

2017 Advertising Contest

Categories

Best Use of Multi-Color Ad

(Limited to three entries per newspaper)

This award will recognize the best use of color. The ad may be of any size for any single advertiser. It may fit into any category: sale, promotional, institutional, etc. The ad may be a spot-color or full-color ad, in any single advertisement, produced in-house.

Entry should include entire page.

Judging criteria will be based upon: visual appeal; originality/creativity; ad design; page layout.

Best Creative Ad

(Limited to three entries per newspaper)

This award will be presented to the newspaper making the best use of artwork, art/graphic service and/or photographs in the design of a single (or series of up to three advertisement(s) for a customer during the contest period. Entries must have been created by a full-time or part-time staff member and can include original and/or computer-generated graphics. Include entire page(s).

Judging criteria: originality/creativity; visual impact; ad design; page layout.

Best Single House Ad or Series

(Limited to three entries per newspaper)

Best single house ad or series of house ads (three or more different ads) promoting your newspaper and/or advertising readership and usage. Ads may be any size, black and white or color. Judging criteria: originality and execution of the idea.

Contest period: Work published June 1, 2016 – May 31, 2017

Entry fee: \$50 per newspaper entrant

Deadline: Upload entries by 5 p.m. on Friday, July 7, 2017

Circulation divisions (all categories):

Division A (circulation 50,001 and over)

Division B (circulation 50,000 and under)

Best Special Section

(Limited to three entries per newspaper)

Best special section participated in by one or more advertisers (regardless of merchandise). Judging will be based on originality of idea produced and sold by an advertising department, quality editorial content, effective use of photographs and advertising presentation. Aimed at generating volume sales, the section might be for a grand opening, anniversary sale or special occasion, etc. Section must be distributed within the newspaper. Judging criteria: Advertising content/quality/support; quality editorial content; originality/creativity; layout and design.

Best Niche Product

(Limited to three entries per newspaper)

This may include any printed product that is distributed as a stand-alone product for a specific, targeted market. These products 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. For the purpose of this contest, a “niche publication” will be defined as a special, non-magazine publication which has substantial distribution other than the newspaper’s regular circulation. Entries will be judged on content, design and effectiveness.

Best of the Best in the Pacific Northwest

(Judges selection from all entries in each division)

The judges will select one entry from all of the above classifications as the best overall ad, series or section for the Best in the Pacific Northwest.

Administered by Pacific Northwest Newspaper Association

2701 K St., Sacramento, CA 95816

Questions? Contact Simon Birch
simon@cnpa.com | 916-288-6010



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Entry Instructions

1. Register first at www.newspapercontest.com/PNNA using your email address. The Association code is **PNNA**. You will receive a confirmation email, which you will need to complete registration. Please register before attempting to login.
2. Login to www.newspapercontest.com/PNNA. You will see a page showing any entries you have already submitted. Some browsers will open the rules in a new window; others will require you to download the PDF file to your computer.
3. Click on the “Add New Entry” link. On this page, select your newspaper name. A lot of information will autofill. If that information is incorrect, please call the PNNA at (916) 288-6010. Your Division will be selected for you based on your publication circulation. Fill in the preparer’s name.
4. 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.
5. Select the contest class. 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.
6. If necessary, provide an explanation of your entry. The explanation/caption 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://.”
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.
8. Include the name of the person or people who should be credited for any award. It is not necessarily the name of the person submitting the entry nor the person picking up the award at the Summit.
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. Upload the files to complete your entry but refer to the special instructions for any limitations.
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 will be directed back to the list of your entries.
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.
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.

Rules

1. The contest is open to PNNA newspaper members. No associate members, special interest publications or ad agencies may enter.
2. Entries and payment in full must be received by 5 p.m. July 14, 2017. Winners will be announced at the annual PNNA Press Summit in September.
3. Each entry must be from an individual newspaper and entered in the circulation division according to the circulation numbers effective June 1, 2017. The contest is open to all newspapers as individual properties. Ads generated for two or more newspapers may be entered for one newspaper only.
4. Entries are limited to three per class.
5. All entries must be submitted electronically (see entry instructions).
6. Each entry should be a PDF file. Full page PDFs may be uploaded as long as the ad to be judged is obvious. Name the entry as the same as the name of the advertiser.
7. Entries will be disqualified if the entry was not published within the official contest period, payment is not made prior to judging or the ad is an agency-created ad.