

2016-17 HSPA Foundation/INAEA Advertising Contest Entry Instructions

PLEASE READ DIRECTIONS CAREFULLY

Submit entries at www.newspapercontest.com/HSPA. Firefox browser *recommended*.

Preparations of Electronic Entries

1. All entries must be uploaded as electronic files. Entire ROP page must be upload including dateline.

2. The title of the file should include *only* the full name of the advertiser (company, business, person, etc., that the entry advertises). Don't make judges guess which ad they are looking for.

3. Upload entries in these formats: doc, docx, gif, jpeg, jpg, mp3, pdf, rft, wmf as instructed per category.

4. When uploading files, any file name may be used (no special characters).

Working With Multiple-Page PDFs

For entries containing more than one sample (i.e. Creative Advertising Designer), *combine all examples in a single PDF file. Do not submit samples as separate entries.* (See next steps.)

1. To combine several PDFs into one file, open Adobe Acrobat Pro. Then click File>Combine Files>Merge Files into single PDF. Add files by clicking on the box at the top and double-clicking file names. (Or drag files in Windows.) Arrange the order of the files with arrows near the bottom. Select **small file size** at the bottom. Click the Next or Combine button depending on your platform and follow instructions. Alternately you may select Document>Insert>Pages and follow the instructions. (In older versions of Acrobat, select Document>Pages>Insert.)

2. To extract pages from a PDF, open the PDF file and select Document>Extract Pages and follow the instructions. (In older versions of Acrobat, select Document>Pages>Extract.) Extract any pages the judges should not consider as part of the entry.

3. Maximum file size is 100 MB. Judges will view your entries on computer screens, so high-res files are not needed. If you cannot reduce file to 100 MB after redistilling to 72 dpi, place file on your corporate server or on a free site such as www.issuu.com, www.YouTube.com, etc. Submit the URL for judges to view.

Summary Sheet and Payment

Use the enclosed summary sheet to determine entry fees, or print a copy at www.hspa.com/advertising-contest. **Note:** Each paper's flat fee is based on circulation and pays for a set number of entries per category. Papers may submit additional entries for \$5 each. (See Page 2 for details.)

Please send fees and summary sheet to:

Fax: (317) 624-4428 • **Email:** sgoldsby@hspa.com

Mail: Advertising Contest, HSPA Foundation, 41 E. Washington St., Suite 301, Indianapolis, IN 46204

Entry Instructions

The deadline for all entries is 5 p.m. EDT, June 16, 2017.

Basic Instructions:

Step 1 — Visit <http://www.newspapercontest.com/hspa>. Complete rules are available online. 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.

Step 2 — Click on the "Register" tab.

Step 3 — Register on the contest website using your email address. You will receive a confirmation email, which you will need to complete your registration. **The "Association Code" you will use is HSPA (this is case sensitive.)**

Step 4 — On this page, select your newspaper name. A lot of information will auto-fill. If you do not see your paper listed or if the information is incorrect, please call Shawn Goldsby at HSPA 317-803-4772. Your Division will be selected for you based on your circulation. Fill in the preparer's name.

Step 5 — Select "Advertising" to begin submitting entries. As you create entries, this field will not change unless you select to change it. All required fields are marked with a red asterisk.

Step 6 — Select the contest category. 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.

Step 7 — 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://."

Step 8 — Follow the naming instructions carefully for each category listed on the on 2017 BNC Rules and Requirements sheet.

Step 9 — Include the name of the person or people who should be credited for any award. If more than 3, please list as staff only.

Step 10 — 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. Mail-in categories must be entered into the online system, follow the instructions for each category listed in the Contest Rules and Regulations.

Step 11 — 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. **You may not change an entry, but you may delete an entry and resubmit it.**

Step 12 — 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.

Step 13 — If you are done submitting entries, please review the list. When done uploading all your entries, click the "Report Tab" to preview your entries.

Indiana Newspaper Advertising Executives Association & HSPA Foundation

Best Advertising Contest

Contest Deadline: 5 p.m. EDT Friday, June 16, 2017

Awards Gala: Thursday, Sept. 21, 2017

Annual Conference: Sept. 21-22, 2017, The Alexander Hotel, Indianapolis

IMPORTANT NEW INFORMATION!

Contest Login: www.newspapercontest.com/hspa

Association Code: HSPA

File size limit increased to 100MB

General Information

Purpose

Fulfilling part of the HSPA Foundation's mission to enhance the ability of Indiana newspapers to educate and inform the public, this contest recognizes excellence in advertising annually. The competition strives to put the best newspaper advertising examples into a digital idea-exchange and select the most outstanding among them.

The Indiana Newspaper Advertising Executives Association and the HSPA Foundation will hold the contest awards in conjunction with the Annual Conference Sept. 21-22, 2017, at The Alexander Hotel, Indianapolis.

Format to Enter – All digital except for two categories

Submit digital tear sheets for all categories except Categories 23 and 30.

Publication requirements

Entries must have been published in or by an HSPA-member paper between June 1, 2016, and May 31, 2017.

Entry-Fee Scale

Each newspaper pays a flat fee for a set number of entries per category. Papers may submit additional entries for \$5 each, with no limits on entries per category. Use enclosed summary sheet to figure amount due.

Summary sheets

Enclosed summary sheet must be faxed to (317) 624-4428 or emailed to sgoldsby@hspa.com by 5 p.m. EDT Friday, June 16, 2017. Check may follow; indicate it's for Ad Contest. Make checks payable to HSPA Foundation.

Contest divisions

Division	Base rate
A: Nondailies	\$150
B: Dailies 6,000 or less	\$200
C: Dailies 6,001 or more	\$200

Maximum entries at base rate

Up to 60 entries for base rate.

Additional entries allowed at \$5 per entry.

Judging and General Rules

Judging: Entries will be judged by a group of qualified newspaper advertising executives from outside the state of Indiana, whose decisions will be final.

General Rules: Entries must have been published between June 1, 2016, and May 31, 2017. The competition is open to all HSPA-member newspapers. Entries must be originated by the newspaper staff and published in or by your newspaper. Ads may be entered in more than one category when appropriate.

For newspapers with group or combo buys: Any ad placed as a group or combo buy of two or more papers must be entered in the division of the largest paper in the buy. When deciding the division for a single-buy ad, follow the paycheck clause. (An ad for a salesperson or designer should

be entered in the division where that person receives his or her paycheck.)

Judging Criteria: Judging is based on creativity, design, adaptability, sales strategy and results.

In addition, the judges will be reminded that a good ROP ad:

- Stops the reader from turning the page
- Instantly communicates a concept or idea
- Attracts readers using basic fundamentals of design
- Is distinctive
- Is well-organized in its layout

Entries will be judged in comparison to other entries in the same category and division. Certificates may be awarded for first, second and third place. First place winners receive a plaque.

HSPA Foundation must *receive* entries by 5 p.m. EDT Friday, June 16, 2017 (Postmarks do not qualify)

Questions: Contact HSPA at (317) 803-4772 or sgoldsby@hspa.com

HSPA Foundation must *receive* entries by 5 p.m. EDT Friday, June 16, 2017 (Postmarks do not qualify)

CONTEST CATEGORIES

Please note items listed under each category are just examples

1. Home

- Heating & air conditioning
- Hardware
- Appliances
- Furniture
- Flooring
- Paint/Wallpaper
- Home decor/accessories
- Lighting

2. Garden, Yard & Farm

- Swimming pools
- Nursery
- Landscaping
- Fencing
- Tree Services

3. Residential Services

- Internet services
- Cable/satellite TV services
- Security Services
- Pest Control

4. Professional Services

- Legal
- Insurance
- Financial institutions
- Florist
- Funeral homes
- Dry cleaning & laundry
- Transportation (bus, taxi, airlines)
- Cell phone providers
- Satellite radio

5. Medical

- Hospitals
- Optical centers, eyeglasses and contact lenses
- Doctors
- Dentists

6. Senior Care

- Hearing centers
- Convalescent service
- Retirement communities
- Assisted living

7. Vehicle Dealerships

- New & used vehicles
- Motorcycles & mopeds
- RVs
- ATVs

8. Automotive Services

- Rental vehicles
- Auto repair
- Tires
- Auto accessories

9. Real Estate

- Sales & rentals
- Apartments
- New home contractors
- Manufactured housing
- Ads with multiple real-estate agents

10. Classified Advertising

- Recruitment ads and company ads to thank or congratulate own employees
- Auctions
- Classified Directories

11. Churches & Nonprofits

- Church ads, including events
- Clubs
- Organizations/associations
- Church directories

12. Education

- Day-care schools
- Colleges/technology schools
- Classes/lessons (dance, art, horseback riding, music, driving school, etc.)

13. Fashion

- Clothing
- Jewelry
- Shoes
- Bridal
- Boutiques

14. Personal Care

- Personal care salons (nails, hair, tanning, massage, etc.)
- Cosmetic surgery & services
- Weight loss (nonmedical)
- Pharmacy

15. Lifestyle & Recreation

- Bicycles
- Travel
- Boating
- Camping
- Sporting goods
- Fitness
- Exercise facilities
- Summer camps

16. Entertainment & Restaurants

- Concerts
- Theaters
- Sporting game tickets

17. Food and Beverage

- Grocery
- Food
- Tobacco
- Alcohol
- Farmers Markets
- Butcher Shops

18. Political

- Political campaigns
- Voter referendums
- Advocacy ads

19. Think Outside the Box

- Any innovative ads
- Special positions
- Odd shapes
- Banners
- Front of section ads
- Anything unique

20. Other Retail Advertising

- Ads not included in any other category

21. Special Topic Page

- One or more pages published in the newspaper revolving around a single theme

22. Noninserted Niche Publication

- Magazines
- Other publications not delivered with newspaper

✉ 23. Self Promotion

- Circulation
- In-house marketing
- In-paper promotions
- Nonpaid ads promoting prepaid subscriptions
- Nonpaid media kits
- Direct mail pieces
- Postcards
- T-shirts
- NIE activities (May contain sponsorship acknowledgements)
- Campaigns

Categories continued:

24. Special Section Tab or Broadsheet

25. Special Section Mini Tab or Smaller

26. Best Publication Cover

- Special section or niche publication covers

27. ROP Series or Campaign

- Upload each series or campaign (limit 10 ads each) as one PDF. See directions in box on Page 4 on combining PDF pages if necessary.

28. Best Digital Product

- Includes email marketing, homepage takeover, and digital display ads

29. Special Events

- Include all print and/or digital ads promoting newspaper-sponsored event

✉ 30. Innovation Award

- Submit your best non-traditional creative revenue product for your newspaper that generated new revenue

31. Indiana's Top Advertising Designer

- All divisions combined.
- Note: Upload digital tear sheets of published work billed by your newspaper. Enter each designer sample (six- to 10 digital tear sheet limit) as one PDF. See directions in box on Page 4 on combining PDF pages.

SPECIAL AWARDS

Best of the Best

Judges choose the following from first-place winners:

- Best Use of Graphics
- Best of Show Ad
- Best of Show Publication

People's Choice

Attendees will vote for People's Choice Award winner at Advertising Awards Reception.

✉ = **Mail-in category.** Register entry online and print label to mail with entry.

Preparation Guidelines for Ad Identification and Summary Sheets

Please follow directions carefully to avoid disqualification.

AD IDENTIFICATION

When more than one ad appears on a page, identify the entry by digitally making a thick yellow line across the top of it (see steps below).



Drawing lines in Acrobat:

1. Open PDF.
2. Go to Tools>Comments & Markup>Show Comments & Markup Toolbar.
3. Select line icon in toolbar. Draw line across top of ad.
4. Select line with mouse & right click.

5. Select Properties. In "Thickness" box enter 12.

6. In same window, change color to yellow.

7. Check "Make properties default" to keep setting for future ads. Click OK.

SUMMARY SHEET

- Count entries by category.
- Record the number of entries in each category on the summary sheet included in this contest packet or download one at www.hspa.com/advertising-contest.
- Figure total amount due and record on sheet.
- **Submit summary sheet by 5 p.m. June 16 via fax at (317) 624-4428 or email at sgoldsby@hspa.com.**

ENTRY FORMS AND LABELS

- Complete all entry forms **ONLINE.** Click the **yellow Label button to print out entry labels for mail-in Categories 23 and 30 ONLY.**
- Include entry form in shipping package with mail-in entries.
- Place all mail-in entries for categories 23 & 30 in shipping box or large envelope and mail to HSPA Foundation, Ad Contest, 41 E. Washington St., Suite 301, Indianapolis, IN 46204.

DEADLINE: HSPA must receive all entries

by 5 p.m. EDT Friday, June 16, 2017

Send entry fee and summary sheet – and entries with entry forms for mail-in Categories 23 and 30 if applicable – to:

• Email: sgoldsby@hspa.com • Fax: (317) 624-4428

• Mail: Ad Contest, HSPA, 41 E. Washington St., Suite 301, Indianapolis, IN 46204

HSPA staff will email the contest coordinator listed on the summary sheet as summary sheets arrive or by 5 p.m. Monday, June 19.

Please call HSPA at (317) 803-4772 if you do not receive confirmation.