

**2017**  
**ILLINOIS PRESS ASSOCIATION**  
**Advertising Contest Rules**



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Questions: Contact Kate Richardson at [krichardson@illinoispress.org](mailto:krichardson@illinoispress.org)  
or call 217-241-1300

**ADVERTISING CONTEST DEADLINE: 5 P.M. FEB. 3, 2017**

*Save the date*

**Annual IPA/IPF Convention**

**June 7-9, 2017**

**Crowne Plaza, Springfield, Illinois**

# **2017 ILLINOIS NEWSPAPER AD CONTEST RULES**

## **(For work published Jan. 1, 2016 – Dec. 31, 2016)**

1. The contest is open to Illinois Press Association members who are dues-paying members. No associate members, special interest publications or ad agencies may enter. The Association code is: IPA2017
2. Out-of-state IPA member newspapers are eligible to enter all categories excluding Advertising Excellence and Best Classified Section. Entries in other categories must pertain to Illinois advertisers. These newspapers are not eligible to earn points for the sweepstakes awards.
3. Entries and payment in full **must be received at the IPA office by Friday, Feb. 3, 2017**. Winners will be announced on Thursday, June 8, 2017 at the Crowne Plaza, Springfield, Illinois.
4. All entries must have been published within the calendar year Jan.1, 2016 – December 31, 2016.
5. Entry fee is \$8.00 for each entry submitted.
6. Each entry must be from an individual newspaper and entered in the circulation division according to the circulation numbers effective October 1, 2015. The contest is open to all newspapers as individual properties. IPA's goal is to encourage all newspapers to enter and the rules treat every entity equally.

Newspapers with shared staff are required to enter work under the flag of the newspaper for which the work was created. If it was created for multiple newspapers, it must be entered under the flag of one newspaper in the highest division.

Ads generated for two or more newspapers may be entered for one newspaper only.

Circulation divisions for all classes of competition are:

- Division G = weeklies and dailies 4,000 and under
- Division H = weeklies and dailies 4,001 - 8,000
- Division I = weeklies and dailies 8,001 - 30,000
- Division J = weeklies and dailies 30,001 & over

7. Weekly includes semi- and tri-weekly. Semi-weeklies with different names are not considered separate publications. They may be submitted as consecutive issues.
8. There is no limit to the number of entries except in categories which specify dates or two consecutive issues for entries. There may be only one entry per paper in those categories.
9. Group papers with essentially the same content or makeup can submit only one entry in categories which specify dates or two consecutive issues. Group papers which have completely separate advertising staffs for each newspaper may submit one entry per staff in those categories.
10. All entries must be submitted electronically at <http://www.newspapercontest.com/Contests/IllinoisPressAssociation.aspx>
11. Each entry should be a PDF file. Full page PDFs may be uploaded as long as the ad to be judged is obvious. Best practice: Name the entry the same as the name of the advertiser. In some instances, a JPG, GIF, URL or other file type may be submitted; see individual class rules.

**12.** An entry will be disqualified if:

- the entry was not published within the official contest period
- payment is not made prior to judging
- specific rules as outlined in each class are not followed
- the ad is an agency-created ad

Newspapers will not be notified of entry disqualifications. No refunds will be issued.

**13. AWARDS** - Sweepstakes winners for advertising achievement will be selected on the basis of points scored in the various categories of this contest. Division trophies will be awarded for the top scoring newspaper in each division. The trophy will not travel.

**14.** Decision of judges is final.

## **CONTEST DEADLINE IS 5 P.M. FRIDAY, FEB. 3, 2017**

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## **2016 ILLINOIS NEWSPAPER AD CONTEST CLASSES**

### **CLASS 1 - GENERAL ADVERTISING EXCELLENCE**

Submit PDF file of entire newspaper editions excluding inserts. Criteria: General excellence is defined as overall advertising. Upload two issues from the month of April 2016 (not necessarily consecutive). Judging will be based on advertising, layout and design, creativity, effective use of typefaces and presswork. One entry per newspaper.

### **CLASS 2 - BEST FULL PAGE AD**

Upload a PDF file of a full-page newsprint ad. Judging will be based on originality, creativity in the use of typeface and artwork and reader appeal. House ads may not be entered in this category; paid single advertiser only.

### **CLASS 3 - BEST AD LESS THAN A FULL PAGE**

Upload a PDF file of a less-than-full-page newsprint ad. Judging will be based on originality, creativity in the use of typeface and artwork and reader appeal. House ads may not be entered in this category; paid single advertiser only. If uploading a complete page, make sure ad is clearly marked on the page.

### **CLASS 4 - BEST AD SERIES**

Upload PDF files of three or more newsprint ads from a series with a common theme, purpose or advertiser. House ads may not be entered in this category; paid, single advertiser only.

### **CLASS 5 - BEST HOUSE AD**

Upload a PDF file of a single ad promoting any aspect of your newspaper. Judging is based on ad originality, creativity in the use of typeface and artwork and reader appeal.

### **CLASS 6 - BEST SMALL AD**

Submit PDF file of ad. Ad must not be larger than a total of 10 column inches. Ad may be any type of newspaper display advertising EXCEPT house ads. Judging is based on ad originality, creativity in the use of typeface and artwork and reader appeal. Paid, single advertiser only.

### **CLASS 7 – BEST SPOT COLOR AD**

These ads must be originally conceptualized and cut in-house and may not be agency-created. Judging is based on quality and effect of one color, originality and reader appeal. House ads may not be entered in this category; paid advertising only. Upload PDF file of ad.

[In offset printing, a spot color is any color generated by an ink (pure or mixed) that is printed using a single run. The widespread offset-printing process is composed of four spot colors: Cyan, Magenta, Yellow, and Key (black) commonly referred to as CMYK.]

### **CLASS 8 – BEST FULL COLOR AD**

These ads must be originally conceptualized and cut in-house and may not be agency created. Judging is based on quality and effect of color, originality and reader appeal. House ads may not be entered in this category; paid single advertiser only. Upload PDF file of ad.

### **CLASS 9 - BEST ANNUAL SPECIAL SECTION**

Sections must be published annually. Judging will be based on the concept of the section, creativity and effective use of typefaces and presswork. Do not enter Progress/Community Focus editions in this category (see Class 12). Upload PDF file of entire publication. Multiple files may be uploaded.

### **CLASS 10 - BEST ONGOING SPECIAL SECTION**

Sections must be published quarterly or more frequently. Judging will be based on the concept of the section, creativity and effective use of typefaces and presswork. Upload PDF file of entire publication. Multiple files may be uploaded.

### **CLASS 11 - BEST ONE-TIME SPECIAL SECTION**

This class includes all sections that are not routinely published. Vendor-funded sections may be submitted in this category. Judging will be based on the concept of the section, creativity, effective use of typefaces and presswork. Do not enter Progress/Community Focus editions in this category (see Class 12). Upload PDF file of entire publication. Multiple files may be uploaded.

### **CLASS 12 – BEST COMMUNITY FOCUS SPECIAL SECTION**

This category is intended for annual progress editions, a newcomer's guide, a newspaper's anniversary edition or any comprehensive sections that cover a broad base of interest to the newspaper's readership. Sections may be published annually or as a one-time special section. Judging will be based on comprehensive coverage of the community (and/or its history) and usefulness to the reader. Upload PDF file of entire publication. Multiple files may be uploaded.

### **CLASS 13 – BEST CLASSIFIED AD**

Upload a PDF file of the best classified display ad which may include but is not limited to auto, real estate, employment and directories. Judging will be based on creativity and originality of the promotion, design and reader appeal of the ads. No house ads. Paid ads only.

### **CLASS 14 - BEST CLASSIFIED SECTION**

Upload complete classified section/pages from the week of February 7-13, 2016. Judging will be based on overall design of pages, classification of items and reader friendliness. One entry per newspaper.

### **CLASS 15 - BEST CLASSIFIED PROMOTION**

Upload PDF file(s) of house ad(s) used to promote the use of classified advertising in the newspaper. Judging will be based on creativity and originality of the promotion, design and reader appeal of the ads. In explanation box, describe any promotion efforts outside of the printed paper.

### **CLASS 16 – BEST SHARED PAGE/SIGNATURE PAGE**

Upload PDF file of entire page for a shared page/signature page ad. Judging will be based on creativity, unifying theme, use of typeface and artwork and overall composition. Single page only but a double truck will be judged as a single page. For multiple page examples, submit one page and use explanation box to describe project.

### **CLASS 17 - BEST NICHE PUBLICATION**

This may include any printed product that is distributed as a stand-alone product for a specific, targeted market. These products may also have been inserted into the newspaper and include such items as an auto trader, antique monthly or a magazine. Judging will be based on creativity, design and reader appeal of the publication. Use the explanation box to describe the entry and how it was distributed. Upload PDF of entire publication.

### **CLASS 18 - BEST NEWSPAPER-DESIGNED INSERT**

Upload a PDF file of your newspaper-designed, single-advertiser insert. Judging will be based on originality, effective use of typeface and artwork and reader appeal.

### **CLASS 19 - BEST MARKETING CAMPAIGN**

This class includes all marketing including billboards, rack cards, directories, promotional items and other media. Upload PDF files of one or more examples. JPG photos may also be submitted. Use the explanation box to describe campaign including goals and results.

### **CLASS 20 - BEST AD DESIGNER**

Submit PDF files of 6-10 examples by the same designer. Entry must include at least two paid ads. House ads may also be included. Any number of designers may enter this category but only one designer per entry. Use the explanation box to describe entry. Please include a JPG image of the designer for the awards luncheon.

### **CLASS 21 - BEST STATIC ONLINE AD**

Upload file or use explanation box to submit a URL address. A static ad has no motion and includes three frames or less. Judging is based on original artwork, use of space and creativity. Acceptable formats are JPG, PDF and GIF. One ad per entry.

### **CLASS 22 - BEST RICH MEDIA ONLINE AD**

Upload file or use explanation box to submit a URL address. 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. One ad per entry.

### **CLASS 23 - BEST HOLIDAY AD**

Upload a PDF file featuring a holiday ad of your choice. Judging will be based on originality, creativity in the use of typeface and artwork and reader appeal. No house ads. Paid advertising only.

# **SWEEPSTAKES & DIVISION AWARDS**

*Winners of the Sweepstakes Awards will be selected based on points scored in the various categories of this contest.*

The **SAM ZITO AWARD of EXCELLENCE** was established and contributed by Shaw Newspapers in 2004, honoring Sam Zito, Senior Account Executive for the Northwest Herald, Crystal Lake, and is awarded for advertising achievement to the outstanding weekly newspaper in Division A, B, C or D. This is a traveling trophy.

The **JAMES S. COPLEY MEMORIAL TROPHY** was established and contributed by Copley Newspapers in 1991, in memory of James S. Copley, former owner of Copley Newspapers, Inc., and is awarded for advertising achievement to the outstanding daily newspaper in Division A, B, C or D. This is a traveling trophy.

*An award plaque will be presented to all first-place winners. Other winners will receive certificates. If fewer than three entries are received in any class they will be moved to the next highest division for judging. If an entry cannot be judged in the next highest division it will receive an automatic third place.*

## **SWEEPSTAKES TROPHY SCORING:**

Points are awarded in the various contest divisions for first, second, third and honorable mention, ranking as follows:

1st Place	5 points
2nd Place	3 points
3rd Place	2 points
Hon.Men.	1 point

**DIVISION TROPHIES** will be awarded to the top-scoring newspapers in each division.