



## Better NewsMedia Contest Call for Entries

# CONTEST ENTRY RULES

**DEADLINE: 5 p.m. Central, JANUARY 24, 2025**

**A. 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 Friday, January 24, 2025.**

1. 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.
2. Only one email address per publication is allowed. If you are submitting for multiple publications, you will need to use a different email address for each publication. Best practice: Editor/Publisher should create a username and password and share with staff.
3. **You will be asked for an "Association Code".**  
**The case sensitive code is: SDContest**
4. 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).

**B. All entries must be unaltered in any way.**

1. The date each entry was published **MUST** appear on the tearsheet, screenshot or link to story. This is required for both online and hard-copy entries.
2. Entries should be PDF files showing the full page tearsheet (publication name and date line must be showing). This is the preferred format for entries.
3. Online entries should indicate date of publication or posting. Any entries behind a paywall **MUST** include an active username and password for the judge to use. Please indicate this information on **EVERY** entry in the description field. Failure to do so, will be an automatic disqualification.
4. Please make sure your entry is obvious on the page. Best practice: Match the name of the entry to the headline on the page.
5. All material must have been published between January 1, 2024 and December 31, 2024.

**C. Fees**

1. Each publication will be allowed up to five (5) entries for a flat \$25.00 fee. Additional entries will be \$4.50 each.
2. No refunds will be issued.
3. If paying by CREDIT CARD there is a 4% processing fee, payment **MUST** be paid online at **[sdna.com/payments](http://sdna.com/payments)** ([sdna.com](http://sdna.com), "Make Payment" button). Please list "contest" as the "invoice/order number".
4. If paying by CHECK, please send to:  
South Dakota NewsMedia Association,  
Attn: Contest  
1125 32nd Ave.,  
Brookings, SD 57006

**D. Divisions**

The contest has three publication divisions based on community population pulled from the US Census Bureau. See page 4 for division breakdown.

**E.** 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.

**F.** 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.

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

**H.** 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
- Publications will not be notified of entry disqualifications.

**I.** 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.

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

**K.** 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.

**L.** 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.

**M. JUDGING**

Judging for the 2024 Better NewsMedia Contest will be provided by members of the Louisiana Press Association.

**N. AWARDS**

Certificates will be awarded for first, second and third place. First-place plaques will be available upon request. There will be no honorable mention awards. Judges will be instructed to award a first, second and third place winner in all contest classes for which at least four entries were submitted; if a contest has three or fewer entries, ~~the entries will be combined with the closest division, if available~~, there will be no contest awarded.



# Contest Entry Eligibility

## Eligibility

Any SDNA active member in good standing may enter the contest. Contest period runs from January 1 to December 31, 2024. Entries must be from content published (in-print or online) by SDNA members in 2024 and cannot be reprints of previous editions.

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

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

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

## Eligibility Examples & Frequently Asked Questions

**Q:** The Tribune contracts directly with Sue Ann, a freelancer, to write a weekly column for the publication. 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 publication and the freelancer; and c) the publication 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 NewsMedia 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. 24, 2025.*



# Be kind to the judges.

*Organize, prepare and upload your contest entries with care.*

## How will electronic files be submitted?

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

1. The date each entry was published **MUST** appear on the tearsheet, screenshot or link to story. This is required for both online and hard-copy entries.
2. Entries should be PDF files showing the full page tearsheet (publication name and date line must be showing). This is the preferred format for entries.
3. Online entries should indicate date of publication or posting. Any entries behind a paywall **MUST** include an active username and password for the judge to use. Please indicate this information on **EVERY** entry in the description field. Failure to do so, will be an automatic disqualification.
4. Please make sure your entry is obvious on the page. Best practice: Match the name of the entry to the headline on the page.

## 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, making sure to combine the first and jump page into a single PDF file.

Give each resulting file a clearly descriptive name.

Best Practice: File names should be labeled as “Sports Photo\_Aurora Gazette\_James Reynold.pdf” or “Best Use of Color\_Aurora Gazette\_James Reynold”, etc.

2. Many categories require more than one item per entry. For example, a single entry in the “Best News Series” category allows up to six (6) stories.

The individual story and jump page, if needed, should be included on a single PDF. Then, clearly labeled in the order to be read.

Best Practice: File names should be labeled as “News Series\_Aurora Gazette\_James Reynold\_1 of 2.pdf” and “News Series\_Aurora Gazette\_James Reynold\_2 of 2”, and so on.

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. Please keep in mind that if a judge cannot read the text of a .jpg file, they will automatically disqualify the entry.

## 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 file?

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.

If your publication is not able to combine your PDFs into a single PDF file, please send a DropBox link to [sandy@sdna.com](mailto:sandy@sdna.com) with the individual pages in a single folder. The pages will be combined at the SDNA office and uploaded to your contest entry. You must enter the category online prior to sending the DropBox link. Please indicate the category your PDFs are to be uploaded to.

If you need help combining a PDF, please submit these categories 48-hours prior to the deadline!

## 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.

## My entries are behind a paywall, what do I do?

Any entries behind a paywall **MUST** include an active username and password for the judge to use. Please indicate this information on **EVERY** entry in the description field. Failure to do so, will be an automatic disqualification.

## 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).



# Divisions

Publication divisions are based on community population pulled from the US Census Bureau.

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## Division I Population Under 3,000

*Alcester Union & Hudsonite*  
*(Alexandria) Hanson County Herald*  
Arlington Sun  
Armour Chronicle  
Avon Clarion  
Bison Courier  
Bonesteel Enterprise  
(Bowdle) Pride of the Prairie  
(Britton) Marshall County Journal  
(Buffalo) Nation's Center News  
Burke Gazette  
(Castlewood) Hamlin County  
Republican  
Clark County Courier  
Clear Lake Courier  
Corsica Globe  
(De Smet) Kingsbury Journal  
Elkton Record  
Estelline Journal  
(Eureka) Northwest Blade  
Faith Independent  
(Faulkton) Faulk County Record

Freeman Courier  
Garretson Gazette  
(Geddes) Charles Mix County News  
(Gettysburg) Potter County News  
Gregory Times-Advocate  
Groton Independent  
(Hayti) Hamlin Co. Herald-Enterprise  
Highmore Herald  
(Hill City) Prevailer News  
Hoven Review  
(Howard) Miner County Pioneer  
*Ipswich Tribune*  
(Ipswich) Edmunds County Tribune  
Lake Andes Wave  
(Lemmon) Dakota Herald  
(Leola) McPherson County Herald  
(Martin) Bennett County Booster II  
(Martin) Lakota Times  
(McLaughlin) Corson/Sioux Co. News-  
Messenger  
Miller Press  
Murdo Coyote  
Onida Watchman  
(Parker) The New Era  
Parkston Advance

(Philip) Pioneer Review  
(Plankinton) South Dakota Mail  
Platte Enterprise  
(Pollock) Prairie Pioneer  
(Presho) Lyman County Herald  
*Roscoe-Hosmer Independent*  
Rosholt Review  
(Salem) The Special  
Selby Record  
Scotland Journal  
South Shore Gazette  
Springfield Times  
Stickney Argus  
Timber Lake Topic  
(Tripp) Star Ledger  
Tyndall Tribune & Register  
(Wall) Pennington County Courant  
Waubay Clipper  
(Webster) Reporter & Farmer  
(Wessington Springs) True Dakotan  
(White Lake) Aurora County Standard  
(White River) Mellette County News  
(White) Tri-City Star  
Wilmot Enterprise  
(Woonsocket) Sanborn Weekly Journal

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## Division II Population 3,001-15,000

(Beresford) The Republic  
Brandon Valley Journal  
(Canton) Sioux Valley News  
(Chamberlain) Central Dakota Times  
Custer County Chronicle  
Dakota Dunes North Sioux City Times  
(Dell Rapids) Dells City Journal

(Eagle Butte) West River Eagle  
(Elk Point) Southern Union Co. Leader  
Courier  
(Flandreau) Moody County Enterprise  
(Hartford) Minnehaha Messenger  
(Hot Springs) Fall River County Herald  
Lennox Independent  
Madison Daily Leader  
(Millbank) Grant County Review  
Mobridge Tribune

(Mission) Todd County Tribune  
Redfield Press  
Sisseton Courier  
Tea Weekly  
(Vermillion) Plain Talk  
Volga Tribune  
Wagner Post  
Winner Advocate  
(Winner) 605Sports.com

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## Division III Population 15,001+

Aberdeen Insider  
Aberdeen News  
Brookings Register  
(Brookings) SDSU Collegian  
Huron Plainsman

Mitchell Republic  
(Pierre) Capital Journal  
Rapid City Journal  
(Rapid City) Native Sun News Today  
(Rapid City) South Dakota Searchlight  
(Sioux Falls) Argus Leader  
(Sioux Falls) Dakota Scout

(Sioux Falls) Sioux Falls Live  
(Sioux Falls) South Dakota News Watch  
(Sioux Falls) Tri-State Neighbor  
(Spearfish) Black Hills Pioneer  
Watertown Public Opinion  
Yankton Daily Press & Dakotan  
Yankton County Observer



# Editorial & Photography Categories

*All entries must be submitted online.*

## **\*GENERAL EXCELLENCE**

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. **UPLOAD** a single issue of your choice to be considered for General Excellence.

## **\*BEST TYPOGRAPHY & DESIGN**

Judging based on the typographical quality and design of the entire publication, including layout, use of photographs and headlines. **UPLOAD** a single issue of your choice to be considered for Typography & Design.

## **\*BEST SPECIAL SECTION/ISSUE**

### **(Special Section Within the Newspaper)**

ONE entry per publication. To be judged on the relevance of news/editorial content, advertising content, layout and design of the special section or issue. This category is defined as a section or issue which is dedicated to a special event, occasion, purpose or idea and appears within the pages of the newspaper, and is not a stand-alone publication. **UPLOAD** a single issue of your choice to be considered for Best Special Section/Issue.

## **\*BEST SPECIAL PUBLICATION**

### **(Stand-Alone Publication, Magazine, Glossy, etc.)**

ONE entry per publication. To be judged on the relevance of news/editorial content, advertising content, layout and design of the special section or issue. Publication should be distributed independently of the newspaper, but a publication is not excluded if it is also inserted into the parent newspaper. **UPLOAD** a single issue of your choice to be considered for Best Special Publication.



***\*Please make sure you combine all pages of the issue into a SINGLE PDF. Do not upload each page individually. (See "Be kind to the judges" on page 3.)***

## **BEST SPOT NEWS STORY**

This category is defined as the coverage of a single news event, unplanned and unanticipated. Entries will be judged on quality of writing and thoroughness of fact reporting under deadline. Entries limited to one per individual or team.

## **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. To be judged on excellence of writing, thoroughness of story and effectiveness of story. Entries limited to one per individual or team.



## **BEST LOCAL GOVERNMENT REPORTING**

This category recognizes excellence in reporting about local government (city, school, county, state, etc.). Criteria include news value, writing clarity, style and treatment of the subject, impact on local residents. Entries limited to one per individual or team.



## **BEST STATE GOVERNMENT REPORTING**

This category recognizes excellence in reporting about state and regional and state government. Criteria include news value, writing clarity, style and treatment of the subject, impact on residents statewide or regionally within the state. Entries limited to one per individual or team.

## **BEST FEATURE STORY (Profile)**

This category recognizes excellence in feature writing that specifically profiles a person or a group of people. To be judged on effectiveness of writing style, originality of approach and human interest. Entries limited to one per individual or team.

## **BEST FEATURE STORY (Non-Profile)**

This category recognizes excellence in feature writing. Entries shall consist of a single feature article, but they shall not include sports or personality profiles. To be judged on effectiveness of writing style, originality of approach and human interest. Entries limited to one per individual or team.

## **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. To be judged on subject, originality, quality of writing and impact. Entries limited to one per individual or team.

## **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 publication's employee(s). Entries limited to one per individual or team.

## **BEST LOCAL COLUMN**

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



# Editorial & Photography Categories

*All entries must be submitted online.*



## **BEST EXPLANATION OF PUBLISHING OPERATIONS OR ETHICS**

This award will recognize excellence in the explanation to readers of the newspaper or news organization's operations or ethics. Judges will consider use of stories, columns, editorials and advertising to explore how a newspaper or news organization functions, how policies are developed, or what standards are used to determine what the content will be, or how stories, columns, letters and photos will be published.

## **BEST LEDE**

An entry consists of a single story lede written by the reporter or copy editor. Entries will be judged on quality of writing, effectiveness, and/or humor or cleverness. Entries limited to one per individual.

## **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 ORIGINAL EDITORIAL CARTOON**

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

## **BEST SPORTS REPORTING**

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

## **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. To be judged on subject, originality, quality of writing and impact. Entries limited to one per individual or team.

## **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 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 PORTRAIT PHOTO**

Entries are limited to photos of an individual that capture the essence of an individual's personality or are a portrait study. 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 team.

## **BEST PUBLICATION 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 publication URL online. Entries limited to one per publication. ~~This category will be split into two circulation groups as follows:~~

~~Group I. All weekly publications:~~

~~Group II. All multi-day publications:~~

~~Divisions I, II and III will be awarded~~

## **BEST USE OF SOCIAL MEDIA**

Recognizes publications 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. Entries limited to one per publication. ~~This category will be split into two circulation groups as follows:~~

~~Group I. All weekly publications:~~

~~Group II. All multi-day publications:~~

~~Divisions I, II and III will be awarded~~



# Editorial Special Categories

**All entries must be submitted as hard-copy and postmarked by January 24, 2025.**

*The following categories require hard-copy/mailed entry. 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 a coversheet that includes the category, newspaper name, staff member(s) name(s) and then all entries should be gathered together in one box or package.*

**Send hard-copy entries to:**

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

## **PUBLIC SERVICE**

ONE entry per publication. For a distinguished example of public service by a publication 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 publication's initiative and scope of effort. Entries must be marked tearsheets.

Group I. All weekly publications

Group II. All multi-day publications

Awarded as:

Divisions I and II combined.

Divisions III.

## **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 publications~~ Division I and II combined, and one will be chosen from ~~all multi-day publications~~ Division III. 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.

Awarded as:

Divisions I and II combined.

Divisions III.

## **BEST FOI PROJECT**

ONE entry per publication. For distinguished work by a publication 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.

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# No Entry Required



## **SWEEPSTAKES AWARD**

One award to the publication 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 Categories

*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 or team.

## **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 or team.

## **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 or team.

## **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 publication’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 or team.

## **BEST BUSINESS DIRECTORY PAGE/SIGNATURE PAGE**

This category recognizes the best single spread featuring multiple advertisers under one heading. Criteria include concept, clarity, organization and originality. Entries limited to one per publication.

## **BEST PUBLICATION PROMOTION**

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

## **BEST 2 COLUMN AD**

One of the most commonly used ads is a 2 col. width. Ad must be a stand-alone 2 column of any height 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 publication’s website or mobile site. Digital ads must have been created by the publication. Entry consists of links to the digital ads or screenshots of the ads for judges to view. Entries limited to one per individual or team.