



# Better Newspapers Contest Call for Entries

We've got South Dakota covered.

**DEADLINE: JANUARY 31, 2019**

## Contest Entry Rules

**1. Entries must be submitted online at: [www.newspapercontest.com/southdakota](http://www.newspapercontest.com/southdakota) or hard-copy entries (where noted) postmarked by 5 p.m. Central Time on Thursday, January 31, 2019.**

Follow the on-screen instructions and register using your information. *Please Note: If you've registered in the past, you WILL need to register again. Username/Passwords are not saved from previous years.*

**You will be asked for an "Association Code".  
The case sensitive code is: SDContest**

Please be sure to read all online rules for each category. If you need clarification of the rules, contact Sandy DeBeer at 800-658-3697 or by email at [sandy@sdna.com](mailto:sandy@sdna.com).

*Categories that require mailed hard-copy entries:*

- General Excellence
- Best Typography & Design
- Best Special Issue (Editorial)
- Public Service
- Best FOI Project
- Outstanding Young Journalist

For mailed entries, entry must still be entered online. You do NOT need to upload any files, simply submit the category information and all other relevant fields. Following this, each entry should be secured to its coordinating hard-copy entry form (enclosed) and then all entries should be gathered together in one box or package. Send contest fee payments (if not paying by phone) and hard-copy entries to: South Dakota Newspaper Association c/o Better Newspapers Contest, 1125 32nd Avenue, Brookings, SD 57006.

**2.** All entries must be unaltered in any way. The date each entry was published MUST appear on the tearsheet or be noted on the screenshot. This is required for both online and hard-copy entries.

Entries should be PDF files showing the [full page](#) tearsheet (publication name and date line must be showing).

Online entries should indicate date of publication or posting.

Please make sure your entry is obvious on the page.  
Best practice: Match the name of the entry to the headline on the page.

All material must have been published between January 1, 2018 and December 31, 2018.

**3.** Entry fee is \$4.25 per entry.

**4.** The contest has five editorial circulation categories and four advertising circulation divisions. See page 4 for full circulation division breakdown.

**5.** Individual entries limited to one per person or team in each category. Be sure the name of the reporter or photographer is listed on the entry form. This is especially important for articles where no byline appears. NO article or photograph may be entered in more than one category.

**6.** When more than one item is included in an entry (such as news series), please clearly label the entries in order that they should be read (e.g. news series 1 of 3, news series 2 of 3, news series 3 of 3). All files should be uploaded under ONE entry.

**7.** For ADVERTISING entries that include website promotions, include active URL in the comments section of your entry.

**8.** For reporters, photographers or advertising designers or salespeople who work for more than one newspaper, only enter one entry per category regardless of changes in circulation group or newspaper. (e.g. in individual categories, a writer can only enter one news story, one news series, etc., regardless of newspaper or circulation group.)

**9.** An entry will be disqualified if:  
• the entry is not within the required date as indicated in the rules  
• payment is not made prior to the judging  
• specific rules as outlined in each class are not followed  
Newspapers will not be notified of entry disqualifications.

**10.** On the entry submission, please include the name(s) of the person(s) who should be credited for the work. This is not necessarily the person who submitted the entry or is picking up the award. It should be the writer/reporter/photographer.

**11.** No refunds will be issued. Payment is not accepted online. Please submit payment to SDNA by mail or call with credit card (\$50 minimum, Visa, Mastercard).

**12.** Entering the contest gives the SDNA permission to publish the entries in print or online.

**13.** Once the contest has been judged, an award may be revoked if it becomes known that the entry was submitted in an incorrect division or altered since original publication date. Entries must be submitted exactly as they were published.

**14.** Any situation arising that is not covered by these rules will be settled by the contest judges or SDNA. The decision of the judges/SDNA is final.

# Contest Entry Eligibility

## Eligibility

Any SDNA active (newspaper) member in good standing may enter the contests. Contest period runs from January 1 to December 31, 2018. Entries must be from content published (in-print or online) by SDNA members in 2018 and cannot be reprints of previous editions.

All entries must be created, produced or sold by staff members of the entering newspaper or by personnel under contract with or compensated by the entering newspaper.

Entries not produced by a member(s) of the newspaper staff must meet all of the following criteria to be eligible:

- The newspaper paid to have the content created;
- The content was created as the result of a contract directly between the newspaper and the freelancer (no third party was involved in the transaction);
- The newspaper had substantial editorial and content control (syndicated or wire service material is not eligible for submission).

## Entry Classes

There will be two daily entry classes and three weekly entry classes for the editorial contest and one daily entry class and three weekly entry classes for the advertising contest. Each entry class is determined by the newspapers circulation and the circulation divisions set up by the SDNA Board. The 2018 South Dakota Directory will be used as the determinant of each paper's circulation.

## Collaborative entries appearing in more than one paid or unpaid editorial publication must be entered in what would be the contest class of the larger (or largest) publication.

However, a **non-collaborative** photo or story produced by a staff member(s) of one newspaper may be entered in that newspaper's class, even if it is also published in another newspaper. Entries from auxiliary publications of an active member — special sections labeled as part of the newspaper, niche publications — will be accepted if the auxiliary publication is distributed with the member newspaper on a full run basis.

# Eligibility Examples & Frequently Asked Questions

*Q: The Tribune contracts directly with Sue Ann, a freelancer, to write a weekly column for the newspaper. Her column is not syndicated to other papers. Under their contractual arrangement, The Tribune has editorial control over the column – including whether the column is published and how it is edited. Can The Tribune enter Sue Ann's columns in the contest?*

*A: Yes. Under the contest criteria, The Tribune a) paid to have the content created; b) the content was created as the result of a contract directly between the newspaper and the freelancer; and c) the newspaper has substantial editorial and content control.*

*Q: The Daily News contracts to carry commentary written by a regional writer whose columns are sold to several Midwestern newspapers. The writer self-syndicates, contracting with other client newspapers. The only editing the Daily News performs is occasionally condensing it for space. Can The Daily News enter this writer's columns in the Excellence in Editorial Writing contest?*

*A: No. Clearly, The Daily News does not have substantial editorial and content control in this example. Further, this content is syndicated to several newspapers.*

*Q: The Bugle contracts with the South Dakota Newspaper Association's wrestling photo pool to provide photos of its state champion wrestler. Can The Bugle enter photos it received through the photo pool in the Best Sports Photo contest?*

*A: No. In this case, The Reporter contracted with a third party (the SDNA) and not directly with the photographer.*

*Q: The night after a tornado skirts the edge of town, a reader emails The Chronicle an amazing photo he took of the twister. The reader is happy to see his photo on the front page plus the \$20 gift card sent by a grateful editor. May The Chronicle enter the image in the SDNA Contest?*

*A: No. While the paper did compensate the reader, it was after the fact; the newspaper did not pay to have the content created. The photo was not created as the result of a contract directly with the paper. It may not be entered.*

*Q: Related to the previous example: The person taking the tornado photo is a freelance photographer who regularly shoots sports and features for the The Chronicle on a contractual basis. The editor decides which images to print, how they are cropped, etc. May The Chronicle enter the image in the SDNA Contest?*

*A: Yes. The Chronicle and photographer had a current contractual arrangement, the image was not sold to multiple papers and the newspaper had complete control over how the photo was edited and displayed.*

*Q: An advertising agency purchases space in several newspapers for its banking client. Can The Gazette, one of the newspapers that received the advertising, enter the ad in any advertising category?*

*A: No. The Gazette did not have substantial content control in this example.*

*Q: Can a reporter/designer be entered in the same category under their own name and as part of a team?*

*A: Yes, it is possible that the same person could enter, for example, three ads under their own name, and also be included with a team that enters three ads under the team name. (Please see each category for special stipulations.)*

*Q: Are there any exceptions to the deadline?*

*A: No, all contest entries must be post-marked by the deadline. All hand-delivered entries must be in our office by the deadline. The online entry portal will close at 5 p.m. Central time on Jan. 19.*

*Q: Why are General Excellence and Typography & Design entries for smaller weeklies bumped up a circulation category if the smaller newspaper is owned by a company that publishes one or more additional newspapers, any of which has a larger circulation?*

*A: This is a long-standing SDNA contest rule. The rationale for it is that as a newspaper owned by a company that publishes multiple newspapers, the smaller newspaper has access to resources and staffing that may not exist for a stand-alone small weekly newspaper. And that those resources and staffing can have a direct effect on the quality of entries submitted for General Excellence and Typography & Design.*

# Preparing Electronic Entries



## Please submit all entries online unless otherwise noted.

Categories that should be mailed to SDNA as hard copy include:

- General Excellence
- Best Typography & Design
- Best Special Issue (Editorial)
- Public Service
- Best FOI Project
- Outstanding Young Journalist

## How will electronic files be submitted?

You'll submit electronic entries by uploading the files from within the online contest registration system at [newspapercontest.com/southdakota](http://newspapercontest.com/southdakota).

**Entries must be submitted as full-page (PDF) tearsheets or whole issues. Publication name/date line must be visible on the page. All entries must be unaltered in any way.**

### Requirements:

1. Only submit pages that contain entry-related content. If your entry is on just one page, there is no need to submit an entire section or entire issue. But, if your submission appears on multiple pages (for example, the story jumps to another page) be sure to include all necessary pages.
2. Many categories require more than one item per entry. For example, a single entry in the "Best Editorial Writing" category requires three (3) examples. For each example, the entire page(s) each example appears on must be included for judging. **Best practice is to combine PDFs into a single file containing the first and jump page.**
3. Make PDF files as small as possible. Because the contest judges will access these PDFs over the Internet, excessively large PDF files will take longer to become visible. The more time judges must spend waiting, the less time they will have to evaluate the content and the more impatient they will be when they do so. Smaller files will also upload more quickly when you submit your entries.

## What file formats are accepted for uploading?

PDF files are preferred. JPGs (high resolution) are also allowed – so, if for some reason you don't have a PDF of the tearsheet you wish to submit, it would be easy to snap a high-resolution photo and submit the resulting photo file.

## What is the most efficient way to collect entry files?

Collect copies of all PDF files that contain entry-related pages into one place. These may be full-issue, full-section, or individual-page PDFs that you sent to your printer or that you saved from your page layout program for other reasons. The sizes, resolutions, color modes, and other characteristics of those PDF files can be ignored at this point.

Extract entry-related pages from any multi-page PDFs, or delete non-entry pages. Give each resulting file a clearly descriptive name. **Best Practice: File names should be labeled as "Aurora Gazette\_Sports Photo\_James Reynold.pdf" or "Aurora Gazette\_Feature Series\_James Reynold"**. Combine into a single PDF file the pages that comprise each entry, making sure the pages are in order to be viewed. Instructions for extracting and combining PDFs are provided below.

## How do I extract pages from a full-issue or full section PDF?

In Acrobat, open the PDF file, then choose "Extract Pages..." from the Document menu and follow the instructions. This will allow you to save individual or sequential pages in separate files anywhere on your system.

## How do I combine PDF pages or files into a single entry?

Open the PDF file that is to appear first in the entry, choose "Save As..." from the File menu, and save that file with the name you'd like to give the final PDF entry. Choose "Insert Pages..." from the Document menu, choose the file that is 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 file.

## How do I make it clear which item on the page is my entry?

Please make sure your entry is obvious on the page. If you following the best practice file naming advice above, once in the online system you will be asked to include the Name of Entry. In this field please use the headline or the article, caption of photo, or business advertisement. **Best practice: Match the name of the entry to the headline on the page in the Name of Entry field on the contest website.**

## What if my info is wrong or my paper is not listed online?

We have worked very hard to make sure the classes for each member are as accurate as possible, however if you note that your circulation is listed incorrectly, please contact Sandy DeBeer at [sandy@sdna.com](mailto:sandy@sdna.com) or 800/658-3697 and it will be fixed A.S.A.P!

## Where can I get more help for anything I can't find here?

Call SDNA at 800/658-3697 or email [sandy@sdna.com](mailto:sandy@sdna.com).

# Circulation Divisions

Based on 2018 SDNA Directory listings



## **Circulation Category #1** **Weeklies Under 1,150**

Alcester Union  
Alexandria Herald  
Arlington Sun  
Armour Chronicle  
Avon Clarion  
Bison Courier  
Bonesteel Enterprise  
Bowdle Pride of the Prairie  
Brandon Valley Challenger  
Brandon Valley Journal  
Bridgewater Tribune  
Bryant Dakotan  
Burke Gazette  
Canistota Clipper  
Castlewood Hamlin County Republican  
Centerville Journal  
Conde News  
Corsica Globe  
De Smet News  
Dell Rapids Tribune  
Delmont Record  
Doland Times-Record  
Edgemont Herald-Tribune  
Elk Point Southern Union Co. Leader  
Courier  
Elkton Record

Emery Enterprise  
Estelline Journal  
Eureka Northwest Blade  
Faith Independent  
Garretson Gazette  
Geddes Charles Mix County News  
Gettysburg Potter County News  
Groton Dakota Press  
Groton Independent  
Hartford Area News  
Hayti Hamlin Co. Herald-Enterprise  
Highmore Herald  
Hill City Prevailer News  
Howard Miner County Pioneer  
Hoven Review  
Ipswich Tribune  
Irene Tri-County News  
Kadoka Press  
Lake Andes Wave  
Lake Preston Times  
Langford Bugle  
Lemmon Dakota Herald  
Leola McPherson County Herald  
Marion Record  
Martin Bennett County Booster II  
McLaughlin Corson/Sioux Co. News-  
Messenger  
Menno Hutchinson County Herald  
Montrose Herald

Murdo Coyote  
New Underwood Post  
Dakota Dunes North Sioux City Times  
Onida Watchman  
Parker The New Era  
Parkston Advance  
Philip Pioneer Review  
Plankinton South Dakota Mail  
Presho Lyman County Herald  
Roscoe-Hosmer Independent  
Rosholt Review  
Salem Special  
Scotland Journal  
Selby Record  
South Shore Gazette  
Springfield Times  
Tea Weekly  
The Stickney Argus  
Tripp Star Ledger  
Tyndall Tribune & Register  
Viborg Enterprise  
Volga Tribune  
Wall Pennington County Courant  
Waubay Clipper  
White Lake Aurora County Standard  
White River Mellette County News  
White Tri-City Star  
Wilmot Enterprise  
Woonsocket Sanborn Weekly Journal

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## **Circulation Category #2** **Weeklies 1,151-2,000**

Beresford Republic  
Britton Journal  
Buffalo Nation's Center News  
Canton Sioux Valley News  
Chamberlain/Oacoma Sun  
Clark County Courier  
Clear Lake Courier

Custer County Chronicle  
Eagle Butte / West River Eagle  
Faulkton Faulk County Record  
Flandreau Moody County Enterprise  
Freeman Courier  
Gregory Times-Advocate  
Hot Springs Star  
Lennox Independent  
Miller Press  
Mission Todd County Tribune

Platte Enterprise  
Pollock Prairie Pioneer  
Timber Lake Topic  
Vermillion Plain Talk  
Wagner Post  
Wessington Springs True Dakotan  
Winner Advocate

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## **Circulation Category #3** **Weeklies Over 2,000**

Chamberlain Central Dakota Times  
Martin Lakota Country Times  
Milbank Grant County Review  
Mobridge Tribune  
Rapid City Native Sun News  
Redfield Press  
Sisseton Courier  
Webster Reporter & Farmer  
Yankton County Observer

## **Circulation Category #4** **Dailies Under 10,000**

Brookings Register  
Huron Plainsman  
Madison Daily Leader  
Mitchell Daily Republic  
Pierre Capital Journal  
Spearfish/Black Hills Pioneer  
Watertown Public Opinion  
Yankton Daily Press & Dakotan

## **Circulation Category #5** **Dailies Over 10,000**

Aberdeen American News  
Rapid City Journal  
Sioux Falls Argus Leader

# Editorial & Photography Contest

**All entries must be submitted online.**

## **BEST NEWS STORY**

Entries limited to one per individual in each division. To be judged on excellence of writing, thoroughness of story and effectiveness of story. Dailies: Story packages must run in the same day's edition.

## **BEST NEWS SERIES**

Multiple news stories on a single subject (i.e. civic center expansion) or simultaneous coverage of a single subject (e.g. Spencer tornado). Limited to six representative stories in either case. Entries limited to one per individual or team. To be judged on excellence of writing, thoroughness of story and effectiveness of story.

## **BEST FEATURE STORY**

Entries limited to one per individual or team. To be judged on subject, originality, quality of writing and impact. Dailies: Story packages must run in the same day's edition.

## **BEST FEATURE SERIES**

Multiple feature stories on a single subject or simultaneous coverage of a single subject. Limited to six representative stories in either case. Entries limited to one per individual or team. To be judged on subject, originality, quality of writing and impact.

## **BEST SPORTS REPORTING**

Entries can be single story or first story of a series. Entries limited to one per individual or team. To be judged on subject, originality and quality of writing.

## **BEST SPORTS SERIES**

Multiple sports stories on a single subject or simultaneous coverage of a single subject. Limited to six representative stories in either case. Entries limited to one per individual or team. To be judged on subject, originality, quality of writing and impact. Weeklies under 1,150 and weeklies 1,151- 2,000 will be entered together in a small weeklies group for this category.

## **BEST SPORTS COLUMN**

Submit three (3) locally produced sports columns. To be judged on literary style, ability or cleverness of the writer, depth of the material or research, local interest and relevance to the community. Entries limited to one individual or team. Weeklies under 1,150 and weeklies 1,151- 2,000 will be entered together in a small weeklies group for this category.

## **BEST EDITORIAL WRITING**

Submit three (3) separate editorials or three editorials of a series. To be judged on reader appeal of the selected topic, composition, persuasiveness and display. Editorials must be the work of a newspaper's employee(s). Entries limited to one per individual or team.

## **BEST HEADLINE WRITING**

Submit five (5) headline clippings with accompanying stories. To be judged on creativity, accuracy and impact. Entries limited to one per individual.

## **BEST LOCAL GENERAL INTEREST COLUMN**

Submit three (3) locally produced general interest columns. To be judged on literary style, ability or cleverness of the writer, depth of the material or research, local interest and relevance to the community. Entries limited to one per individual or team.

## **BEST LOCAL HUMOROUS COLUMN**

Submit three (3) locally produced humorous columns. To be judged on literary style, ability or cleverness of the writer, depth of the material or research, local interest and relevance to the community. Entries limited to one per individual or team.

## **BEST ORIGINAL EDITORIAL CARTOON**

An open category for all newspapers, regardless of circulation. For best original editorial cartoon drawn for an SDNA member newspaper. Submit any single, locally produced editorial cartoon. Entries limited to one per individual or team.

## **BEST SPOT NEWS PHOTO**

Entries limited to a single photograph of a news event as it occurs. To be judged on news value, technical quality, composition and editing. Entries limited to one per individual.

## **BEST FEATURE PHOTO**

Entries limited to a single photograph of a feature item where emphasis is placed on imagination, presentation and subject matter. To be judged on reader appeal, technical quality, composition and editing. Entries limited to one per individual.

## **BEST SPORTS PHOTO**

Entries limited to a single photo either black and white or color. To be judged on reader appeal, technical quality, composition and editing. Entries limited to one per individual.

## **BEST PHOTO SERIES**

Multiple photos on a single subject can be either black-and-white or color photographs. To be judged on reader appeal, technical quality, composition and editing. Entries limited to one per individual or group.

## **NEWSPAPER WEBSITE**

Judges will visit each entered website on a predetermined day and choose the best based on the following criteria: news and information content, overall design and presentation, ease of use and navigability, interactivity and connectivity with other sites of interest. Please list newspaper URL online. This category will be split into two circulation groups as follows:

Group I. All weekly newspapers.

Group II. All daily newspapers.

## **BEST USE OF SOCIAL MEDIA**

Recognizes newspapers that have used social media to expand or complement news coverage beyond traditional print. Entry should include a letter describing how you use social media to enhance or complement your print edition. Include links to your active social feeds (Twitter, Facebook, Instagram, etc.) for the judges to view.

Group I. All weekly newspapers

Group II. All daily newspapers



# Editorial Special Categories Contest

**All entries must be submitted by mail, hard-copy.**

For mailed entries, entry must still be entered online. You do NOT need to upload any files, simply submit the category information and all other relevant fields. Following this, each entry should be secured to its coordinating hard-copy entry form (enclosed) and then all entries should be gathered together in one box or package.

Send contest fee payments (if not paying by phone) and hard-copy entries to:

South Dakota Newspaper Association c/o Better Newspapers Contest, 1125 32nd Avenue, Brookings, SD 57006.

## GENERAL EXCELLENCE

**WEEKLIES:** Submit one issue from each of the weeks of March 11 and October 21, 2018, and one other issue of your choice. Three (3) total issues must be submitted.

**DAILIES:** Submit one issue from March 14 and October 26, 2018 and one other issue of your choice. Three (3) total issues must be submitted.

*Please Note: These newspaper dates differ from those required for Best Typography & Design.*

All awards are based upon the overall quality of the publication. Judging is based on the news content and scope of coverage, quality of writing, quality of editorials, use of photography, advertising variety and quality, reproduction, typography and design, and digital components.

## BEST TYPOGRAPHY & DESIGN

**WEEKLIES:** Submit one issue from each of the weeks of May 13 and August 19, 2018, and one other issue of your choice. Three (3) total issues must be submitted.

**DAILIES:** Submit one issue from May 23 and August 22, 2018, and one other issue of your choice. Three (3) total issues must be submitted.

*Please Note: These newspaper dates differ from those required for the General Excellence category.*

Judging based on the typographical quality and design of the entire newspaper, including layout, use of photographs and headlines.

## OUTSTANDING YOUNG JOURNALIST

For recognition of the outstanding work of a journalist under the age of 30. One winner will be chosen from all weekly newspapers and one will be chosen from all daily newspapers. Entries must include tearsheets of the journalist's work, including stories, photos, editorials, columns, or other pertinent samples. A letter supporting the entry from the nominating supervisor should be attached. Winners are not eligible subsequent years.

## PUBLIC SERVICE

ONE entry per newspaper. For a distinguished example of public service by a newspaper through the use of its journalistic resources, which may include reporting, photography, editorials, columns, special sections and editions. An explanation of the entry may be attached, detailing the newspaper's initiative and scope of effort. Entries must be marked tearsheets.

Group I. All weekly newspapers

Group II. All daily newspapers

## BEST SPECIAL ISSUE

ONE entry per newspaper. To be judged on the relevance of news/editorial content and layout and design of the special section or issue.

## BEST FOI PROJECT

ONE entry per newspaper. For distinguished work by a newspaper to inform and educate the public about the importance of freedom of information issues. Entries may include a narrative describing the effort and reporting, photography, editorials, columns, special sections and editions.

*No Entry Required:*

## SWEEPSTAKES AWARD

One award to the newspaper in each circulation division that accumulates the most points in contest judging, based on the following point system:

General Excellence:

First Place, 200 points

Second Place, 140 points

Third Place, 80 points.

All Other Categories:

First Place, 100 points

Second Place, 70 points

Third Place, 40 points.

# Advertising Contest

***All entries must be submitted online.***



## **BEST SINGLE AD IDEA**

Black and white ads only. Judges will consider basic idea, layout, typography, copy and originality. Ad must be for a single advertiser, and not part of an ad series or campaign. Entries must be paid ads, not "house" ads. Entries limited to one per individual.

## **BEST SERIES AD IDEA**

Each entry will consist of at least three ads with a continuing theme for a single advertiser. Judges will consider the basic idea, layout, copy, typography, originality and continuity from ad to ad. Entries must be paid ads, not "house" ads. Entries limited to one per individual.

## **BEST MULTIPLE ADVERTISER SPECIAL SECTION**

Submit entire special ad section. Entries should be devoted to themes designed to encourage consumer purchases. Judges will consider the basic idea, originality, organization and design of individual ads, design of the cover, and design of the section as a whole. Limited to one entry per sales staff.

## **BEST USE OF COLOR**

Judges will consider the appropriateness and clarity of the color in addition to the basic idea, copy, layout, typography and originality. Entries must be paid ads, not "house" ads. Ad must be for a single advertiser. Limited to one entry per individual.

## **BEST USE OF LOCAL PHOTOGRAPHY**

Entries should show clever and creative use of original photography in advertising. Photo(s) used must be the work of the newspaper's staff. Color and black and white are eligible. In addition to the photo's "stand alone" appeal, judges will consider the graphic treatment of the photo in relation to the entire ad. Entries may be a single ad or a series of ads, and must be paid ads (not a "house" ad). Limited to one entry per individual.

## **BEST CLASSIFIED SECTION**

Each entry will consist of tearsheets from three (3) classified sections from three consecutive issues from either March 2018 OR November 2018. Judges will consider organization and attractiveness of pages, headings, etc. Limited to one entry per newspaper.

## **BEST USE OF ART SERVICE**

Entries should show clever and creative use of art supplied by a clip art service. Overall theme of the ad should be original. "Ready made" ads suggested by the art service will not be accepted. Judges will consider the originality and appropriateness of the art, as well as all other esthetic aspects of the ad. Entries must be paid ads, not "house" ads. Entries limited to one per individual.

## **BEST ADVERTISING SALES TOOL**

Sales tools may include, but are not limited to the following: research studies, promotion calendars, fliers, newsletters, rate cards, websites, etc. Anything used by the sales staff to aid its selling activities. Limited to one entry per newspaper.

## **MOST ORIGINAL CREATIVE IDEA**

This category includes both black and white as well as color ads. It includes not only ads which are particularly unique, fresh, creative and original, but all those which do not fit in any other category. Ad must be for a single advertiser. Entries limited to one per individual.

## **BEST NEWSPAPER PROMOTION**

Awarded in recognition of the best original newspaper promotion idea. To be judged on reader appeal, originality and creativeness in promoting your newspaper. Limited to one entry per newspaper, either single idea or series. You may enter website promotions (URL and screenshots are required).

## **BEST 2x4 AD**

One of the most commonly used ads is a 2 col. x 4-inch ad. Ad must be a stand-alone 2x4 ad for a single advertiser. Judges will consider the basic idea, layout, typography, copy and originality. Entries limited to one per individual.

## **BEST DIGITAL AD IDEA/CAMPAIGN**

Any single digital ad or ad campaign for a single advertiser appearing on a newspaper's website or mobile site. Digital ads must have been created by the newspaper. Entry consists of links to the digital ads or screenshots of the ads for judges to view.

Group I. All weekly newspapers

Group II. All daily newspapers