



SOUTH CAROLINA
PRESS ASSOCIATION

PALMY AWARDS

2016-2017 Advertising Contest Rules



ENTRY DEADLINE: JUNE 9, 2017

Recognizing the best in S.C. newspaper advertising

The Essentials



Contest Deadline: Friday, June 9, 2017

- Entries must be uploaded by 11:59 p.m.
- Mail-in entries must be postmarked by 11:59 p.m.

Contest Period: Ads must have been published between May 1, 2016 – April 30, 2017.

Contest Divisions: Competition will take place in three divisions regardless of publication frequency

- Division J: Newspapers over 25,000 circulation
- Division K: Newspapers with circulation 8,500-25,000
- Division L: Newspapers under 8,500 circulation

Your division will auto-fill in the online contest platform after you select your newspaper. Circulation is based on your Oct. 2015 USPS Statement of Ownership (paid), 2016 AAM Report or your 2016 Distribution Affidavit (free). These are the figures published in the 2016-2017 S.C. Media Directory. If you think your newspaper is listed in the wrong division, contact SCPA immediately.

Contest site: scnewscontest.com

Each newspaper advertising director will be given a username and password for scnewscontest.com. If you are the advertising director of multiple papers, you can submit entries for all of your newspapers using this same log-in information. The ad director is welcome to share his or her log-in info with staffers so they can upload their entries.

Eligibility

All entries must either 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. Newspapers **MAY ENTER** ads created by in-state and out-of-state corporate design centers that regularly create content for the SCPA member newspaper. **NO MATERIALS MAY BE ENTERED THAT ARE PREPARED BY AGENCIES OR ADVERTISERS.** All entries must have been published in a member newspaper’s full run or a zoned edition, specialty publication or on a newspaper’s website, affiliate website or tablet/mobile app.

Number of Entries

Each entrant may submit as many entries in each contest as desired. **AN INDIVIDUAL AD MAY BE ENTERED IN ONLY ONE CATEGORY.** However, individual ads included inside of a special section, magazine, niche publication or directory may also be entered in any other contest.

Number of Entries for Competition

There must be a minimum of five entries from at least two separate newspapers for judging to occur. If not, the SCPA Executive Director and judges reserve the right to judge the category as is, or in the next larger circulation division or to declare the category null and return the entry fee.

Group Publications

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 AD MORE THAN ONCE UNDER MULTIPLE FLAGS.**

Disqualification

Entries that do not meet contest criteria may be disqualified and entry fees will not be returned. All participants agree to accept as final the decision of judges recruited by the contest committee. Any entry may be disqualified that does not, in the opinion of the judges, comply with the rules.

Entry Fees/Payment

A fee of \$6 will be levied for each entry in the contest. On the online Entry Report page, you will see a breakdown of all of the entries that are being submitted for your newspaper. No total entry fees will be displayed. Instead, SCPA will ensure that all of your entries are correct and contact the paper's ad director with an invoice that can be paid by check or online by credit card. *Please note that SCPA staffers will work as quickly as possible to sort your entries and bill you. You will receive your invoice no later than July 7, 2017.*

Awards

Awards will be presented in person or mailed to winners. The digital awards presentation will also be made available on the SCPA website and promoted as a resource for all members to use throughout the year. SCPA staffers will work with winners to have a recognition event on site at your newspaper.

Mailed entries

If your entry will be mailed to SCPA (only categories 215 and 216), you still must submit the entry using the online entry form. In the online system, complete all of the entry information but do not upload an attachment or URL. Then hit "save." Next, label each entry with a label found on page 6 of these rules. Then mail your entry to SCPA at 106 Outlet Pointe Blvd., Columbia, SC 29210. If you are mailing more than one entry, please ship or mail the entries in one shipment. There's no need to overnight/express ship the entries... just get them to us in the safest, most affordable way (USPS first class or UPS ground).

File types accepted

UNLESS OTHERWISE SPECIFIED, PRINT AND DIGITAL ADS CAN BE SUBMITTED INTO ANY CONTEST CATEGORY.

- All print ads must be submitted as full-page PDF files.
- All digital ads (static, animated and other) must be submitted as URLs.

File Names

When uploading a file, any file name can be used.

Labeling Your Entry

Please make sure your Title/Cutline accurately identifies the ad the judge needs to locate on the page. In the Title/Cutline box, enter the headline of the ad or advertiser name as it appears on the page. If you think judges might have a hard time finding your entry, you can mark the ad in Adobe Acrobat with an arrow or box.

Best of Show

All first place winners will be judged by circulation division for the "Best of Show – Best Single Overall Ad." There are no fees or requirements for this contest.

President's Award for Best Overall Advertising (Sweepstakes Award)

The President's Award for Best Overall Advertising will be presented to one weekly newspaper and one daily newspaper, based on number and ranking of awards won, regardless of circulation. (First place awards will be worth 3 points, second place 2 points and third place, 1 point.)

Need help?

If you're having a hard time figuring out the rules or have questions about uploading to the online entry system, don't hesitate to ask! We are prepared to answer your questions. Call Jen Madden at (803) 750-9561 or email jmadden@scpress.org.

Instructions on how to enter



Step 1 – Acquire your login information from SCPA. Contact Jen Madden at jmadden@scpress.org.

Step 2 – Login at scnewscontest.com. You will see a page showing any entries you have already submitted. Complete rules for the contest are available above. 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 contact SCPA. Your division will be selected for you based on your circulation. Fill in the preparer’s name. (The preparer is the person uploading the entry into the online contest platform, not the staffer that will be credited for any award.)

Step 5 – Select the contest category from the drop-down menu. When you select the category, special instructions will appear below it. This field will clear each time you save an entry, so you must select a category for each new entry.

Step 6 – Enter the ad’s headline or advertiser name in the “Title/Cutline” box for your entry.

Step 7 – Include the name(s) of the person or people who should be credited for any award. This is generally the sales rep and/or designer.

Step 8 – Add your file or files. You can drag and drop files or use the “Add files” button to navigate your files. Upload as many files as are necessary to complete your entry.

Step 9 – If you are submitting URL(s) for digital ads, enter each URL in a separate box.

Step 10 – **IMPORTANT:** When you have completed each 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.

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 5 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. If you are entering for multiple papers, you can submit entries for all of your newspapers by choosing another newspaper name at the top of the page.

Step 12 – No total entry fees will be displayed. Instead, SCPA will ensure that all of your entries are correct and contact the paper’s ad director with an invoice that can be paid by check or online by credit card. *Please note that SCPA staffers will work as quickly as possible to sort your entries and bill you. You will receive your invoice no later than July 7, 2017.*

Contest Categories



Each entry is a single ad unless otherwise specified.

201. Professional Services to include lawyers, financial services, insurance, funeral homes, transportation, home improvement, auto repair, tire sales and travel.

Submit: Upload full-page PDF or submit URL to ad. Enter the ad headline or advertiser's name into the Title/Cutline box.

202. Home and Garden Furnishings to include appliances, hardware, flooring, landscaping, lawn and agriculture/tractor supplies.

Submit: Upload full-page PDF or submit URL to ad. Enter the ad headline or advertiser's name into the Title/Cutline box.

203. Furniture or Office Furnishings to include mattresses.

Submit: Upload full-page PDF or submit URL to ad. Enter the ad headline or advertiser's name into the Title/Cutline box.

204. Outdoors/Recreation to include hunting, fishing, golf, camping, recreational vehicles, pools and spas.

Submit: Upload full-page PDF or submit URL to ad. Enter the ad headline or advertiser's name into the Title/Cutline box.

205. Automotive to include new and used automotive dealers. Enter auto repair and tire ads in Contest 201.

Submit: Upload full-page PDF or submit URL to ad. Enter the ad headline or advertiser's name into the Title/Cutline box.

206. Fashion to include wearable apparel and shoes.

Submit: Upload full-page PDF or submit URL to ad. Enter the ad headline or advertiser's name into the Title/Cutline box.

207. Jewelry, Florists and Gift Shops

Submit: Upload full-page PDF or submit URL to ad. Enter the ad headline or advertiser's name into the Title/Cutline box.

208. Merchant Group or Signature Page Ad to include any group participation of businesses or shopping centers, or vendor-supported ads. Must be single page or double truck. No booklets/multiple page publications in this contest. This contest is for print ads only.

Submit: Upload one full-page single or double truck as a PDF. Enter signature page headline, theme or merchant group name into Title/Cutline box.

209. Drug, Beverage, Specialty Food or Grocery Ad to include grocery stores, ABC stores, wine shops, bakeries, farmers markets and specialty food markets.

Submit: Upload full-page PDF or submit URL to ad. Enter the ad headline or advertiser's name into the Title/Cutline box.

210. Restaurants/Nightlife to include restaurants, coffee shops, clubs and bars. Include bar/club live music performances in this contest.

Submit: Upload full-page PDF or submit URL to ad. Enter the ad headline or advertiser's name into the Title/Cutline box.

211. Events/Cultural Entertainment to include festivals, live-performance events, concerts, sporting events, art galleries and theaters.

Submit: Upload full-page PDF or submit URL to ad. Enter the ad headline or advertiser's name into the Title/Cutline box.

212. Health Services to include hospitals, long-term care homes, physicians, chiropractors, optometrists, dentists, plastic surgeons, medical spas and health/diet.

Submit: Upload full-page PDF or submit URL to ad. Enter the ad headline or advertiser's name into the Title/Cutline box.

213. Use of Advertising for Non-profit Community Service to include churches and schools.

Submit: Upload full-page PDF or submit URL to ad. Enter the ad headline or advertiser's name into the Title/Cutline box.

214. Newspaper Promotion of any department including classified advertising. House ads, sales pieces and non-published promotional materials, special rates or advertiser incentives may be entered into this contest. May be a single ad or multiple ads.

Submit: Upload full-page PDF(s) or submit URL(s) to ad(s) or other materials. Enter headline or theme into the Title/Cutline box.

215. Special Section/Magazine to include slick and non-slick features, sports, news, home and garden, and progress editions. Enter directories and guides into Contest 216. Limited to one issue of each title per newspaper. This contest is for print publications only.

Submit: This category cannot be submitted online. You must submit this entry as a hard copy through the mail. In the online contest platform, select this contest and enter the title into the Title/Cutline box. Click save to enter this contest. Then, mail your publication to SCPA at 106 Outlet Pointe Blvd., Columbia, SC 29210.



216. Niche Publication or Directory includes medical directories, Chamber of Commerce directories, business card directories and newcomer/city guides. Entries are not required to be printed on newsprint and may or may not have been inserted in the newspaper. Limited to one issue of each title per newspaper. This contest is for print publications only.

Submit: This category cannot be submitted online. You must submit this entry as a hard copy through the mail. In the online contest platform, select this contest and enter the title into the Title/Cutline box. Click save to enter this contest. Then, mail your publication to SCPA at 106 Outlet Pointe Blvd., Columbia, SC 29210.



217. Small Space Ad of Less Than 1/4 Page based on your page size – broadsheet, tabloid or magazine. (Regardless of category; will be judged on effectiveness of ad, given its size.) This contest is for print ads only.

Submit: Upload one full-page PDF. Enter ad headline or advertiser's name into Title/Cutline box.

218. Ad – 1/4 and Less Than 1/2 Page based on your page size – broadsheet, tabloid or magazine. (Regardless of category; will be judged on effectiveness of ad, given its size.) This contest is for print ads only.

Submit: Upload one full-page PDF. Enter ad headline or advertiser's name into Title/Cutline box.

219. Ad – 1/2 Page or Greater based on your page size – broadsheet, tabloid or magazine. (Regardless of category; will be judged on effectiveness of ad, given its size.) This contest is for print ads only.

Submit: Upload one full-page PDF. Enter ad headline or advertiser's name into Title/Cutline box.

220. Use of Color (Regardless of category; will be judged on effectiveness of color.)

Submit: Upload full-page PDF or submit URL to ad. Enter the ad headline or advertiser's name into the Title/Cutline box.

221. Use of Humor

Submit: Upload full-page PDF or submit URL to ad. Enter the ad headline or advertiser's name into the Title/Cutline box.

222. Miscellaneous Ad Any ad not fitting in any other category.

Submit: Upload full-page PDF or submit URL to ad. Enter the ad headline or advertiser's name into the Title/Cutline box.

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Labels for Mail-In Contests



Even if your entry will be mailed to SCPA, you must submit the entry in the online contest platform. Then for each entry, fill out the following label, print it out and send to SCPA at 106 Outlet Pointe Blvd., Columbia, SC 29210.

SCPA Contest Mailed Entry

- 215. Special Section/Magazine**
- 216. Niche Publication or Directory**

Newspaper: _____

Title: _____

SCPA Contest Mailed Entry

- 215. Special Section/Magazine**
- 216. Niche Publication or Directory**

Newspaper: _____

Title: _____