

Judging & General Rules

Judging: Entries will be judged by a group of qualified newspaper advertising executives from outside the state of Indiana, whose decisions will be final.

General Rules: Entries must have been published between May 1, 2019, and April 30, 2020. The competition is open to all HSPA-member newspapers. Entries must be originated by the newspaper staff and published in or by your newspaper. Ads may be entered in more than one category when appropriate.

For newspapers with group or combo buys: Any ad placed as a group or combo buy of two or more papers must be entered in the division of the largest paper in the buy. When deciding the division for a single-buy ad, follow the paycheck clause. (An ad for a salesperson or designer should be entered in the division where that person receives his or her paycheck.)

Judging Criteria: Judging is based on creativity, design, adaptability, sales strategy and results. In addition, the judges will be reminded that a good ROP ad:

- Stops the reader from turning the page
- Instantly communicates a concept or idea
- Attracts readers using basic fundamentals of design
- Is distinctive
- Is well-organized in its layout

Entries will be judged in comparison to other entries in the same category and division. Certificates may be awarded for first, second and third place. First place winners receive a plaque.

Categories

1. Home

- Heating & air conditioning
- Hardware
- Appliances
- Furniture
- Flooring
- Paint/Wallpaper
- Home decor/accessories
- Lighting

2. Garden, Yard & Farm

- Swimming pools
- Nursery
- Landscaping
- Fencing
- Tree Services

3. Residential Services

- Internet services
- Cable/satellite TV services
- Security Services
- Pest Control

4. Professional Services

- Legal
- Insurance
- Financial institutions
- Florist
- Funeral homes
- Dry cleaning & laundry
- Bus, taxi, airlines
- Cell phone providers
- Satellite radio

5. Medical

- Hospitals
- Optical centers
- Doctors
- Dentists

6. Senior Care

- Hearing centers
- Convalescent service
- Retirement communities
- Assisted living

7. Vehicle Dealerships

- New & used vehicles
- Motorcycles & mopeds
- RVs
- ATVs

8. Automotive Services

- Rental vehicles
- Auto repair
- Tires
- Auto accessories

9. Real Estate

- Sales & rentals
- Apartments
- New home contractors
- Manufactured housing
- Multiple real-estate agents

10. Classified Advertising

- Recruitment ads and company ads to thank or congratulate own employees
- Auctions
- Classified Directories

11. Churches & Nonprofits

- Church ads, including events
- Clubs
- Organizations/associations
- Church directories

12. Education

- Day-care schools
- Colleges/technology schools
- Classes/lessons (dance, art, music, driving school, etc.)

13. Fashion

- Clothing
- Jewelry
- Shoes
- Bridal
- Boutiques

14. Personal Care

- Personal care salons
- Cosmetic surgery & services
- Weight loss (nonmedical)
- Pharmacy

15. Lifestyle & Recreation

- Bicycles
- Travel
- Boating
- Camping
- Fitness
- Exercise facilities
- Summer camps

16. Entertainment & Restaurants

- Concerts
- Theaters
- Sporting game tickets

17. Food and Beverage

- Grocery
- Food
- Alcohol
- Farmers Markets
- Butcher Shops

18. Political

- Political campaigns
- Voter referendums
- Advocacy ads

19. Think Outside the Box

- Any innovative ads
- Special positions
- Odd shapes
- Banners
- Front of section ads

20. Other Retail Advertising

- Ads not included in any other category

21. Special Topic Page

- Page(s) published in the newspaper with a single theme

22. Noninserted Niche Publication

- Magazines
- Other publications not delivered with newspaper

23. Self Promotion

- Circulation
- In-house marketing
- In-paper promotions
- Nonpaid ads promoting prepaid subscriptions
- Direct mail pieces
- Postcards
- T-shirts
- Campaigns

24. Special Section Tab or Broadsheet

25. Special Section Mini Tab or Smaller

26. Best Publication Cover

27. ROP Series or Campaign

- Up to 10 ads as one PDF.

28. Best Digital Product

- Includes email marketing, homepage takeover, and digital display ads

29. Special Events

- Include all print and/or digital ads promoting newspaper-sponsored event

30. New Revenue Idea

- Any new revenue initiative that was developed and sold during the contest period. This includes traditional and non-traditional advertising i.e. events, marketing, newspaper promotions, etc.

31. Indiana's Top Advertising Designer

- All divisions combined. Upload 6-10 digital tearsheets of published work as one PDF.

SPECIAL AWARDS

Best of the Best

Judges choose the following from first-place winners:

- Best Use of Graphics
- Best of Show Ad
- Best of Show Publication

Categories 23, 24, 25 and 30 are mailed categories. Please mail two copies of each entry.

Advertising Contest

Contest Deadline: 5 p.m. EDT Friday, May 22, 2020

Awards Gala & Conference • September 2020 TBA

Contest divisions & fees

Division

A: Nondailies

B: Dailies 6,000 or less

C: Dailies 6,001 or more

Base rate

\$175

\$225

\$225

- Up to 66 entries for base rate.
- Additional entries allowed at \$5 per entry.

Publication requirements

Entries must have been published in or by an HSPA-member paper between May 1 2019 and April 30, 2020.

Entry Instructions

circulation. Fill in the preparer's name - this is you!

Step 5 — Select "Advertising" to begin submitting entries. All required fields are marked with a red asterisk.

Step 6 — Select the contest 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 for each new entry. When you select the class, special instructions will appear below it. **Ads entered need to include the entire page from the newspaper.** Title of the ad file should include only the name of the advertiser, don't make judges guess which ad they are looking for.

Step 7 — If necessary, provide an explanation of your entry. The explanation/cutline box is limited to 3,000 characters.

Step 8 — Include the name of the sales rep. and/or designer who should be credited for the award. If more than 2 people are involved with the entry, please list as staff only.

Step 9 — Add your file(s). You can drag and drop files or use the "Add files" button to navigate your files. Files should be in PDF format. Mail-in categories must be entered into the

online system and then two copies of each entry mailed to: HSPA, 212 W. 10th St., Suite B-340, Indianapolis, Indiana 46202.

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 will be directed back to the list of your entries. You may not change an entry, but you may delete an entry and resubmit it.

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 13 — If you are done submitting entries, please review the list. When done uploading all your entries, click the "Report Tab" to preview your entries.

Step 14 — Summary sheet included in your contest packet, must be emailed to sgoldsby@hspa.com by 5 p.m. EDT Friday, May 22, 2020 to be eligible to participate in the contest. Checks for payment are payable to the HSPA Foundation. Checks must arrive to our office no later than July 17, 2020.

Log-on to the contest at:

www.newspapercontest.com/hspa

Firefox or Chrome browser recommended.

Enter association code: HSPA

Basic Instructions

Step 1 — Review rules online. 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 2 — Click on the "Register" tab.

Step 3 — Register on the contest website using your email address. Each newspaper must have its own unique email address. You will receive a confirmation email, which you will need to complete your registration. **Remember the "Association Code" you will use is HSPA (this is case sensitive.)**

Step 4 — On this page, select your newspaper name. A lot of information will auto-fill. If you do not see your paper listed or if the information is incorrect, please call Shawn Goldsby at HSPA 317-803-4772. Your Division will be selected for you based on your current

Working With Multiple-Page PDFs

For entries containing more than one sample (i.e. Creative Advertising Designer), combine all examples in a single PDF file.

Do not submit samples as separate entries. Maximum file size is 100 MB. Judges will view your entries on computer screens, so high-res files are not needed.

DEADLINE

HSPA Foundation **must receive entries by 5 p.m. EDT Friday, May 22, 2020.** Postmarks do not qualify.

Questions? Contact Shawn Goldsby at (317) 803-4772 or sgoldsby@hspa.com.