

Missouri Press Advertising and Marketing Executives



2024 BEST AD CONTEST

Your readers have been responding to your ads all year.

Now it's time to let the contest judges have their turn.

Enter **TODAY** and be **RECOGNIZED** by your peers.

The contest will be judged by Virginia Press Association.

Enter online at: www.newspapercontest.com/mopress

and find your newspaper listed.

If you need your password or email reset for betterbnc.com OR feel your newspaper is in the wrong class, please contact Kristie Fortier at kfortier@mopress.com or call 573.449.4167.

DETAILS

Make plans now to attend the Missouri Press Advertising and Marketing Executives meeting being held on April 18-19, 2024 at the Hilton Promenade Hotel at Branson Landing. Winners will be recognized and awards presented Thursday, **April 18, 2024**. Event Registration form will be available in January, check for registration details at www.mopress.com under EVENTS.

Entries must have been published between Jan. 1, 2023 and Dec. 31, 2023.

CONTEST RULES

The contest is open to all publications and staff holding ACTIVE or ACTIVE ONLINE NEWS ORGANIZATION, SPECIAL PUBLICATION or FRIEND OF membership in Missouri Press Association.

All entries must be submitted as FULL-PAGE electronic tearsheet files. Please name file(s) in a way that clearly identifies the ad(s) being submitted for judging. You may also include graphic markings to indicate ad(s) to be judged. **Combine PDFs for ease of judging AND uploading.**

All entries must have been conceived, written, designed and sold by full or part-time employees of the MPA member publication.

Note: For large files, you may use an outside file hosting site and submit the URL. **You MUST make sure the file is public, or otherwise shareable and/or that a password is provided, so it can be viewed, printed or downloaded for judging and/or display purposes.**

Submit smaller files as PDFs within the template.

ENTER ONLINE AT:
newspapercontest.com/mopress
Deadline Jan. 30, 2024

A fee of \$7 per entry must be paid online, mailed or called in by time of entry deadline. Pay online at: <https://bit.ly/2Lq6FVe>.

Mail checks to: MPAME Contest, 802 Locust Street, Columbia, MO 65201. Call credit card payment into the MPA office: 573-449-4167.

Entries that do not conform to the rules or category descriptions will not be judged, and entry fees will not be refunded. If you have any questions, call 573-449-4167 or email kfortier@mopress.com

CLASSES

Non-Dailies

Class 1 | 0-2000 - Weeklies Small

Class 2 | 2,001-5,000 - Weeklies Medium

Class 3 | 5,001 and Up - Weeklies Large

Dailies (Publishing 3 + times/ week)

Multi Day Publications – Publishing 3+ Days Per Week

Contest Administrators have the authority to combine classes if divisions have less than 5 entries in them.

ENTER ONLINE AT: Newspapercontest.com/mopress | Deadline 11PM, Jan. 30, 2024

DEE HAMILTON SALES PRO AWARD

Criteria:

- Served as Ad Director **OR** an Ad Manager for 10 or more years
- Excellent management/sales skills
- Employed by a past or present member of Missouri Press Association
- Nomination must be submitted online (listed as category 23) along with supporting documentation why this nominee is deserving of the honor.

Who was Dee Hamilton? Dee Served as Missouri Ad Managers' Association President in 1993 and worked for the Buffalo Reflex from 1978-1993, she passed away from cancer in Sept. of 1994. Dee embodied the spirit of a true sales pro and it is our honor to bestow this award in her name.

CONTEST CATEGORIES

01. Best Full-Page Ad - Judging based on originality, layout, copy and creativity. NO HOUSE ADS. Four circulation classes will be used in this category.

02. Best Ad Smaller Than A Full Page, No Smaller Than 1/4 Page - Judging based on originality, layout, copy and creativity. NO HOUSE ADS. Four circulation classes will be used in this category.

03. Best Ad Series (3 or more ads) - 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 and originality. Two

circulation classes will be used for this category: non-daily and daily.

04. Best Single House Ad - Judging based on originality, layout, copy and creativity. Four circulation classes will be used in this category.

05. Best Ad Smaller than 1/4 Page - Judging based on originality, layout, copy and creativity. Four circulation classes will be used in this category.

06. Most Creative Use of Full Color in An Ad - Non-paid section covers do not qualify. Four circulation classes will be used in this category.

ACCOUNT EXECUTIVE OF THE YEAR

Criteria:

- Served in Ad Sales for 1 or more years
- Excellent sales skills – revenue driven, this person goes above and beyond revenue expectations for your newspaper.
- Employed by a past or present member of Missouri Press Association
- Nomination must be submitted online (listed as category 24) along with documentation supporting why this nominee is deserving of the honor.

07. Best Special Section – Can be a one-time special section OR regularly scheduled. Judging based on originality, layout, copy and creativity. Four circulation classes will be used in this category.

08. Best Cover Design for a Special Section – Judging based on originality, layout and creativity. Two circulation classes will be used in this category: non-daily and daily.

09. Best Single Classified Display Ad - Judging based on originality, layout, copy and creativity. Two circulation classes will be used for this category: non-daily and daily.

10. Best Classified Section - Each entry will consist of tearsheets from three (3) classified sections from three consecutive issues from either July 2023 OR December 2023. Judges will consider organization and attractiveness of pages, headings, etc. Two circulation classes will be used for this category: non-daily and daily.

11. Best Newspaper Promotion - Awarded in recognition of the best ORIGINAL newspaper promotion idea in print OR digital. To be judged on reader appeal, originality and creativeness in promoting your newspaper. Limited to three entries per newspaper, either single idea or series. Two circulation classes will be used for this category: non-daily and daily.

12. Best Shared/Signature Page - Judging based on originality, layout, copy and creativity. Four circulation classes will be used in this category.

13. Best Advertising Sales Tool - Sales tools may include but are not limited to the following: research studies, promotion calendars, fliers, newsletters, rate cards, etc. - anything used by the sales staff to aid its selling activities. Two circulation classes will be used for this category: non-daily and daily.

14. Best Ad Designer - Submit portfolio of 3-5 examples by the same designer. Entry can include examples of paid ads and/or house ads. Any number of designers may enter this category. Two circulation classes will be used for this category: non-daily and daily.

15. Best Online Ad Designer - Submit hard copies of 1-3 examples by the same designer. Entry can include examples of paid ads and/or house ads. Any number of designers may enter this category. Two circulation classes will be used for this category: non-daily and daily.

16. Best Ad Content Entire Publication - Submit 3 issues of ENTIRE publication. Entries must include one issue from May, one issue from August and one other issue of your choice. Two circulation classes will be used for this category: non-daily and daily.

17. Best Multimedia Campaign - Entry may be a series campaign, special page or issue or any other ad campaign using a combination of print, digital, and/or social media platforms. These entries will be judged based on originality of the campaign; creativity; makeup; layout and design; use of art and photos. Two circulation classes will be used for this category: non-daily and daily.

18. Best Idea to Grow Revenue - Submit explanation of marketing strategies and activities used to grow advertising revenue during the contest period. Advertising can be in print or digital media such as websites, newspaper along with samples and links as needed. Two circulation classes will be used for this category: non-daily and daily.

19. Best Print Advertising Campaign - Judging based on originality, layout, copy and creativity. Submit description of print campaign series during the contest period in the newspaper's print edition.

Submit samples and links as needed. Submit samples and links as needed. Two circulation classes will be used for this category: non-daily and daily.

20. Best Sponsored Content/Native Advertising - These ads are designed to look like traditional editorial content that would appear in the newspaper or on your website but are paid for by an advertiser. They can also be printed and presented as an entire newspaper section, inserted the same way within a newspaper as store fliers, comics sections, and other non-editorial content. Judging is based on originality, layout, copy and creativity. Two circulation classes will be used for this category: non-daily and daily.

21. Best Newspaper-Produced Insert - Entries should be for specific goods, services or merchants, not special sections. Judging based on originality, layout, copy and creativity. Note: For large files, you may use an outside file hosting site and submit the URL. You MUST make sure the file is public, or otherwise shareable and/or that a password is provided, so it can be viewed, printed or downloaded for judging and/or display purposes.

22. Best Newspaper-Produced Event - Include promotional materials, including print, digital and social media, a description of the event, number of participants and revenue produced. Two circulation classes will be used for this category: non-daily and daily.

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