content

2
E

PUBLISHING COMPANY

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

CITY

STATE

GENERAL EXCELLENCE - OTHER

A. Publication printed on gloss

3
A

PUBLISHING COMPANY

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

CITY

STATE

GENERAL EXCELLENCE - OTHER

B. Single Advertising

3
B

PUBLISHING COMPANY

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

CITY

STATE

GENERAL EXCELLENCE - OTHER

C. 0-9% editorial content

3
C

PUBLISHING COMPANY

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

CITY

STATE

GENERAL EXCELLENCE - OTHER

D. 10-25% editorial content

3
D

PUBLISHING COMPANY

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

CITY

STATE

GENERAL EXCELLENCE - OTHER

E. 26% or more editorial content

3
E

PUBLISHING COMPANY

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

CITY

STATE

MOST IMPROVED PUBLICATION

A. Publication printed on gloss

4
A

PUBLISHING COMPANY

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

CITY

STATE

MOST IMPROVED PUBLICATION

B. Single Advertising

4
B

PUBLISHING COMPANY

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

CITY

STATE

MOST IMPROVED PUBLICATION

C. 0-9% editorial content

4
C

PUBLISHING COMPANY

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

CITY

STATE

MOST IMPROVED PUBLICATION

D. 10-25% editorial content

4
D

PUBLISHING COMPANY

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

CITY

STATE

MOST IMPROVED PUBLICATION

E. 26% or more editorial content

4
E

PUBLISHING COMPANY

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

CITY

STATE

BEST SALES PRESENTATION

5

PUBLISHING COMPANY

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

CITY

STATE

BEST RATE CARD / MEDIA KIT

6

PUBLISHING COMPANY

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

CITY

STATE

**SELF PROMOTION
OWN PUBLICATION**

7

PUBLISHING COMPANY

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

CITY

STATE

**SELF PROMOTION
AWARDS**

8

PUBLISHING COMPANY

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

CITY

STATE

**SELF PROMOTION
CLASSIFIEDS**

9

PUBLISHING COMPANY

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

CITY

STATE

**SELF PROMOTION
OTHER MEDIA**

10

PUBLISHING COMPANY

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

CITY

STATE

**SELF PROMOTION
WEBSITE**

11

PUBLISHING COMPANY

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

CITY

STATE

COMMUNITY SERVICE

12

PUBLISHING COMPANY

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

CITY

STATE

CONTESTS

13

PUBLISHING COMPANY

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

CITY

STATE

BEST FRONT PAGE (newsprint)

A. Magazine Format

14

A

PUBLISHING COMPANY

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

CITY

STATE

BEST FRONT PAGE (newsprint)

B. Newspaper Format

14

B

PUBLISHING COMPANY

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

CITY

STATE

BEST FRONT PAGE (newsprint)

C. Shopper Format (no editorial)

14

C

PUBLISHING COMPANY

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

CITY

STATE

BEST FRONT PAGE (gloss)

A. Magazine Format

15

A

PUBLISHING COMPANY

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

CITY

STATE

BEST FRONT PAGE (gloss)

B. Newspaper Format

15

B

PUBLISHING COMPANY

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

CITY

STATE

BEST FRONT PAGE (gloss)

C. Shopper Format

15

C

PUBLISHING COMPANY

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

CITY

STATE

BEST FRONT PAGE (special section)

A. Gloss

16

A

PUBLISHING COMPANY

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

CITY

STATE

BEST FRONT PAGE (special section)

B. Newsprint

16

B

PUBLISHING COMPANY

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

CITY

STATE

BEST BANNER OR NAMEPLATE

A. Gloss

17

A

PUBLISHING COMPANY

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

CITY

STATE

BEST BANNER OR NAMEPLATE

B. Newsprint

17
B

PUBLISHING COMPANY

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

CITY STATE

CLASSIFIED AD LAYOUT

18

PUBLISHING COMPANY

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

CITY STATE

FEATURE ARTICLE LAYOUT

A. Magazine Format

19
A

PUBLISHING COMPANY

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

CITY STATE

FEATURE ARTICLE LAYOUT

B. Newspaper Format

19
B

PUBLISHING COMPANY

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

CITY STATE

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

20

PUBLISHING COMPANY

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

CITY STATE

BEST AD SERIES

21

PUBLISHING COMPANY

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

CITY STATE

**BEST USE OF ART OR
PHOTOGRAPHY SERVICE**

22

PUBLISHING COMPANY

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

CITY STATE

**BEST ORIGINAL ILLUSTRATION
OR DIGITAL ART**

23

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

24
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

24
B

PUBLISHING COMPANY

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

CITY STATE

IN-PAPER OR SPECIAL SECTION

C. Stand-alone

24

C

PUBLISHING COMPANY

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

CITY

STATE

IN-PAPER OR SPECIAL SECTION

D. Classified Promotion

24

D

PUBLISHING COMPANY

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

CITY

STATE

SINGLE AD - GROCERY & LIQUOR

A. B&W on newsprint

25

A

PUBLISHING COMPANY

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

CITY

STATE

SINGLE AD - GROCERY & LIQUOR

B. Spot color(s) on newsprint

25

B

PUBLISHING COMPANY

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

CITY

STATE

SINGLE AD - GROCERY & LIQUOR

C. Full color (CMYK) on newsprint

25

C

PUBLISHING COMPANY

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

CITY

STATE

SINGLE AD - GROCERY & LIQUOR

D. Full color (CMYK) on gloss

25

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

26

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

26

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

26

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

26

D

PUBLISHING COMPANY

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

CITY

STATE

SINGLE AD - AUTO
A. B&W on newsprint

27
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

27
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

27
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

27
D

PUBLISHING COMPANY

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

CITY

STATE

SINGLE AD - FOOD & DRINK
A. B&W on newsprint

28
A

PUBLISHING COMPANY

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

CITY

STATE

SINGLE AD - FOOD & DRINK
B. Spot color(s) on newsprint

28
B

PUBLISHING COMPANY

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

CITY

STATE

SINGLE AD - FOOD & DRINK
C. Full color (CMYK) on newsprint

28
C

PUBLISHING COMPANY

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

CITY

STATE

SINGLE AD - FOOD & DRINK
D. Full color (CMYK) on gloss

28
D

PUBLISHING COMPANY

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

CITY

STATE

SINGLE AD - MEDICAL, HEALTH, ETC.
A. B&W on newsprint

29
A

PUBLISHING COMPANY

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

CITY

STATE

SINGLE AD - MEDICAL, HEALTH, ETC.
B. Spot color(s) on newsprint

29
B

PUBLISHING COMPANY

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

CITY

STATE

SINGLE AD - MEDICAL, HEALTH, ETC.

C. Full color (CMYK) on newsprint

29

C

PUBLISHING COMPANY

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

CITY

STATE

SINGLE AD - MEDICAL, HEALTH, ETC.

D. Full color (CMYK) on gloss

29

D

PUBLISHING COMPANY

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

CITY

STATE

SINGLE AD - EVENTS

A. B&W on newsprint

30

A

PUBLISHING COMPANY

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

CITY

STATE

SINGLE AD - EVENTS

B. Spot color(s) on newsprint

30

B

PUBLISHING COMPANY

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

CITY

STATE

SINGLE AD - EVENTS

C. Full color (CMYK) on newsprint

30

C

PUBLISHING COMPANY

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

CITY

STATE

SINGLE AD - EVENTS

D. Full color (CMYK) on gloss

30

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

31

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

31

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

31

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

31

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

31
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

31
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

32
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

32
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

32
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

32
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

32
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

32
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

33
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

33
B

PUBLISHING COMPANY

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

CITY

STATE

COMMUNITY SERVICE ARTICLE

34

PUBLISHING COMPANY

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

CITY

STATE

BEST ORIGINAL WRITING - NEWS ARTICLE

35

PUBLISHING COMPANY

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

CITY

STATE

BEST ORIGINAL WRITING - FEATURE ARTICLE

36

PUBLISHING COMPANY

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

CITY

STATE

BEST ORIGINAL WRITING - SPORTS ARTICLE

37

PUBLISHING COMPANY

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

CITY

STATE

BEST ORIGINAL WRITING - OPINION

38

PUBLISHING COMPANY

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

CITY

STATE

BEST ORIG. WRITING - COLUMN
A. Entertainment column

39

A

PUBLISHING COMPANY

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

CITY

STATE

BEST ORIG. WRITING - COLUMN
B. Informational column

39

B

PUBLISHING COMPANY

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

CITY

STATE

BEST ORIG. PHOTO - AD
A. Gloss / Heavyweight Paper

40

A

PUBLISHING COMPANY

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

CITY

STATE

BEST ORIG. PHOTO - AD
B. Newsprint

40

B

PUBLISHING COMPANY

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

CITY

STATE

BEST ORIG. EDIT. PHOTO - GLOSS
A. Single Photo in News Article

41

A

PUBLISHING COMPANY

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

CITY

STATE

BEST ORIG. EDIT. PHOTO - GLOSS

B. Single Photo in a Feature Article

41
B

PUBLISHING COMPANY

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

CITY

STATE

BEST ORIG. EDIT. PHOTO - GLOSS

C. Single Photo in Sports Article

41
C

PUBLISHING COMPANY

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

CITY

STATE

BEST ORIG. EDIT. PHOTO - NEWSPRINT

A. Single Photo in News Article

42
A

PUBLISHING COMPANY

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

CITY

STATE

BEST ORIG. EDIT. PHOTO - NEWSPRINT

B. Single Photo in a Feature Article

42
B

PUBLISHING COMPANY

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

CITY

STATE

BEST ORIG. EDIT. PHOTO - NEWSPRINT

C. Single Photo in a Sports Article

42
C

PUBLISHING COMPANY

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

CITY

STATE

BEST WEBSITE

A. Desktop

43
A

PUBLISHING COMPANY

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

CITY

STATE

BEST WEBSITE

A. Mobile

43
B

PUBLISHING COMPANY

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

CITY

STATE

**BEST ONLINE PRESENTATION
OF MULTIMEDIA**

44
A

PUBLISHING COMPANY

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

CITY

STATE

**BEST ONLINE PRESENTATION
OF NEWS CONTENT**

44
B

PUBLISHING COMPANY

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

CITY

STATE

**BEST ONLINE PRESENTATION
OF CLASSIFIED ADS**

44
C

PUBLISHING COMPANY

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

CITY

STATE

**BEST DIGITAL OR WEB
INNOVATION**

45

PUBLISHING COMPANY

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

CITY STATE

BEST USE OF SOCIAL MEDIA

46

PUBLISHING COMPANY

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

CITY STATE

**ANDREW E. SHAPIRO
CANCER AWARENESS PROMO**

47

PUBLISHING COMPANY

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

CITY STATE

**ADVERTISING DESIGN CONTEST
AFCP Member Benefits**

48

PUBLISHING COMPANY

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

CITY STATE