

2018
ILLINOIS PRESS ASSOCIATION
Advertising Contest Rules



Questions: Contact Jeff Rogers at jrogers@illinoispress.org
or call 217-241-1300

ADVERTISING CONTEST DEADLINE: 5 P.M. JAN. 31, 2019

Save the date

Annual IPA/IPF Convention

May 1-3, 2019

President Abraham Lincoln DoubleTree Hotel, Springfield, Illinois

2018 ILLINOIS NEWSPAPER AD CONTEST RULES

(For work published Jan. 1, 2018 – Dec. 31, 2018)

- 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: **IPA2018**
- 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 **must be received at the IPA office by Thursday, Jan. 31, 2019.** Winners, including placements, will be announced via email after judging is complete. General excellence and sweepstakes winners will be announced Thursday, May 2, 2019, during the IPA Awards Luncheon at the President Abraham Lincoln DoubleTree Hotel, Springfield, Illinois.
- 4.** All entries must have been published within the calendar year Jan.1, 2018 – December 31, 2018.
- 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, 2018. 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 where noted.
- 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. Ads may be published in print or online. Each entry should be a PDF, JPG or GIF file type. 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.

12. An entry will be disqualified if:

- the entry was not published within the official contest period
- payment is not made prior to February 28, 2019
- specific rules as outlined in each class are not followed

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

Advertising entries do NOT need to be designed in-house. However, the idea for the design must have originated with the news organization. As long as the material is produced at the newspaper's direction, the entries can be submitted in the appropriate contest.

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. This year, Alabama Press Association members will be judging our contest.

15. Newspapers will be notified of placements for all contest categories, excluding General Excellence and Sweepstakes points.

16. If a newspaper does not pick up certificates and/or plaques at the convention, Illinois Press will ship them to you, BUT your newspaper will be invoiced the shipping total.

17. When registering for contest, each registrant must submit the name, title, email address and phone number of a staff member who may be called on to serve as a judge for a reciprocating association's contest. You can list yourself as the volunteer judge.

**CONTEST DEADLINE:
5 P.M. THURSDAY, JAN. 31, 2019**

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2018 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 February 2018 (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 – REAL ESTATE AD

Any ad or campaign featuring real estate, development, mobile homes, condominiums, vacation homes, residential, farms or investment properties.

CLASS 3 – MOTOR VEHICLE AD

Any ad featuring sales and/or services of any motorized vehicle: cars, trucks, motorcycles, boats, airplanes, all-terrain vehicles, personal watercraft; and any peripheral such as tires, parts, motors, service stations, etc.

CLASS 4 – HEALTH CARE AD

Any ad featuring the medical or health care profession: pharmacies, eye care, dental, hospitals, assisted living, etc.

CLASS 5 - FOOD AD

Any ad featuring food or beverage: grocery stores, convenience stores, restaurants, taverns, etc.

CLASS 6 – SERVICE/INSTITUTIONAL AD

Any ad featuring a not-retail business: banks, attorneys, accountants, florists, funeral homes, schools, plumbers, veterinarians, spas, etc.

CLASS 7 – HOME FURNISHINGS & APPLIANCES AD

Any ad featuring home furnishings and/or appliances: furniture, flooring/carpeting, kitchen appliances, heating and air conditioning, lighting, etc.

CLASS 8 – APPAREL, JEWELRY & ACCESSORIES AD

Any ad featuring clothing, jewelry, handbags, belts, shoes, watches, etc. for men, women or children.

CLASS 9 – GARDEN, YARD & FARM AD

Any ad featuring: swimming pools, nurseries, landscaping, fencing, tree services or farming equipment.

CLASS 10 – RELIGIOUS / NONPROFIT AD

Any ad featuring: religious gatherings (including church, synagogue, temple, etc.), clubs, organizations/associations, etc.

CLASS 11 – LIFESTYLE/RECREATION AD

Any ad featuring: bicycles, travel, boating, camping, fitness, summer camps, etc.

CLASS 12 – MISCELLANEOUS AD

Any ad featuring general merchandise not related to the previous categories.

CLASS 13 – POLITICAL AD

Any ad for a political candidate and any ad in support or defeat of a candidate or election issue.

CLASS 14 – BEST AD SERIES

Upload PDF files of three or more 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 15 - BEST HOUSE AD

Upload 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 16 – EVENTS/ENTERTAINMENT AD

Events/entertainment ads include: festivals, live-performance events, concerts, sporting events, art galleries and theater.

CLASS 17 – 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. Upload PDF file of entire publication.

CLASS 18 – 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. Upload PDF file of entire publication. Multiple files may be uploaded.

CLASS 19 – 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 or entire publication.

CLASS 20 – 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 21 – BEST CLASSIFIED SECTION

Upload complete classified section/pages from the week of October 7-13, 2018. Judging will be based on overall design of pages, classification of items and reader friendliness. **One entry per newspaper.**

CLASS 22 – 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 23 – 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 24 – 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 publications. Use the explanation box to describe the entry and how it was distributed. Upload PDF of entire publication.

CLASS 25 – 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 26 – 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 presentation.

CLASS 27 – BEST SOCIAL MEDIA ONLINE AD

Ad delivered on social network such as Facebook, Instagram and LinkedIn. Any number of ads can be entered in this category, but as separate entries. Paid advertising only.

CLASS 28 – 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

CLASS 29 – WILD CARD: NEW BUSINESS CONCEPT

Wide open to new ideas. This category may include incentives, contests, promotions, design/format ideas and non-traditional revenue sources that have produced plus business. Materials used in the promotion of the idea should be submitted and online components may be included. Must have been the first year for the idea.

CLASS 30 – BEST PRO BONO/PUBLIC SERVICE AD

Any size ad created at no charge for a local nonprofit organization or event. Public service ads sold on SIG, business card or logo pages are eligible. Submit a full page PDF-tear sheet with publication date.

CLASS 31 – BEST EVENT ORGANIZED BY A NEWSPAPER

It's all about community! Show and tell us about the event you hosted, explaining engagement and impact to your bottom line. Include event photos (five max), event schedule/agenda, ads you ran promoting the event (three max), and sponsorship and attendance revenue.

CLASS 32 – BEST USE OF REAL NEWS CAMPAIGN

Free to enter!

Show us how you promoted your newspaper's professionalism by using the IPA's Real News campaign ads. Ads must have been edited in some way; for example, changing a photo, adding a logo, editing text, etc. Please leave a note in the explanation category detailing how you changed the ad. This category does not generate sweepstakes points.

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 Media 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 G, H, I or J. 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 G, H, I or J. 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.