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2018 Annual Conference

THURSDAY-SATURDAY, MARCH 22-24, 2018

Mid-Atlantic N.A.M.E announces 2018 annual tearsheet competition

Tearsheet contest is announced; deadline for entries is Jan. 28th

BY Mid-Atlantic N.A.M.E.

The Mid-Atlantic N.A.M.E. announced their annual tearsheet

competition today. Each year, member and non-member newspapers submit their best ads in a number of categories to be judged by advertising experts. There are three judging groups based on a newspaper's average daily audited circulation for the year. Winners are announced and

the ads are showcased at the non-profit organization's annual meeting - this year to be held March 22-24 in Wrightsville Beach. The awards presentation will be at the Friday evening banquet on March 23.

All entries must be prepared by regular staff members of the

newspaper entering the contest.

Entries are made electronically - categories, timelines and complete instructions on how to submit your work from 2017 can be found on the following pages. All entries must be received by Thursday, January 28, 2018.

See **ENTRY GUIDELINES**



Questions about submitting?

Contact David Singleton at david.singleton@thewashingtondailynews.com

2018 CONTEST CATEGORIES

Division	Category	Category Note/Description
Class 1	Best Small Ad	Less than 1/2 page, black and white or color.
Class 2	Best Large Ad	1/2 page or larger, black and white or color.
Class 3	Food and Dairy	Best ad or series featuring food, drug, restaurants, liquor or other beverage product.
Class 4	Professional Services	Best "professional service" ad or series featuring real estate, healthcare, financial, insurance or similar.
Class 5	Home and Interior	Best ad or series featuring furniture, furnishings, appliances or hardware.
Class 6	Transportation	Best ad or series featuring automotive, boats, aircraft, tires, repair service, or other related products and services.
Class 7	Clothing	Best ad or series featuring wearing apparel for men, women or children.
Class 8	Humor	Best use of humor in an ad or series.
Class 9	Miscellaneous Ads	Best ad or series featuring beauty shops, jewelry stores, florists, travel or any other paid ad category not previously mentioned. Paid public service ads may be entered in this category.
Class 10	Black and White Ad	Best black and white ad from any category.
Class 11	Color Ad	Best use of color in an ad or series of ads from any category.
Class 12	Self Promotion	Best single ad or multi-platform series promoting a newspaper's circulation, advertising, editorial or other circulation, advertising, editorial or other departments. Can include locally-created, circulation, advertising, editorial or other non-public service advertising (house ads).
Class 13	Merchant Groups	Best ad or series published by a downtown council, shopping center, or community wide group of merchants.
Class 14	Special Section	Best special section participated in by one or more advertisers (regardless of merchandise).
Class 15	Non-Traditional Section	Best non-traditional special section, with judging emphasis on creativity and concept.
Class 16	High Impact Ads	Sponsored by: Century Printing & Packaging. Best use of paid single advertising on a newspaper front page, sticky note, web site, spadea or specialty placement. Submit entries as a full screen print, in color.
Class 17	Overall Web Advertising	Best overall use of advertising on a website (during the period of judging).
Class 18	Sales Materials	Best newspaper marketing book, sales material, rate sheet, etc.
Class 19	Niche Publications	Best "niche" publication produced by a newspaper but not necessarily running in the newspaper; ie. real estate or automotive publications, tourist guides, senior tabs, hunting guides, women's magazines, etc.
Class 20	Direct Mail	Best direct mail idea: section, publication, solo mail, etc. Can include newspaper promotional materials for circulation or advertising as long as it was mailed. Please include all mailed materials including envelopes if appropriate.
Class 21	Shapiro Award	Presented by: Metro Creative Graphics. Best advertisement promoting cancer awareness. This can be a newspaper house ad or an ad placed by a group or business, e.g. Relay for Life. No charge for entries in this class.

ENTRY GUIDELINES

JUDGING:

Entries will be judged by advertising experts outside of the Mid-Atlantic organization.

CIRCULATION SIZE:

There will be three judging groups based on a newspaper's average daily audited circulation for the year.
Group 1: Under 15,000
Group 2: 15,000 - 40,000
Group 3: Over 40,000

ENTRIES:

All entries must be conceived, written, designed or sold by "regular" staff members of the newspaper entering the contest. "Regular" employees are those who regularly work(ed) for the entering newspaper every week. No materials may be entered that are prepared by agencies or syndicates.

Entries must have been published in, inserted in, or implemented by, a member newspaper publication, including magazine and specialty publications, or on a newspaper's website or affiliate website during the CALENDAR YEAR 2017. Unless otherwise stated, members are not limited in the number of entries they may submit in each class.

An individual ad may be entered in only one class. However, individual ads included inside special section classes (#14, #15, #19) may also be entered in one other class.

Newspaper groups that produce an item for multiple publications within their group may enter the item only once by the newspaper that made the greatest contribution to the project. If the entry was published in all or a majority of the group's publications, it must be entered in the highest circulation newspaper in which the shared item originally appeared. **YOU MAY NOT ENTER THE SAME ITEM MORE THAN ONCE UNDER MULTIPLE PUBLICATIONS.**

ENTRY FEES:

All entry fees must be paid by check made out to Mid-Atlantic N.A.M.E. and mailed to 217 N. Market St. Washington, NC 27889. Mid-Atlantic cannot take payments electronically or by credit card. Entry fee rates are as follows:

MEMBERS:

\$12 newspaper entry fee

NON MEMBERS:

Including community papers owned by a member newspaper:
\$12 newspaper entry fee plus
\$12 per ad or campaign entered



2018 CONFERENCE TIMELINE

January 27, 2018	Conference Registration Packets Sent
January 27, 2018	Tearsheet Contest Entry Deadline
February 23, 2018	Hotel Reservation Deadline
February 27, 2018	Conference Early Registration Deadline
March 22-24, 2018	Mid-Atlantic N.A.M.E. Sales Management Conference

HOW TO SUBMIT:

This year, the Mid-Atlantic Newspapers Advertising and Marketing Executives is pleased to announce their association with NC Press Association for the platform management of our website portal.

Below are directions for preparing and submitting entries. If you have questions, please contact David Singleton at 252-946-2144 ext. 221 or david.singleton@thewashingtondailynews.com.

THE DEADLINE FOR ALL ENTRIES IS SATURDAY, JANUARY 27, 2018.

STEP 1 — ACQUIRE YOUR ASSOCIATION CODE FROM N.A.M.E. REGISTER ON THE CONTEST WEBSITE USING YOUR EMAIL ADDRESS. YOU WILL RECEIVE A CONFIRMATION EMAIL, WHICH YOU WILL NEED TO COMPLETE REGISTRATION. USE THE LINK ABOVE TO REGISTER.

STEP 2 — LOGIN USING THE LINK ABOVE. YOU WILL SEE A PAGE SHOWING ANY ENTRIES YOU HAVE ALREADY SUBMITTED. COMPLETE RULES FOR ADVERTISING CONTESTS ARE AVAILABLE ABOVE (CLICK LINKS). 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 3 — CLICK ON THE "ADD NEW ENTRY" LINK.

STEP 4 — ON THIS PAGE, SELECT YOUR NEWSPAPER NAME. A LOT OF INFORMATION WILL AUTOFILL. IF THAT INFORMATION IS INCORRECT, PLEASE CALL DAVID SINGLETON AT 252-946-2144. YOUR DIVISION WILL BE SELECTED FOR YOU BASED ON YOUR CIRCULATION. FILL IN THE PREPARER'S NAME.

STEP 5 — SELECT THE CONTEST CLASS/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/CATEGORY FOR EACH NEW ENTRY. WHEN YOU SELECT THE CLASS.CATEGORY, SPECIAL INSTRUCTIONS WILL APPEAR BELOW IT.

STEP 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://."

STEP 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 WILL BE DISCARDED WITHOUT REFUND.

STEP 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 NOR THE PERSON PICKING UP THE AWARD AT THE CONVENTION.

STEP 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.

STEP 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

HOW TO SUBMIT:

WILL BE DIRECTED BACK TO THE LIST OF YOUR ENTRIES.

STEP 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.

STEP 12 — IF YOU ARE DONE SUBMITTING ENTRIES, PLEASE REVIEW THE LIST. YOU MAY NOT CHANGE AN ENTRY, BUT YOU MAY DELETE AN ENTRY AND RESUBMIT IT. SEE PAGE 3 FOR PAYMENT OF ENTRY FEES..



See you in beautiful Wrightsville Beach!!