



Awards for Excellence

2017 Contest Categories

Entries are due by Monday, July 31, 2017!

1. EDITORIAL

- 1a. **PERSONAL COLUMN** – A column, written by the publisher or a member of his/her staff, covering any topic.
- 1b. **BEST EDITORIAL** on a subject of local community interest which best expresses a hometown allegiance.
- 1c. **NEWS STORY** – A written rendering of a newsworthy event. Include byline.
- 1d. **BEST ORIGINAL WRITING** for a human interest or feature article.

2. PHOTOGRAPHY

- 2a. **BEST ORIGINAL PHOTOGRAPH** used for a feature or general interest story, a community news event or a sports event.
- 2b. **BEST ORIGINAL PHOTOGRAPHIC SPREAD** for a feature or general interest story, community news event or sports event.
- 2c. **BEST INDEPENDENT PHOTO FEATURE** – Photo with a tag line but no story.

3. SALES PROMOTION

- 3a. **SELF PROMOTION IN PAPER** – Advertising in your paper that promotes the use of your paper by advertisers or acceptance by readers. Includes testimonials.
- 3b. **OTHER SELF PROMOTION** – Includes flyers, mailers, media kits, electronic media, etc.

4. RETAIL ADVERTISING

(All Retail Advertising [products and/or services] other than Automotive, Real Estate, Dining & Entertainment, or Professional Services.)

- 4a. **FULL COLOR/PROCESS (1/2 PAGE OR MORE)**
- 4b. **FULL COLOR/PROCESS (LESS THAN 1/2 PAGE)**

5. AUTOMOTIVE ADVERTISING

- 5a. **FULL COLOR/PROCESS (1/2 PAGE OR MORE)**
- 5b. **FULL COLOR/PROCESS (LESS THAN 1/2 PAGE)**

6. REAL ESTATE ADVERTISING

- 6a. **FULL COLOR/PROCESS (1/2 PAGE OR MORE)**
- 6b. **FULL COLOR/PROCESS (LESS THAN 1/2 PAGE)**

7. DINING & ENTERTAINMENT ADVERTISING

- 7a. **FULL COLOR/PROCESS (1/2 PAGE OR MORE)**
- 7b. **FULL COLOR/PROCESS (LESS THAN 1/2 PAGE)**

8. PROFESSIONAL SERVICES ADVERTISING

(Limited to Lawyers, Medical Professionals, Financial, Insurance and Political Ads)

- 8a. **FULL COLOR/PROCESS (1/2 PAGE OR MORE)**
- 8b. **FULL COLOR/PROCESS (LESS THAN 1/2 PAGE)**

9. B&W AND/OR SPOT COLOR ADS

(Any ad from categories 4 through 8 that is done in either black & white or with spot color, in any size.)

- 9a. **BLACK & WHITE**
- 9b. **SPOT COLOR**

10. MIXED CATEGORIES

- 10a. **THEME PROMOTION** – A common theme for a group of businesses such as car care, home improvement, holiday themes, strip malls, etc.
- 10b. **ADVERTISING CAMPAIGN** – Multiple ads for a single client using continuity of theme/artwork.
- 10c. **IN-HOUSE PRODUCED ADVERTISING INSERT** – Either single sheet or more than single sheet.

11. COVER DESIGN

- 11a. **BEST SHOPPER COVER DESIGN**
- 11b. **BEST COMMUNITY NEWSPAPER COVER DESIGN**
- 11c. **BEST SPECIAL SECTION COVER DESIGN – NEWS-PRINT**
- 11d. **BEST SPECIAL SECTION COVER DESIGN – GLOSSY**

12. INTERNET / WEB PAGE

- 12a. **BEST INTERNET HOME SITE** design & presentation. (Submit a screen shot of your home page.)

13. JUDGE'S CHOICE AND BEST OF SHOW

- 13a. **JUDGE'S CHOICE** – This award will be presented by each judge for his/her favorite entry. Separate entries in this category are not accepted.
- 13b. **BEST OF SHOW** – The judges will choose the winner of this category from all entries received. Separate entries in this category are not accepted. 🏆