



## 2017 BEST AD CONTEST

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### RULES

- Although you may have participated in the past, all newspapers must re-register on the contest site. Use the SEC code 'ncpress'. After you register, look for an email. Once you respond to the email, you'll be able to login to the contest site.
- The deadline for all entries and payments is 5:00 p.m. EDT, Oct. 27, 2017.
- Each ad can only be submitted in one contest category. If the same entry is found in two categories it will be disqualified. The only exception to this rule is found in categories where an entry consists of multiple different ads. When an ad appears as one element within one of these composite categories, it may also be entered into another eligible category for judging individually on its own merits. Composite categories in the ad contest include:
  - Best special section
  - Best community service/signature page
  - Best advertising campaign

For questions on this rule, please call Phil Lucey at (919) 516-8013 or email [phil@ncpress.com](mailto:phil@ncpress.com)

- If the entry appeared in multiple publications, it can only be entered by one of them. Publishers have the final say over which newspaper submits an ad appearing in multiple newspapers.
- All ads must be submitted as full-page digital tear sheets unless something else is specifically called for in the category description. When multiple ads appear on a page, please use an arrow pointing to - but not on - the ad to assist the judge.
- All entries must have been published between Oct. 1, 2016 and Sept. 30, 2017.
- The entry fee for each individual entry you submit is \$7. Click on "Entry Billing" to view your total. Credit card payments can be made over the phone by calling (919) 516-8015; there will be a 3 percent convenience fee for using this service. Checks should be made payable to the North Carolina Press Association and postmarked by the entry deadline. Mail to NCPA, 5171 Glenwood Avenue #486, Raleigh, NC 27612.
- All entries must be from newspapers that are members of the North Carolina Press Association. Entries may not be submitted from sister publications unless they are also members of NCPA.

## GENERAL INFO

**ELIGIBILITY:** Competition is open to all advertising department personnel of North Carolina Press Association member newspapers in good standing who were regularly employed by the newspaper at the time the entry was published.

- Agency ads are not eligible.
- General national advertising runs as part of a national schedule do not qualify for this contest.
- Some newspapers outsource production work for their advertisements. As long as an advertisement was *conceived by a salesperson or creative person on staff and handled by the newspaper's staff members*, it is permissible to enter advertisements where the actual production work was completed elsewhere. It is NOT permissible to enter any ad the newspaper did not originate, e.g., camera-ready art work.

All entries must be submitted from NCPA members. Entries cannot be submitted from sister publications/websites unless they're also members of NCPA. No ads from niche publications may be submitted in general advertising categories. Use the niche publications category for these submissions.

**DIVISIONS:** For this contest, NCPA members are divided into six newspaper divisions. Your division is pre-programmed in the contest site based on circulation information you provided to NCPA earlier this year. Division assignments cannot be changed once the contests begin; we use the most current circulation numbers on file at NCPA.

For non-daily newspapers, the division is calculated by multiplying the number of days of publication in a week by the listed circulation number. For example, if you publish three times per week and your daily circulation on file is 7,000 your total circulation would be 21,000.

<u>Community Newspapers</u>	<u>Daily Newspapers</u>
Division A - Under 3,500 Division B - 3,500 to 10,000 Division C - Over 10,000	Division D - Under 15,000 Division E - 15,000-35,000 Division F - Over 35,000

**PREPARING YOUR ENTRIES:** Take a look at the various categories listed here before beginning to upload your files. Unless *specifically stated* for the contest category, submit entries as full-page digital tear sheets. NOTE: When there are several advertisements on one tear sheet, you must add an arrow to the page pointing directly at the ad to be judged. Make sure the arrow points *at* the ad, but isn't actually *on* the ad. Clipped files, unless requested, will be disqualified. Judges will view your entries online, so compress the file to be as small as possible.

Every entry must be uploaded to the contest website. There are no mailed categories.

With the exception of composite categories (see page 1, second bullet) all entries can only be submitted and judged in ONE category. Any entry submitted in more than one category will be disqualified. Any ad that has received an award in the previous year's NCPA Best Ad Contest is NOT eligible to be entered in this year's contest.

You may enter more than one ad in each category, but each ad must be different. Duplicate entries of the same ad in different categories will be disqualified.

If ads with spot color are entered into black and white categories, they will be disqualified.

A series of thematically related ads will be treated as one entry. Newspapers must upload all ads in a series or campaign together as ONE file. Double trucks and facing pages count as one entry and must be uploaded together as one file.

**JUDGES AND AWARDS:** Entries will be judged by newspaper advertising professionals who are members of the Hoosier State Press associations. Their decisions are final. If there are fewer than five entries in a category, the judge may choose to award only first place.

Certificates will be awarded for first, second and third place winners in all categories, except for “Best of Show” winners, who will each receive a plaque. Each winning entry will receive two copies of the certificate: one for the newspaper and one for the sales representative. Additional copies may be purchased for \$7 each. Awards will be presented at the 2018 Winter Convention, February 22-23, at the Raleigh Marriott Crabtree Valley.

**NOTE: The credit name and entry title you enter into the contest system is what will appear on the printed certificate. Make sure the title of the ad and name of winners are correct on every entry!**

Special Awards: Metro Creative Graphics will present a special award for the best balance of winners in each of the six newspaper divisions. The decision is based on the number of first, second and third place awards and is determined on a point scale basis.

Best of Show: NCPA will award seven Best of Show awards to the best of all individual first place winners in each of the six divisions. Plaques will be presented to the winners. One “Best Overall Niche Publication” will be presented to the newspaper with the best niche publication judged from among the six newspaper division winners.

**PAYING FOR ENTRIES:** The fee for each uploaded entry is \$7. Entries can be paid using a credit card over the phone; there will be a 3 percent convenience fee for using this service. Please call (919) 516-8009 to make your payment. If selecting to pay by check please make checks payable to the North Carolina Press Association and mail to 5171 Glenwood Avenue, #486, Raleigh, NC, 27612. **Check payments must be postmarked by Oct. 27, 2017.**

**QUESTIONS?** If you have any questions after reading this brochure, please call Phil Lucey at (919) 516-8013 or email [phil@ncpress.com](mailto:phil@ncpress.com).

## **FREQUENTLY ASKED QUESTIONS**

**What file formats are accepted for uploading?** The contest system accepts many file formats. However, uploading PDF or JPEG files ensures our judges will be able to view your entries.

**How can I make my PDFs smaller?** Most newspaper PDFs include high resolution grayscale or CMYK images for printing. However, PDF contest entries will be viewed and judged on a computer monitor, which displays at low resolution (72-96 dpi) in RGB color. Changes in resolution and color mode of images are the most effective ways to reduce file size without sacrificing quality.

In PDFs, text is always clear regardless of resolution. Resolution only relates to photos and rasterized graphics. Reducing resolution by half reduces image file size by 75 percent. The recommended maximum resolution of 96 dpi can be enforced by Distiller settings.

Color Mode: Converting from CMYK to RGB color will reduce image file size by another 25 percent. This color conversion can again be enforced by Distiller settings.

If you reduce image resolution and/or convert color mode in your entry PDFs with a PDF editor (Enfocus, Pitstop or Quite A Box of Tricks) or use the native profiling/editing tools in Acrobat 6 or later, you will NOT gain the expected reduction in file size unless you redistill the PDF afterward.

**What is the most efficient way to collect entry files?** Extract entry-related pages from any multi-page PDFs or delete non-entry pages. Give each resulting file a clearly descriptive name. Combine into a single PDF file the pages that comprise each entry. See below for instructions on extracting/combining PDFs.

Once you've created all your entry PDFs, redistill each one as explained above to reduce it to the smallest practical size. It is not productive to try to reduce sizes of individual files before combining them into complete entries. Like all changes, combining pages can increase overall file size.

**How do I extract pages from full-issue or full-section PDFs?** Open the PDF file in Acrobat and choose "Extract Pages..." from the Document menu. This will allow you to save individual or sequential pages in separate files anywhere on your computer.

**How do I combine PDFs into a single file?** Open the PDF that you want to appear first in the entry. Choose "Save As..." from the File menu and give it the name of the final entry. Choose "Insert Pages..." from the Document menu, choose the file that you want to appear next in the entry, then specify where that file should be inserted. When all insertions have been made, save and close the PDF. You'll need to redistill the final PDFs.

**How will NCPA prevent fraud?** We prefer to trust our member publishers not to submit embellished or edited entries. However, NCPA members have pointed out that electronic contest entries will not necessarily represent published pages because they can be changed before submission. It is true that ads and articles can be re-edited, photos can be retouched or replaced, and page layouts can be changed. However, major deception probably would be noticed, if only because winning PDFs will be available to the public and NCPA members on the NCPA website. If fraud is suspected with any entries, a full investigation will follow.

## **CLASSES/CATEGORIES**

### **1. Best Real Estate Ad**

Any ad or campaign featuring real estate, development, mobile home, condominiums, vacation, residential, farm, industrial or investment property. This category also includes home improvement/construction. Ads can be either color or black and white.

### **2. Best Motor Vehicle Ad**

Any ad or campaign featuring sales and/or service of any motorized vehicle. Includes cars, trucks, motorcycles, boats, airplanes, ATVs, jet skis, etc. and any peripheral items such as tires, parts, motors, etc. Ads can be either color or black and white.

### **3. Best Food Ad**

Any ad or campaign featuring food, drug or beverage. Grocery stores, pharmacies (advertising consumables), etc. are included. Ads can be either color or black and white.

### **4. Best Entertainment Ad**

Any ad or campaign featuring fine restaurants, fast food restaurants, specialty restaurants, entertainment, festivals and/or sports. Ads can be either color or black and white.

### **5. Best Home Furnishings and Appliances Ad**

Any ad or campaign featuring home furnishings and appliances including furniture, carpeting, kitchen appliances, etc. Ads can be either color or black and white.

### **6. Best Apparel, Jewelry & Accessories Ad**

Any ad or campaign featuring clothing, jewelry, handbags, belts, watches, etc. for men, women and/or children. Ads can be either color or black & white.

### **7. Best Institutional Ad**

Any ad or campaign featuring a non-retail business such as hotels, banks, funeral homes, health clubs, gyms, political campaigns, etc. Ads can be either color or black and white.

### **8. Best Healthcare/Medical Ad**

Any ad or campaign featuring healthcare, hospitals, healthcare providers or medical or therapeutic services. Ads can be either color or black and white.

### **9. Best Retail Ad**

Any ad or campaign featuring general merchandise not relating to other categories. Includes hardware, pet shops, sporting goods, etc. Ads can be either color or black and white.

## **10. Best Use of Color**

Any ad or campaign using three or more colors in addition to black. No special section covers. Color ads only.

## **11. Best Use of Humor**

Any ad or campaign using humor. Ads can be either color or black & white. One overall 1st place award will be selected.

## **12. Best Innovative Concept/Wild Card**

Includes booklets, other publications such as calendars, newsletters, posters, promotional materials, special rates, advertiser incentives or any one ad, a sample of materials, an entire section or other product that does not fit any other category. Does not include special publications not inserted into the newspaper. Entries not required to be printed on newspaper. For items that can't be uploaded, please upload photos and a letter of explanation. One overall 1st place award will be selected.

## **13. Best Newspaper Promotion**

Any ad or campaign featuring newspaper advertising, circulation, editorial, etc. In short, a "house ad" or self-promotion of your newspaper's products or services. This may include rate cards and NIE ads. Ads can be either color or black & white.

## **14. Best Special Section**

Any special section that is published and distributed in the newspaper. This includes progress, school sports, bridal, back-to-school, lawn & garden, holiday greetings, recipe/cooking, school graduation, mall or shopping center, downtown, fashion merchandising, classified or ROP. Please upload the entire section. NOTE: This is a composite category where many ads contribute to the value of a "whole" entry. Individual ads appearing in these entries are eligible for judging in other categories based on their own, individual merits.

## **15. Best Community Service Signature Page or Best Page**

Any ad featuring a public service (or similar theme) sponsored by two or more advertisers OR an ad featuring multiple advertisers organized collectively for such merchandising activities as a downtown sidewalk sale, moonlight madness sale, etc. Ads can be either color or black & white. NOTE: This is a composite category where many ads contribute to the value of a "whole" entry. Individual ads appearing in these entries are eligible for judging in other categories based on their own, individual merits.

## **16. Best Small Ad**

Any ad or campaign that is 1/8 page or smaller (broadsheet or tab). Ads can be either color or black & white.

## **17. Best Advertising Campaign**

Any series of ads showing continuity of idea for a specific product or service. May be any type of ad (retail, institutional, automotive, etc.) Each ad in series should be different. Campaign may also include ads featured online. Dailies: Requires a minimum of 7 ads combined into one file for each entry. Communities: A minimum of 4 ads must be combined into one file for each entry. Ads can be either color or black & white. NOTE: This is a composite category where many ads contribute to the value of a “whole” entry. Individual ads appearing in these entries are eligible for judging in other categories based on their own, individual merits. *For this class/category, all community newspapers will compete against each other in one group, and all daily newspapers will do the same.*

### **18. Best Online Advertising**

Any ads appearing on the newspaper’s website. Entries should be a direct URL or uploaded file of the ad. URLs must remain active through Dec. 2017. *For this class/category, all community newspapers will compete against each other in one group, and all daily newspapers will do the same.*

### **19. Best Niche Publication**

Any advertising vehicle designed to target a specific audience. Not necessarily distributed in a newspaper, but published by a newspaper and distributed to a target audience such as phone books, real estate magazines, chamber directories, automotive magazines and publications produced for public or private agencies supported by advertising revenue. May be printed on glossy paper or newsprint.

- *Entire publication should be uploaded.*
- *Requires uploaded notarized proof of publication that states the run date.*

### **20. Best Retail Ad in a Niche Publication**

Any ad or campaign featuring general merchandise not relating to other categories that ran in a niche publication. Includes hardware, pet shops, sporting goods, windows, electronics, etc. that ran in a niche publication. Ads can be either color or black & white.

### **21. Best Service Ad in a Niche Publication**

Any ad or campaign featuring real estate, restaurant/entertainment and other service ads that ran in a niche publication. Ads can be either color or black & white. *For this class/category, all community newspapers will compete against each other in one group, and all daily newspapers will do the same.*