
Advertising Contest Rules

Contests sponsored by the Georgia Press Association offer recognition in the form of a plaque or certificate for outstanding newspaper work, thereby helping to improve our newspapers in Georgia.

Advertising awards will be presented at the 20223 Georgia Press Association Convention.

All entries must be submitted online unless otherwise noted in the rules.

CONTEST DEADLINE: All entries must be submitted and/or postmarked by January 25, 2023.

TO ENTER, LOGIN at www.newspapercontest.com/Georgia

Association Code is: GAPRESS

Each newspaper should designate only one username and password for the advertising contest.

For questions please contact Sean Ireland at 770-454-6776 or sireland@gapress.org

- 1. Online entries must be submitted by January 25, 2023. Online entry system is deactivated after deadline.**
- Contest is open to all active and media associate members of the Georgia Press Association. Entry fee is \$8 per entry, per category.
- The contest is for work published from January 1, 2022 through December 31, 2022.
- All entries MUST have been conceived, written, designed and sold by newspaper staff members. Ads produced by outside production facilities are OK as long as above criteria is met. Ads designed & created by advertising agencies are NOT acceptable.
- Entries can be judged in only one division, and no newspaper may submit an entry outside its division.
- Entries submitted in an incorrect category will be disqualified.
- 7. Each newspaper must enter all categories into the online system and pay with a credit card via telephone, with pay pal or by mailing a check to GPA to cover entry fees. If paying by check please note on the check what you are paying for.**
- Entries will be judged by a group of South Carolina Press Association member newspapers. Their decisions are final. Entries must be judged, regardless of size and color, except where specifically designated in the categories.
- Plaques will be awarded to first-place winners in each classification. Certificates will be presented to second-place winners in each classification. No honorable mentions will be awarded.
- 10. All digital files must appear in their original form and not be altered after publication.**
- Each first- place winner in each category of the Advertising Contest will be awarded one point to apply towards General Excellence in the Better Newspaper Contest.
- Advertising Contest Awards will be presented in June during the GPA Annual Convention.
Better Newspaper Contest awards will be presented in June at the GPA Annual Convention.
- Hard-copy entries may be hand delivered on or before Wednesday, January 25, 2023, between the hours of 8:30 a.m.- 4:30 p.m.
- The circulation figures printed in the 2023 Georgia Press Association Directory will be the official circulation figure for newspapers to use in deciding which division to enter. A newspaper's number of publication days prior to June 15 will be used to determine the entry division for the newspaper in that contest year.

DIVISIONS

Division A

Daily newspapers with a paid circulation of 8,000 or above

Division B

Daily newspapers with a paid circulation of 7,999 or less

Division C

Weekly newspapers with a paid circulation of 3,800 to 15,000

Division D

Weekly newspapers with a paid circulation of 2,000 to 3,799

Division E

Weekly newspapers with a paid circulation less than 2,000.

Division F

All Media Associate members

CATEGORIES

1. REAL ESTATE

Any ad or campaign featuring real estate, development, mobile homes, condominiums, vacation homes, residential, farms or investment properties. Submit as an online entry.

2. MOTOR VEHICLE

Any ad featuring sales and/or services of any motorized vehicle. Includes cars, trucks, motorcycles, boats, airplanes, all-terrain vehicles, personal watercraft, etc. and any peripheral such as tires, parts, motors, service stations, etc. Submit as an online entry

3. HEALTH CARE

Any ad featuring the medical or health-care profession. Includes pharmacies, eye care, hospitals, assisted living, etc. Submit as an online entry

4. FOOD

Any ad featuring food or beverage. Grocery stores, convenience stores, restaurants, taverns, etc. Submit as an online entry

5. SERVICE/INSTITUTIONAL

Any ad featuring a non-retail business. Banks, attorneys, accountants, florist, funeral homes, schools, plumbers, veterinarians, spas, etc. Submit as an online entry

6. HOME FURNISHINGS AND APPLIANCES

Any ad featuring home furnishings and/or appliances including furniture, flooring/carpeting, kitchen appliances, etc. Submit as an online entry

7. APPAREL, JEWELRY & ACCESSORIES

Any ad featuring clothing, jewelry, handbags, belts, shoes, watches, etc. for men, women or children. Submit as an online entry

8. NON-TRADITIONAL

Any ad or product produced in a non-traditional format, such as polybags, post-it-notes, wraps, pictorial history books, magazines, etc. Please submit a photo/photos for this category.

9. MISCELLANEOUS

Any ad featuring general merchandise not relating to the previous categories. Submit as an online entry.

10. ONLINE BANNER OR TILE AD

Any locally generated ad or ad campaign from a member newspaper website. Entries must list the website address where the ad appeared. Submit as an online entry

11. FULL-COLOR AD

Any ad utilizing three or more colors in addition to black. (Special section covers do not qualify.) Submit as an online entry.

12. NEWSPAPER PROMOTION

Any ad featuring newspaper advertising, circulation, editorial, etc. In short, a "house ad." Submit as an online entry.

13. SPECIAL SECTION

Any special section that is printed by and distributed in the newspaper and can be published by the majority of newspapers. This includes: progress, school sports, lawn and garden, recipe/cook-book, holiday greetings, graduation, fashion merchandising, senior living, etc. The body of the special section should be printed on newsprint in order to qualify as an entry in this category. Submit as an online entry.

14. CLASSIFIED SECTION/PAGE

Classifieds will be judged on general appearance and readability. Please include your entire section as your entry. Submit as online entry.

15. SIGNATURE PAGE

Any ad sponsored by two or more advertisers, whose names appear in the ad. Submit as an online entry.

16. SMALL-PAGE AD

To prove bigger is not always better; this category is for your best 1/8 page (16") or smaller ad. Submit as an online entry.

17. ADVERTISING CAMPAIGN

For a series of ads showing continuity of idea for a specific product or service. Ads must have run within an eight-week time frame and there is no size limit. Dailies must submit a minimum of six pieces for each entry; weeklies must submit a minimum of four pieces for each entry. Please submit this category as a online entry.

AD IDEA OF THE YEAR

**All first place-winning entries are used to select a Daily and a Weekly
"Ad Idea of the Year."**

Rules for Entry Preparation

Online Submission

Submit entries in the following categories ONLINE at www.newspapercontest.com/Georgia. All pdf's must be full pages and include banner or flag of newspaper. Online entries must also be filled in on the paper-entry form. This form should be mailed to GPA along with any hard copy submissions.

1. Real Estate
2. Motor Vehicle
3. Health Care
4. Food
5. Service/Institutional
6. Home Furnishings and Appliances
7. Apparel Jewelry & Accessories
8. Non-Traditional
9. Miscellaneous
10. Online Banner Ad
11. Full Color Ad
12. Newspaper Promotion
13. Special Section
14. Classified Section/Page
15. Signature Page
16. Small Page Ad
17. Advertising Campaign