



2016 Advertising Excellence Contest

Now Accepting Entries

ABOUT THE ADVERTISING EXCELLENCE CONTEST

The Excellence in Advertising Contest returns with 17 categories. Entry to this contest is all done online. This contest is the opportunity for publishers and advertising executives to promote excellence in advertising and recognize their staffs' diligent work in designing and creating advertising excellence. The prestigious awards announcement will be held in conjunction with the CNPA Annual Press Summit May 17-20, 2017, at the Loews Santa Monica Beach Hotel in Santa Monica. Award-winning members earn bragging rights for promoting their publications and earning the top spots in advertising excellence.

CONTEST PERIOD

Entries must have been published in the 2016 calendar year.

ENTRY DEADLINE

Monday, Jan. 16, 2017

ELIGIBILITY

The competition is open to all CNPA- member newspapers in good standing.

ANNOUNCEMENTS

First- and second-place winners will be notified in late March 2017. First and second place will be announced at the Advertising Excellence award session during the Annual Press Summit at the Loews Santa Monica Beach Hotel in Santa Monica. Winner plaques will be presented at the awards session.

HOW TO ENTER

There are 17 contest categories in the 2016 Advertising Excellence Contest. All entries are uploaded to the contest site. Payment is made through the contest entry site.

ENTRY RULES

Entries must be produced by entrants' staff or regular contributors. Identical entry material may not be submitted in two different categories; however, parts of one entry can represent entry material submitted in a different category. Entries that have appeared in multiple papers must be

submitted only by the highest-circulation newspaper in which they appeared or the entrant must be sure its entry is a product of its own staff resources.

CHOOSING A DIVISION

Each newspaper entrant must choose one circulation division in which all of its entries will compete. The term "circulation" refers to the net number of free and/or paid copies distributed, including online subscriptions, by the issue or edition newspaper entrant. Use circulation figures closest to July 1, 2016. Do not count any SHOPPER or TMC if entrant is 100% paid.

DAILY DIVISIONS

Dailies (5+ issues per week) shall choose a circulation division below based on the next number of copies that represent an average weekday issue closest to July 1, 2016.

Circulation division	Cost per entry
A. 150,001 & above	\$25 each
B. 35,001 — 150,000	\$25 each
C. 15,001 — 35,000	\$20 each
D. 15,000 & under	\$20 each

WEEKLY DIVISIONS

Weeklies will enter in their circulation division, but the judging will be combined for A & B divisions and C & D divisions. Divisions are based upon the net number of copies of an average issue circulated closest to July 1, 2016.

Circulation division	Cost per entry
A. 25,001 & above	\$20 each
B. 11,001 — 25,000	\$20 each
C. 4,301 — 11,000	\$20 each
D. 4,300 & under	\$20 each

CONTEST QUESTIONS

Simon Birch, CNPA (916) 288-6010 or email simon@cnpa.com



2016 Advertising Excellence Contest

Categories

1. Best Black & White Ad: 1/4 page or larger

(Allows up to 3 entries)

The ad may be of any size for any single advertiser. It may fit into any category: sale, promotional, institutional, etc. Entries in this section must be single newsprint (non-slick) advertisements and do not contain spot or process color. Entries will be judged on content and design. Paid advertising only.

Art is not necessary, as good headline copy can sometimes outdo art as an attention-getter. PDF entry should contain the full page on which the ad appears.

Judging criteria: Based on overall layout, headline copy, body copy and attention-getting value. Judging will be based on uniqueness of copy, stylization, graphics and overall impact. Overall design should be original and not from clip art service (one or two pieces of clip art is acceptable as long as it is not the focus of the ad).

2. Best Creative ROP Ad

(Allows up to 3 entries)

This award will be presented to the newspaper making the best use of artwork, art/graphic service and/or photographs in the design of a single (or series of up to three advertisement(s) for a customer during the contest period. Entries must have been created by a full- or part-time staff member and can include original and/or computer-generated graphics. Include entire page(s).

Judging criteria: Originality/creativity; visual impact; ad design; page layout.

3. Best Multi-Color Ad: 1/4 page or larger

(Allows up to 3 entries)

This award will recognize the best use of color. The ad may be of any size for any single advertiser. It may fit into any category: sale, promotional, institutional, etc.

The ad may be a spot-color or full-color ad, in any single advertisement, produced in-house. Entry should include entire page.

Judging criteria: Based upon visual appeal; originality/creativity; ad design and page layout.

4. Best Single Self-Promotion Ad or Series

(Allows up to 3 entries)

Best single self-promotional ad or series (3 or more different ads) promoting your newspaper's services and features. Ads

may be any size, black and white or color.

Judging criteria: Originality and creativity of idea as well as its content and graphic presentation.

5. Best Community Event Special Section

(Allows up to 3 entries)

Best special section participated in by one or more advertisers that is focused on a community event and produced and sold by the advertising department.

Judging will be based on presentation of subject, quality of editorial content, effective use of photographs and advertising presentation. Section must be inserted and distributed in the newspaper.

Judging criteria: Advertising content and support; quality of editorial content and effective use of graphics; layout and design.

6. Best Entertainment Special Section

(Allows up to 3 entries)

Best special section participated in by one or more advertisers that is focused on featuring entertainment-oriented content that is produced and sold by the newspaper's staff.

Judging criteria: Advertising content and support featuring local entertainment businesses and organizations; quality of editorial content and graphics; layout and design.

7. Best Community History Special Section

(Allows up to 3 entries)

Best special section participated in by one or more advertisers that focuses on featuring content about the community's history, segment of history or local historical figures.

Judging criteria: Advertising content/quality/support; quality editorial content; originality/creativity; layout and design.

8. Best Niche Product: Non-Magazine

(Allows up to 3 entries)

Best ad or series that may include any printed product that is distributed as a stand-alone product for a specific targeted market and inserted into the newspaper.

Use the explanation box to describe the entry and how it was distributed.

Upload PDF of entire publication. In this category, a "niche publication" will be defined as a special, non-magazine publication-printed on newsprint.

Judging criteria: Based on creativity, design and reader appeal of the publication.



2016 Advertising Excellence Contest

Categories

9. Best Niche Product: Magazine

(Allows up to 3 entries)

Best ad or series that may include any printed product that is distributed as a stand-alone product for a specific, targeted market. These products have been inserted into the newspaper and include such items as an auto trader, antique monthly or a magazine. Use the explanation box to describe the entry and how it was distributed. Upload PDF of entire publication. This "niche publication" will be defined as a special, magazine publication which has substantial distribution other than the newspaper's regular circulation.

Judging criteria: Based on creativity, design and reader appeal of the publication.

10. Best Digital Ad

(Allows up to 3 entries)

Best ad or series of ads sold exclusively online. Upload file or use explanation box to submit a URL. An example of rich media ads could be Flash ads, animated GIF ads, SWF ads or video ads. Judging is based on creativity, use of space, design and overall animation.

Judging criteria: Creativity, use of space, design, animation and effectiveness.

11. Best Testimonial Ad Campaign

(Allows up to 3 entries)

Best series of ads promoting the newspaper. The campaign should feature testimonials from readers, advertisers, community leaders, etc., testifying to the benefits of the newspaper and/or the newspaper staff. Testimonial subject matter can range from good customer service, consistent circulation delivery and positive advertising response for example

Judging criteria: Creativity of the campaign, graphic layout and design and overall effectiveness of the campaign. Please describe in 250 words or less the overall goal and results of the campaign.

12. Best Advertising Marketing Package

(Allows up to 3 entries)

Entry should include all materials generated to promote the newspaper to local advertisers and agencies. Demographic profiles, rate cards, distribution coverage information, anything you and your staff use in selling, promoting and informing others about your newspaper.

Judging criteria: Based on overall effectiveness, concise presentation, simplicity of information presented, quality and depth of information provided, graphic design and layout.

13. Best Single Classified Display Ad

(Allows up to 3 entries)

Best classified display ad can be from any category. Any size black and white or color, is acceptable. Ad must be a paid ad published in the classified section of the newspaper.

Judging criteria: Ad's effectiveness overall, graphic design, quality of content and its ability to attract the attention of classified readers.

14. Best Plus Advertising Idea

(Allows up to 3 entries)

Submit a PDF of the newspaper showing a novel or unusual idea. This may be a single advertisement, a series, a campaign, a special page or any other unified idea. Preferential consideration will be given to specially prepared campaigns or ads with an original theme.

Entrant should present a statement of 250 words or less to describe the effectiveness of the idea.

Judging criteria: Content, creativity, design and effectiveness.

15. Best Advertising Campaign Combining Two or More Platforms

(Allows up to 3 entries)

Entry should be one that encompasses two or more platforms that tie the campaign together: ROP, Digital, Magazine/Special Section, Insert, Direct mail. The campaign can be holiday-oriented or anything else.

Judging criteria: Content, design and effectiveness.

16. Best Digital Campaign Using Two or More Digital Platforms

(Allows up to 3 entries)

Upload file or use explanation box to submit a URL. An example of rich media ads could be Flash ads, animated GIF ads, SWF ads or video ads. Entrant should present a statement of 250 words or less to describe the effectiveness of the campaign.

Judging criteria: Creativity, use of space, design, animation and effectiveness.

17. Best of the Best

(No entry required; chosen by the judges)

Best of the Best by Division (judge's selection – from all first place entries in each division).

The judges will select one entry from all of the above classifications in each division as the best of the best.



2016 Advertising Excellence Contest

Entry Instructions

How to Enter

All entries for 2016 contests are uploaded to the CNPA Contest site.

Payment is made through the BNC entry site. Please follow the entry steps below and if you have any questions, contact Simon Birch at 916-288-6010 or simon@cnpa.com.

Step by Step Instructions to Enter

1. Go to:
www.newspapercontest.com/cnpa/newspaper
Select "Register" and enter your information as required. Register on the contest website using your email address. You will receive a confirmation email, which you will need to complete registration. Association Code is "CNPA"
2. Login (or use the link above). You will see a page showing any entries you have already submitted. Some browsers, such as Safari, will open the rules in a new window; others will require you to download the PDF file to your computer.
3. Click on the "Add New Entry" link.
4. On this page, select your newspaper name. A lot of information will autofill. If that information is incorrect, please call Simon Birch at 916-288-6010. Your division will be selected for you based on your circulation. Fill in the preparer's name.
5. Select the contest class. These are drop-down menus for your convenience. This field will clear each time you save an entry, so you must select a class for each new entry. When you select the class, special instructions will appear below it.
6. If necessary, provide an explanation of your entry. The explanation/cutline box is limited to 3,000 characters. It's a good idea to write your explanation in another program, such as Word, and copy/paste into the explanation box. If a URL is required, fill in the URL box; there is no need to type "http://".
7. Include the name of the entry. If uploading full-page PDF files, it will be helpful if the entry name matches the headline on the page so the judges can find it easily. If the judges cannot tell what is to be judged, the entry may be discarded. Please upload PDFs that have been reduced in size; large files may be a problem for the judges.
8. Include the name of the person or people who should be credited for any award. This is generally the writer, reporter, photographer, graphic artist, cartoonist, etc. It is not necessarily the name of the person submitting the entry but will be the people to receive credit — more than four people should be credited as Staff.
9. Add your file or files. You can drag and drop files or use the "Add files" button to navigate your files. Generally, files should be in PDF format except photos, which should be in high-resolution JPG format. Other files and URLs may be acceptable as noted in the special instructions. Upload as many files as are necessary to complete your entry but refer to the special instructions for any limitations.
10. When you have completed your submission, click the "Save" button. If you click the "Back to list" button, you will lose the entry you just completed. After clicking "Save," you will be directed back to the list of your entries.
11. To submit another entry, click "Add New Entry." As long as you have not logged out of the system, your newspaper name will still be in place and you can simply start at Step 6 again. You may log out and log back in later to continue adding entries. You will need to select your newspaper name each time you log in.
12. If you have finished submitting entries, please review the list. You may not change an entry, but you may delete an entry and resubmit it.