

2019 Arkansas Press Association Better Newspaper Advertising Contest Rules & Categories

- 1. ELIGIBILITY:** Contest is open to daily and weekly newspaper members in good standing of the Arkansas Press Association. Entries must be submitted by the newspaper, not by an individual.
- 2. CONTEST PERIOD:** All entries must have been published during this period — January 1, 2018 - December 31, 2018.
- 3. DEADLINE** for submitting entries is January 31, 2019.
- 4. ALL ENTRIES** should be uploaded as PDFs. Each entry submitted must be a PDF of the full-page showing name of newspaper and date of issue. Login information and uploading instructions are on the following pages.
- 5. ENTRY FEE:** \$25 per newspaper PLUS \$ 5.00 per entry.
- 6. ALL ADS** entered **MUST BE ORIGINAL** with your newspaper. They must be conceived and sold by your newspaper staff.* Clip art is acceptable but no ready-made ads should be submitted, such as those from advertising agencies, and advertiser-produced. All ads must be from your regularly printed newspaper. Do not submit ads from your other publications (ex. monthly magazines, real estate guides or other niche publications submitted in Category 19).
- 7. A SINGLE AD** should not be entered in more than one category. Exception: a single ad may also be entered as one of a campaign (Category 4); or a color entry may also be entered as one of a campaign (Category 4). The spirit of the contest is to recognize as many clever, creative ideas, people and advertisers as possible. (That translates: don't take an entry you've submitted for a single ad and enter it as a color entry and a most original idea entry. Choose one BEST CATEGORY for each entry.) And please do NOT repeat ads from previous years.
- 8. "COVERS" are not ads:** DO NOT submit special section covers as ads -- they are covers. There is a category (Category 11-12) to recognize special section covers.
- 9. In order to judge** a category there must be at least three (3) entries from three (3) newspapers, otherwise those entries will be judged with the next division.
- 11. DIVISIONS:** Your newspaper has been pre-assigned a division based on your circulation.

Div. 1 - Daily Circulation 10,000 or less

Div. 4 - Non-Daily Circulation 3,000 or less

Div. 3 - Daily Circulation Over 10,000

Div. 6 - Non-Daily Circulation Over 3,000

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

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

*Work done by freelancers or work outsourced may be entered, but the work must have been done exclusively for the newspaper entering the material.

If you have any questions or problems submitting your entries, please call Terri Cobb at 501-374-1500 or 800-569-8762.

Categories

CATEGORY 1 – Single Ad 10" Inches and Under

May submit up to five (5) entries per newspaper. Black and white ads only. NO HOUSE ADS. Each entry submitted must be a PDF of the full-page tearsheet. Ad must be ROP for a SINGLE ADVERTISER. Judges will consider the basic idea, headline, layout, copy, typography and originality.

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

May submit up to five (5) entries per newspaper. B/W or Color. NO HOUSE ADS. Each entry submitted must be a PDF of the full-page tearsheet. Ad must be ROP for a SINGLE ADVERTISER. Judges will consider basic idea, headline, layout, copy, typography and originality.

CATEGORY 3 – Single Ad Half page and OVER

May submit up to five (5) entries per newspaper. B/W or color ads. NO HOUSE ADS or section covers. Each entry submitted must be a PDF of the full-page tearsheet. Ad must be ROP for a SINGLE ADVERTISER. Judges will consider basic idea, headline, layout, copy, typography and originality. Includes ads over two pages, including double trucks. Please use category 20 for your automotive ads.

CATEGORY 4 – Ad Campaign, Any Size

May submit up to five (5) entries per newspaper. Black and white ads OR color. NO HOUSE ADS. Each entry submitted must be a PDF of the full-page tearsheet. Include any online ads that are a part of the campaign. Each entry consists of at least three but not more than five ads for a SINGLE ADVERTISER, with a continuing, common theme. May be ROP or classified display campaign. Judges will consider the basic idea, layout, copy, headline, typography, originality and the development of the theme. Ads may vary in size but keep within the same theme and advertiser.

CATEGORY 5 – Multiple Advertiser Ad

May submit up to five (5) entries per newspaper. NO HOUSE ADS. Each entry submitted must be a PDF of the full-page tearsheet. Entry may be any size, including those up to and including double trucks, which features two or more advertisers under a common headline or theme. Judges will consider basic idea, layout, copy, headline, typography and originality.

CATEGORY 6 – SPOT Color Ad (Use of ONE Color, plus Black)

May submit up to five (5) entries per newspaper. NO SECTION COVERS OR HOUSE ADS. Each entry submitted must be a PDF of the full-page tearsheet. Judges will consider basic idea, copy, layout, headline, type, originality and appropriateness and clarity of color. May be single or multiple advertisers, ROP or classified ads.

CATEGORY 7 – Use of PROCESS Color in an Ad

May submit up to five (5) entries per newspaper. NO SECTION COVERS OR HOUSE ADS. Each entry submitted must be a PDF of the full-page tearsheet. Judges will consider basic idea, copy, layout, headline, type, originality and appropriateness and clarity of color. May be single or multiple advertisers, ROP or classified display, and may be any size.

CATEGORY 8 – Best Advertising Special Section - GENERAL INTEREST- NEWSPRINT

May submit up to five (5) entries per newspaper. For each entry, submit a single PDF of the entire section. *See instructions attached for combining multiple pages into one PDF file.* This is a separate, pull-out, stand-alone section of GENERAL INTEREST (NON-SPORTS) printed on NEWSPRINT (magazine stock paper, see category 9) inserted into your newspaper. Judges will consider basic idea, originality of theme used in ads and editorial content, as well as the section cover. Use of color is a bonus.

CATEGORY 9 – Best Advertising Special Section - GENERAL INTEREST- MAGAZINE

May submit up to five (5) entries per newspaper. For each entry, submit a single PDF of the entire section. *See instructions attached for combining multiple pages into one PDF file.* This is a separate, pull-out, stand-alone section of GENERAL INTEREST (NON-SPORTS) printed on MAGAZINE stock paper (not printed on newsprint, see category 8) inserted into your newspaper. Judges will consider basic idea, originality of theme used in ads and editorial content, as well as the section cover.

CATEGORY 10 – Best Advertising Special Section - SPORTS

May submit up to five (5) entries per newspaper. For each entry, submit a single PDF of the entire section. See *instructions attached for combining multiple pages into one PDF file*. This is a separate, pull-out, stand-alone section with a SPORTS theme inserted into your newspaper. Judges will consider basic idea, originality of theme used in ads and editorial content, as well as the section cover. Use of color is a bonus.

CATEGORY 11 – Special Section COVER - NEWSPRINT

May submit up to five (5) entries per newspaper. Submit only the cover. Judges will consider design, layout, typography, artwork and use of color. The entry cover must have been from section inserted in the newspaper not the cover of your niche publication.

CATEGORY 12 – Special Section COVER - MAGAZINE

May submit up to five (5) entries per newspaper. Submit only the cover. Judges will consider design, layout, typography, artwork and use of color. The entry cover must have been from section inserted in the newspaper not the cover of your niche publication.

CATEGORY 13 – Use of Photo in an Ad

May submit up to five (5) entries per newspaper. NO HOUSE ADS OR SECTION COVERS. Each entry submitted must be a PDF of the full-page tearsheet. The ad must feature the original photography of a staff member. Judges will consider originality, quality, appropriateness of ad theme, clarity and appeal. May be ROP OR classified display; single or multiple advertisers and be any size.

CATEGORY 14 – Use of Clip Art in Ad

May submit up to five (5) entries per newspaper. NO HOUSE ADS OR SECTION COVERS. Each entry submitted must be a PDF of the full-page tearsheet. May be any size, black and white or color; ROP or classified display; single or multiple advertisers. Entries should show clever and creative use of art supplied by a clip art service. Overall idea or theme of the ad should be original; don't submit "ready-made" ads. Judges will consider originality, appropriateness of art and other related advertising factors.

CATEGORY 15 – Newspaper Promotions and House Ads, Single ads and/or Campaign

HOUSE ADS ONLY. May submit up to five (5) entries per paper. May be any size, black and white or color. Each entry submitted must be a PDF of the full-page tearsheet. The ads may promote the entire newspaper or any of its operations. For example, did you have subscriptions contests, NIE promotions, readership ads, newspaper contests, etc.? Judges will consider the basic idea, originality, layout, copy, headline, illustrations and other elements which go into the ads that contribute to the overall promotion of the newspaper. Each entry submitted must be a PDF of the full-page tearsheet.

CATEGORY 16 – Most Original Idea

May submit up to five (5) entries per newspaper. NO HOUSE ADS. Each entry submitted must be a PDF of the full-page tearsheet. Ad may be any size, black and white or color. This includes not only ads which are particularly unique, fresh, weird, creative and outstanding, but also any ads which just don't fit any of the other contest categories.

CATEGORY 17 – Use of Humor in Advertising

May submit up to five (5) entries per newspaper. NO HOUSE ADS Ad may be any size, black and white or color. Each entry submitted must be a PDF of the full-page tearsheet. Judges will consider all aspects of the ad (basic idea, layout, copy, headline, typography and originality) plus special emphasis on how funny the ad is.

CATEGORY 18 – Special Events & Festivals Ad

May submit up to five (5) entries per newspaper. Black and white OR color ads. NO HOUSE ADS. Each entry submitted must be a PDF of the full-page tearsheet. Ad must be ROP for a SINGLE ADVERTISER. Judges will consider basic idea, headline, layout, copy, typography and originality.

CATEGORY 19 – Single Supplement ad

May submit up to five (5) entries per newspaper. Black and white OR color ads. NO HOUSE ADS. Each entry submitted must be a PDF of the full-page tearsheet from your special section or other advertising supplement. Ads can be from any category or customer. Judges will consider basic idea, headline, layout, copy, typography and originality. Any size ad is acceptable.

Classified Ads

CATEGORY 20 – Automotive Ads

May submit up to five (5) entries per newspaper. Black and white OR color ads. Any size ad. NO HOUSE ADS. Each entry submitted must be a PDF of the full-page tearsheet. Ad must be for a SINGLE AUTOMOTIVE (CAR DEALER) ADVERTISER. Judges will consider basic idea, headline, layout, copy, typography and originality.

CATEGORY 21 – Real Estate Ads

May submit up to five (5) entries per newspaper. Black and white OR color ads. Any size ad. NO HOUSE ADS. Each entry submitted must be a PDF of the full-page tearsheet. Ad must be for a SINGLE REAL ESTATE OR PROPERTY ADVERTISER. Judges will consider basic idea, headline, layout, copy, typography and originality.

CATEGORY 22 – Employment Ads

May submit up to five (5) entries per newspaper. Black and white OR color ads. Any size ad. NO HOUSE ADS. Each entry submitted must be a PDF of the full-page tearsheet. Ad must be for a SINGLE EMPLOYMENT (HELP WANTED) ADVERTISER. Judges will consider basic idea, headline, layout, copy, typography and originality.