

# 2 0 1 1

NEW YORK PRESS ASSOCIATION

# BETTER NEWSPAPER CONTEST RULES



- This contest is open only to active members in good standing of the New York Press Association. To be considered in good standing, 2011 and all past dues must be paid in full by December 1, 2011. **Also, NYPA must have on file your 2011 “statement of ownership” form.** Newspapers without periodicals permits must submit three consecutive weeks of printing bills from the month of October, 2011. Entries will be accepted only from members meeting these criterion.
- The contest year extends from January 1, 2011 through December 31, 2011. Entries must be submitted only from newspapers published during that period.
- Deadline for RECEIPT of entries is close of business Tuesday, January 10, 2012 (Both electronic and/or hard copy). Entries not received by 5:00pm Tuesday, January 10, 2012, will NOT be entered into the contest.

## SINGLE NEWSPAPERS

- Circulation divisions will be based on the total average distribution figure taken from your U.S. Postal Statement of Ownership, Management, and Circulation, line 15-F on form 3526, for the year ending September 30, 2011.

## GROUP OR CHAIN NEWSPAPERS

- **THIS RULE HAS CHANGED:** Newspapers that are part of a group or chain will be entered in the circulation category of the newspaper with the **HIGHEST CIRCULATION** in that group. Exceptions to this rule are noted in specific categories which require that entries that ran common in multiple newspapers enter in the appropriate circulation category.

## PLEASE NOTE —

- There is NO limit on the number of entries newspapers can submit in any category unless specifically indicated. **All entries must be submitted via our new online contest system, however, those entries that also require actual hard copy(ies) must be mailed in separate 9” x 12” envelopes for each entry in every category.** All entries must be individually marked and each entry will be charged as a separate entry.
- No cover letters are permitted except where noted.
- Contest fee of **\$11.00 per entry** is required via online credit card form.
- Note that advertising measurements in categories 52-55 are based on square inches — not column inches. A square inch measures 1”x1” on a standard ruler.
- All entries in the “Better Newspaper Contest” become property of the New York Press Association. The Association is not responsible for returning any entries.
- When there are fewer than ten entries in a circulation division, that division will be dropped and those entries will be included in the next highest circulation division.
- First, second, and third-place awards will be made in each category and circulation division.
- Judges’ decisions are final unless it is subsequently discovered that a winning newspaper entered in the wrong category or circulation division.
- Winners will be announced at the New York Press Association Spring Convention, March, 2012.
- All entries must be the work of local staff.
- Mail entries to:  
**New York Press Association**  
**Attn: Better Newspaper Contest**  
**1681 Western Avenue, Albany, NY 12203-4305**

## DEADLINE: JANUARY 10<sup>TH</sup>

ENTRIES MUST BE RECEIVED AT  
NYPA OFFICE NO LATER THAN  
5:00PM, TUESDAY, JANUARY 10, 2012

All Categories that are shown in RED need to have BOTH digital AND hard copy provided!

**CATEGORIES: 3\*, 7, 10\*, 11\*, 12\*, 13, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47\*, 48\*, 49\*, 50\*, 51\* and 61**

\* For those requiring full issues, you only need to upload the front cover, but full issues must also be submitted as hard copy.

# CLASS I — EXCELLENCE AWARDS

## The Stuart C. Dorman Award for Editorial Excellence

The Stuart C. Dorman Award will be given for editorial excellence, based on the following point system:

Each 1st place award .....	20 points
Each 2nd place award .....	10 points
Each 3rd place award .....	5 points

The paper with the highest point total for categories 3-11, 15-34, 38-43, 47 and 48 at the end of the contest is the winner.

## John J. Evans Award for Advertising Excellence

The John J. Evans Award will be given for best overall newspaper advertising. The winner of this award will be the newspaper which has accumulated the greatest number of points in categories 12 and 49-59.

Each 1st place award .....	20 points
Each 2nd place award .....	10 points
Each 3rd place award .....	5 points

## 3. Past Presidents' Award for General Excellence

Five circulation divisions — (1) under 5,000; (2) 5,001-9,000; (3) 9,001-13,000; (4) 13,001+; (5) Daily.

Submit one complete issue from the month of April and two consecutive issues from any other month in the contest year. Judging will be on the following basis:

News (coverage; quality of writing; headline language) .....	20 points
Use of pictures and artwork, reproduction .....	10 points
Community Involvement .....	10 points
Editorial page(s) .....	10 points
Front page .....	10 points
Family/Life/Feature pages .....	10 points
Sports Section .....	10 points
Advertising design and layout; quality and technique of copywriting; handling of classifieds and/or reader ads .....	10 points
Graphic design & typography .....	10 points

## 4. "Rookie" Reporter of the Year

This award is to honor an entry-level staffer who has been employed by the newspaper for eighteen months or less as of December 31, 2011, and who has had no previous employment in the newspaper industry. Submit complete tearsheets of five examples of the reporter's work, along with a cover letter specifying when the reporter joined the paper and what his or her responsibilities have been during that time. **Entries must be accompanied by a sworn statement from the publisher certifying the reporter has less than eighteen months of professional experience.** You must enclose a headshot (clean print or CD with jpeg) and a one-page biographical sketch of the nominee with name printed on back. Entries received without a headshot and bio will be disqualified.

## 5. Writer of the Year

Submit tearsheets of 10 examples of the work of one writer. This award is to honor a staff member and to recognize outstanding writing during the contest year. Entrant is to demonstrate versatility in writing both news and feature stories. You **must** enclose a headshot of the nominee with name printed on back (clean print or CD with jpeg), and a one page biographical sketch, detailing the writer's experience with the newspaper. Entries received without a headshot and bio will be disqualified.

## 6. Sports Writer of the Year

Submit tearsheets of 5 examples of the work of one writer. This award is to honor a staff member and to recognize outstanding writing. Entrant is to demonstrate versatility in writing both sports news and sports feature stories during the contest year. You **must** enclose a headshot of the nominee with name printed on back (clean print or CD with jpeg), and a one page biographical sketch, detailing the writer's experience with the newspaper. Entries received without a headshot and bio will be disqualified.

## 7. Photographer of the Year

This award honors a staff member and recognizes outstanding work in photojournalism during the contest year. Entrant is to submit a portfolio of NOT MORE THAN 20 PHOTOS or tearsheets of photos taken during the past year. This will include both news and feature photos of varied topics. Submit tearsheet for each picture as proof of publication. Prints are necessary and must be in "portfolio" format — tearsheets are required. You must enclose a headshot of the nominee with name printed on back (clean print or CD with jpeg), and a one page biographical sketch, detailing the photographer's experience with the newspaper. Entries received without a clean headshot and bio will be disqualified.

## 8. Best Front Page

Five circulation divisions — (T-1) Tabloid, 9,000 and under; (T-2) Tabloid, 9,001 and over;  
(S-1) Standard, 9,000 and under; (S-2) Standard, 9,001 and over; (D) Daily.

Submit tearsheets from three editions, including one from the month of March.

Entries will be judged on the following basis:

Makeup design, typography, general appearance .....	40 points
Story presentation and writing .....	30 points
Headline quality and relation to story .....	15 points
Effective use of photography .....	15 points

## 9. Best Editorial Page

Five circulation divisions — (1) under 5,000; (2) 5,001-9,000; (3) 9,001-13,000; (4) 13,001+; (5) Daily.

Submit complete editorial page(s) from three issues, including one from the month of January.

Entries will be judged on the following basis:

Editorial writing (variety, effectiveness, writing quality) .....	35 points
Other writing (letters to the editor, columns, commentary, cartoons) .....	35 points
Makeup design, original art, typography, general appearance .....	20 points
Headlines .....	10 points

## 10. Photographic Excellence

Five circulation divisions — (1) under 5,000; (2) 5,001-9,000; (3) 9,001-13,000; (4) 13,001+; (5) Daily.

Submit two complete editions, one of which must be from the month of July.

Judging will be on the following basis:

Photos (how they are displayed, cropped, etc.) .....	30 points
Originality and quality of photos .....	30 points
Local interest .....	20 points
Repro quality .....	10 points
Captions .....	10 points

## 11. Richard L. Stein Award for Overall Design Excellence

Five circulation divisions — (T-1) Tabloid, 9,000 and under; (T-2) Tabloid, 9,001 and over;  
(S-1) Standard, 9,000 and under; (S-2) Standard, 9,001 and over; (D) Daily.

Submit one edition from the month of May and one edition from any other month.

Limited to one entry per newspaper. Judging will be on the following basis:

Front page .....	15 points
Editorial pages .....	15 points
Typical inside page layout .....	15 points
Feature, lifestyle, or sports page(s) .....	15 points
Photography, graphics .....	15 points
Advertising design .....	15 points
Headline and text typography, including standing heads .....	10 points

## 12. Advertising Excellence

Five circulation divisions — (1) under 5,000; (2) 5,001-9,000; (3) 9,001-13,000; (4) 13,001+; (5) Daily.

Submit complete edition from any week in the month of June and one edition from any other month.

Copy generated by an agency must be marked by writing the word "AGENCY" in bold red letters.

Limited to one entry per newspaper. Judging will be on the following basis:

Layout and format of ad pages .....	30 points
Originality and quality of ad design .....	30 points
Quality and technique of copywriting .....	30 points
Classified and/or reader ads .....	10 points

## 13. Sharon R. Fulmer Award for Community Leadership

This prestigious award will be presented in recognition of local leadership initiatives which were launched, promoted and encouraged by the newspaper. Leadership actions may have caused something positive to happen or may have prevented something negative from happening. General reports on local government and organizations are not eligible. Any editorials, exhibits, meetings sponsored by the newspaper, house ads, or flyers relating to the effort may be submitted. If entry ran common in multiple newspapers, it must be submitted in the circulation category matching the combined circulation of those newspapers. Cover letter allowed. The project must have either started or ended within the contest period. The winner of this award will receive a plaque and \$500.

## 14. Best Newspaper Web Site

Judged on the complete Web site (including blogs, multi-media, citizen involvement, design, ease of navigation, quality of content, email alerts, as well as use of the Web site to drive people to the print product, and vice versa. Provide newspaper Web address and any login and password if required.

NOTE: Place category entry label on a 9 x 12 envelop and write the Web site address and any login or password information clearly on the front of the envelope.

# CLASS II — EDITORIAL COVERAGE

## 15. Coverage of Local Government

Five circulation divisions — (1) under 5,000; (2) 5,001-9,000; (3) 9,001-13,000; (4) 13,001+; (5) Daily.

Submit one edition from each of two months. Reporting on governmental affairs must be by members of the newspaper's own staff. Emphasis is on quality coverage of the town or village board or similar local government agencies. Entries will be judged on thoroughness of reporting and enterprise of reporter in uncovering facts not included in government handouts. All stories to be included in this category must be clearly marked. Limited to one entry per newspaper.

## 16. Coverage of Education

Five circulation divisions — (1) under 5,000; (2) 5,001-9,000; (3) 9,001-13,000; (4) 13,001+; (5) Daily.

Submit one edition from each of two months. Emphasis is on quality coverage of local education, school news, educational matters and school board business. Entries will be judged on thoroughness of reporting and enterprise of reporter in uncovering facts not included in school board and school handouts. All stories to be included in this category must be clearly marked. Limited to one entry per newspaper.

## 17. Coverage of Business, Financial & Economic News

Submit one edition from each of two months. Emphasis is on quality coverage of local business and economic news. Entries will be judged on thoroughness of reporting and the newspaper's enterprise in covering the subject. All stories to be included in this category must be clearly marked in red. If appropriate, judges may elect to award separate first, second and third place awards to non-business publications. Limited to one entry per newspaper.

## CLASS II — EDITORIAL COVERAGE (CON'T.)

### 18. Coverage of the Arts

Five circulation divisions — (1) under 5,000; (2) 5,001-9,000; (3) 9,001-13,000; (4) 13,001+; (5) Daily. Submit one edition from each of two months. Emphasis is on quality coverage of local arts. Judges will consider depth and breadth of coverage, packaging, including typography and design, and thoroughness of reporting. Judges may elect to award separate first, second and third place awards if appropriate, to non-arts publications.

### 19. Coverage of the Environment

Submit one edition from each of two months. Emphasis is on quality of coverage. Entries will be judged on the thoroughness of reporting and the newspaper's enterprise in coverage.

### 20. Coverage of Health, Health Care & Science

Submit one edition from each of two months. Emphasis is on quality coverage of hospital, health department and health agency news. News of a scientific nature may be included. Entries will be judged on thoroughness of reporting and the newspaper's enterprise in covering this subject.

### 21. Headline Writing

Five circulation divisions — (1) under 5,000; (2) 5,001-9,000; (3) 9,001-13,000; (4) 13,001+; (5) Daily. Submit one edition from each of two months. Emphasis is on quality of headline writing throughout the newspaper. Entries will be judged on how accurately, succinctly and creatively content of stories are conveyed to readers.

### 22. Coverage of Crime/Police/Courts

Five circulation divisions — (1) under 5,000; (2) 5,001-9,000; (3) 9,001-13,000; (4) 13,001+; (5) Daily. Submit one edition from each of two months. Emphasis is on quality of local coverage of crime, police and courts. Entries will be judged on thoroughness of reporting and quality of writing. All stories to be included in this category must be clearly marked in red.

### 23. Coverage of Elections/Politics

Five circulation divisions — (1) under 5,000; (2) 5,001-9,000; (3) 9,001-13,000; (4) 13,001+; (5) Daily. Submit one edition from each of two months. Emphasis is on quality of local coverage of elections and politics. Entries will be judged on depth of coverage, balance in reporting and quality of writing. All entries in this category must be clearly marked.

### 24. Sports Coverage

Five circulation divisions — (1) under 5,000; (2) 5,001-9,000; (3) 9,001-13,000; (4) 13,001+; (5) Daily. Submit one set of sports pages or section from each of two months of the contest year. Emphasis is on quality coverage of local sports. Entries will be judged on thoroughness of reporting, enterprise, and breadth of coverage.

### 25. In-depth Reporting

Five circulation divisions — (1) under 5,000; (2) 5,001-9,000; (3) 9,001-13,000; (4) 13,001+; (5) Daily. Submit tear sheets of a single story or series of stories on the same subject, such as environmental, health, crime or social issues, which could combine elements of news and/or feature writing and which indicate a considerable degree of research and/or investigation. The series must have either started or ended within the contest period. Excellence and depth of research, quality of presentation, and the overall impact of the topic of the story or series will be taken into account by the judges. You may submit a letter of explanation.

### 26. Spot News Coverage

Five circulation divisions — (1) under 5,000; (2) 5,001-9,000; (3) 9,001-13,000; (4) 13,001+; (5) Daily. Submit marked tear sheets, showing coverage of a single news event (such as a fire, flood, windstorm, etc.), or any event where the paper has provided extensive coverage. Consideration will be given to deadline pressure and other spot news problems. You may submit a letter of explanation.

### 27. News Story

Five circulation divisions — (1) under 5,000; (2) 5,001-9,000; (3) 9,001-13,000; (4) 13,001+; (5) Daily. Submit tear sheet with story clearly marked. Consideration will be given for timeliness, difficulty in obtaining story, use of sources (including documents), completeness of coverage, sentence and paragraph structure, and impact of lead. You may submit a letter of explanation.

### 28. Best News or Feature Series

Five circulation divisions — (1) under 5,000; (2) 5,001-9,000; (3) 9,001-13,000; (4) 13,001+; (5) Daily. Submit tear sheets of a series of feature stories or news stories on the same subject, such as people, places, business, recreation, fashion, sports, hobbies, etc. The series must have started and/or ended within the contest period. The emphasis is on writing, breadth of coverage, presentation, and supporting art or photos.

### 29. Best Obituaries

Submit tear sheets of obituary pages from two separate issues with entries clearly marked. Emphasis is on quality of writing, reader interest and presentation.

## CLASS III — EDITORIAL DEPARTMENT

### 30. Editorials

Five circulation divisions — (1) under 5,000; (2) 5,001-9,000; (3) 9,001-13,000; (4) 13,001+; (5) Daily. Submit one editorial from the month of August and two others from any other time during the contest year. Editorials may be of any length but must be written by a regular staff member and should explicitly indicate the newspaper's stance or leadership role on local issues. Entries will be judged on subject matter, timeliness, writing ability and effectiveness. You may submit a letter of explanation.

### 31. Feature Story

Five circulation divisions — (1) under 5,000; (2) 5,001-9,000; (3) 9,001-13,000; (4) 13,001+; (5) Daily. Submit marked tear sheets of any feature on any local subject, item, person or group. If a feature is covered in more than one issue, submit tear sheet of each installment. Entries will be judged on quality of writing, originality, style, and human interest.

### 32. Best Column

Five circulation divisions — (1) under 5,000; (2) 5,001-9,000; (3) 9,001-13,000; (4) 13,001+; (5) Daily. A locally-written, issues oriented column. It need not appear on a regular basis. Judging will be based on issue treatment, local appeal, originality and writing quality. Each entry will consist of three columns by the same writer. Please enclose a headshot of the nominee with name printed on back.

### 33. Sports Feature

Five circulation divisions — (1) under 5,000; (2) 5,001-9,000; (3) 9,001-13,000; (4) 13,001+; (5) Daily. Submit one full, marked tear sheet of any feature of local sports subject, item, person or group. If feature is printed in installments, submit tear sheet from each issue in the series.

### 34. Editorial Cartoon

Five circulation divisions — (1) under 5,000; (2) 5,001-9,000; (3) 9,001-13,000; (4) 13,001+; (5) Daily. Submit tear sheet of the page showing cartoon. It must be locally drawn. Consideration will be given to timeliness and visual impact as well as artistic techniques. Submit name of cartoonist. You may submit a letter of explanation.

## CLASS IV — NEWSPAPER WEB SITE

### 35. Best Use of Multimedia

Judged on effective use of audio, video or animation to support and enhance the impact and presentation of a story.

### 36. Best Citizen Involvement

Demonstrates excellence in getting the community involved — may include blogs, forums, photo sharing and interaction with the newspaper.

### 37. Best Online Revenue Producer

Emphasis is on innovative strategies and evidence of revenue generation — submit narrative up to 100 words. May include, but not limited to, banner ads, skyscrapers, buttons, etc.

## CLASS V — PHOTOGRAPHY AWARDS

PLEASE NOTE: You may NOT use the same photo to enter multiple photo categories. Each photo may be used only once, except in the Photographer of the Year or Photographic Excellence categories. All photo entries must have the name of the photographer, name of the newspaper, and the name of the category on back. No slides will be accepted. Submit one tear sheet as proof of publication. Entrants are encouraged to submit prints, however prints are not required, but tear sheets are.

### 38. Feature Photo(s)

Five circulation divisions — (1) under 5,000; (2) 5,001-9,000; (3) 9,001-13,000; (4) 13,001+; (5) Daily. Submit tear sheet showing an unusual event, item or person, or any unusual photo (or photos) of a commonplace event, item or person (as distinguished from a spot news photo). Entries should include the name of the photographer and any technical or other information deemed helpful. You may not submit the same entry in Category #41 (Art Photo). Entry can include more than one photo of the same event. You may submit a letter of explanation.

### 39. Sports Action Photo(s)

Five circulation divisions — (1) under 5,000; (2) 5,001-9,000; (3) 9,001-13,000; (4) 13,001+; (5) Daily. Submit tear sheet of any single subject photograph(s) of an actual sports event or competition in progress, and in which the action of the event is the prime interest. Entry can include more than one photo of the same event.

### 40. Sports Feature Photo(s)

Five circulation divisions — (1) under 5,000; (2) 5,001-9,000; (3) 9,001-13,000; (4) 13,001+; (5) Daily. Submit tear sheet of any single subject photograph(s) of a sports event, individual competitor or group of competitors, or unusual occurrence in which action is not necessarily the prime interest. Entry can include more than one photo of same event.

## CLASS V — PHOTOGRAPHY AWARDS (CON'T.)

### 41. Art Photo

Five circulation divisions — (1) under 5,000; (2) 5,001-9,000; (3) 9,001-13,000; (4) 13,001+; (5) Daily. Submit tearsheet of a local scene or landscape. Entries will be judged on photographic composition and must be of local interest. You may not submit the same entry in category #38 (Feature Photo).

### 42. Picture Story

Five circulation divisions — (1) under 5,000; (2) 5,001-9,000; (3) 9,001-13,000; (4) 13,001+; (5) Daily. Submit in the form of tearsheets any series of feature pictures that tell a story of other than a breaking news event. Other than an introduction, the only copy should be captions. Include the name of the photographer(s) and any technical or other information deemed helpful.

### 43. Spot News Photo(s)

Five circulation divisions — (1) under 5,000; (2) 5,001-9,000; (3) 9,001-13,000; (4) 13,001+; (5) Daily. Submit tearsheet of actual news event. Judging factors will be timeliness, technique and quality. Entry should include the name of the photographer(s) and any other information deemed helpful. Entry can include more than one photo of same event.

## CLASS VI — DESIGN AWARDS

### 44. Graphic Illustration

Five circulation divisions — (1) under 5,000; (2) 5,001-9,000; (3) 9,001-13,000; (4) 13,001+; (5) Daily. Submit tearsheet of an illustration supporting a single story. Entries may be drawn freehand or be computer-produced. Charts, graphs, maps, line-drawings, digitally manipulated photographs and paintings are all eligible. The entry must be clearly marked.

### 45. Best Use of Color

Submit 2 separate full editions, one from the month of November, and one from any other month. Criteria involves a blend of editorial, advertising and/or promotional color, both spot color and full process color, in a single issue.

### 46. Best Special Section Cover

Five circulation divisions — (1) under 7,000; (2) 7,001-18,000; (3) 18,001-40,000; (4) 40,001+; (5) Daily. To be judged on creativity, relation to section, color application and overall eye appeal, produced solely by the newspaper. You may not submit the same entry in category #45 (Graphic Illustration). **If an entry runs common in multiple newspapers, it must be submitted in a circulation category matching the COMBINED CIRCULATION of those newspapers.**

## CLASS VII — SPECIAL SECTIONS

### 47. Special Sections

Five circulation divisions — (1) under 7,000; (2) 7,001-18,000; (3) 18,001-40,000; (4) 40,001+; (5) Daily. Any section on a special subject or theme other than Historical, Progress, Holiday, or Anniversary, qualifies for this category. Judges will take into account quality of editorial content and graphic design. Special consideration will be given to locally prepared editorial and ad content, as well as particular interest or importance to the community. **If an entry runs common in multiple newspapers, it must be submitted in a circulation category matching the COMBINED CIRCULATION of those newspapers.** You may submit a letter of explanation.

### 48. Historical, Anniversary, or Progress Editions

Any section or edition dealing with an historical or anniversary theme, or with a growth or progress theme qualifies for this category. Judges will take into account quality of editorial content and graphic design. Special consideration will be given to locally prepared editorial and ad content, as well as its particular interest or importance to the community. You may not submit the same entry in category #47.

### 49. Best Real Estate/Home Section

Five circulation divisions — (1) under 7,000; (2) 7,001-18,000; (3) 18,001-40,000; (4) 40,001+; (5) Daily. Any section, regularly published or special edition, devoted to real estate, homes, building, furnishing, decorating, garden, etc. Judges will consider quality of editorial content, graphic design, advertising layout and design, use of color, and overall reader appeal. Special consideration will be given to locally prepared editorial content. You may not submit the same entry in category #49. **If an entry runs common in multiple newspapers, it must be submitted in a circulation category matching the COMBINED CIRCULATION of those newspapers.**

### 50. Special Holiday Edition

Five circulation divisions — (1) under 7,000; (2) 7,001-18,000; (3) 18,001-40,000; (4) 40,001+; (5) Daily. Submit one copy of an entire section devoted primarily to a single holiday (e.g., Thanksgiving, Christmas or Hanukkah). Consideration will be given to appropriateness of editorial material, graphic design and originality in advertising. You may not submit the same entry in category #48. **If an entry runs common in multiple newspapers, it must be submitted in a circulation category matching the COMBINED CIRCULATION of those newspapers.**

## CLASS VII — SPECIAL SECTIONS (CON'T.)

### 51. Best Special Section — Advertising

Five circulation divisions — (1) under 7,000; (2) 7,001-18,000; (3) 18,001-40,000; (4) 40,001+; (5) Daily. Multi-advertiser section revolving around a single theme, produced solely by the newspaper. Judged on uniqueness of idea, volume of representation and overall layout. You may not submit the same entry in categories 48, 49, or 50. **If an entry runs common in multiple newspapers, it must be submitted in a circulation category matching the COMBINED CIRCULATION of those newspapers.**

## CLASS VIII — ADVERTISING AWARDS

### 52. Best Advertising Campaign — Large Space

A series of ads, three or more different ones, conceptualized and executed solely by the newspaper for a single advertiser or a single group of advertisers. **All ads in the series must be 60 square inches or larger. All ads must be created and produced by the newspaper. Emphasis will be on the cohesiveness of the campaign.**

### 53. Best Advertising Campaign — Small Space

Same as Category #52 (Large Space Campaign), except the ads must be less than 60 square inches. **All ads must be generated by the newspaper.**

### 54. Best Large Space Ad

Five circulation divisions — (1) under 7,000; (2) 7,001-18,000; (3) 18,001-40,000; (4) 40,001+; (5) Daily. Judges will consider the creativity of layout and copy, along with originality and impact. Ad must be conceptualized and executed solely by the newspaper. Ads must be 60 square inches or larger. **All ads must be generated by the newspaper. If an entry runs common in multiple newspapers, it must be submitted in a circulation category matching the COMBINED CIRCULATION of those newspapers.**

### 55. Best Small Space Ad

Five circulation divisions — (1) under 7,000; (2) 7,001-18,000; (3) 18,001-40,000; (4) 40,001+; (5) Daily. Same as Category #54 (Best Large Space Ad), except the ads must be less than 60 square inches. **All ads must be generated by the newspaper. If an entry runs common in multiple newspapers, it must be submitted in a circulation category matching the COMBINED CIRCULATION of those newspapers.**

### 56. Best Multi-Advertiser Pages

Five circulation divisions — (1) under 7,000; (2) 7,001-18,000; (3) 18,001-40,000; (4) 40,001+; (5) Daily. Multi-advertiser page or pages (not a special section — no cover, and minimal editorial) revolving around a single theme: shopping center, seasonal merchandise, specialty stores, holiday, etc. Judged on uniqueness of idea, volume of representation, and overall layout. **If an entry runs common in multiple newspapers, it must be submitted in a circulation category matching the COMBINED CIRCULATION of those newspapers.**

### 57. Best Color Ad Created by the Newspaper

Five circulation divisions — (1) under 7,000; (2) 7,001-18,000; (3) 18,001-40,000; (4) 40,001+; (5) Daily. Includes spot color, single color, multi color or process color ads. Judging will be based on most effective use of color and layout, creativity and copy. Layout and design must be generated by newspaper personnel.

### 58. Best House Ad/Ad Campaign

Five circulation divisions — (1) under 7,000; (2) 7,001-18,000; (3) 18,001-40,000; (4) 40,001+; (5) Daily. Ad produced by staff to promote an aspect of the newspaper. This may be for circulation, advertising/marketing, editorial positioning or general image enhancement. Ads for commercial printing or ancillary business not accepted. **If an entry runs common in multiple newspapers, it must be submitted in a circulation category matching the COMBINED CIRCULATION of those newspapers.**

### 59. Classified Advertising

Submit classified page(s) from any one issue during the contest year. Judged on organization, design, readability, and in-house promotion.

### 60. Best Newspaper Image Promotion

Submit promotional pieces, posters, and other information used to promote the newspaper's image. You may submit event materials, photographs, programs, etc. Submit a letter of explanation detailing the idea and its results.

### 61. Circulation Promotion Award

Five circulation divisions — (1) under 7,000; (2) 7,001-18,000; (3) 18,001-40,000; (4) 40,001+; (5) Daily. This award will recognize excellence in promoting and increasing newspaper circulation. Submit an ad or series of ads (not more than three ads), promoting subscriptions, a special subscription promotion, or a particularly successful subscription drive. Ads, postal or audited circulation reports, written reader reaction and/or an explanation by the entrant describing the promotion may be used as evidence of the promotion's success. Judges will be asked to consider the originality and effectiveness of the promotion and to give 50 percent weight to the creativity of the promotion and 50 percent weight to the net increase in circulation. Promotions for subscriptions and circulation will no longer be eligible for entry in the "Best Newspaper Image Promotion" category.

### 62. Bloopers of the Year

Despite our best efforts, bloopers seem to occur. Share yours with your fellow association members.