

2012

ILLINOIS PRESS ASSOCIATION Advertising & Editorial Contests

Advertising Rules & Forms



Save the date
Annual IPA/IPF Convention
June 13–15, 2012
Crowne Plaza, Springfield, Illinois

*Photocopy forms as necessary. Interactive PDFs available
online at www.illinoispress.org*

Advertising Contest questions: Contact Barry Locher at blocher@illinoispress.org
or 217/241-1300

Editorial Contest questions: Contact David Porter at dporter@illinoispress.org
or 217/241-1300

AD CONTEST DEADLINE: 5 P.M. JAN. 20, 2012

EDITORIAL CONTEST DEADLINE: 5 P.M. FEB. 3, 2012



**FLIP
BOOK**

Flip book over for
editorial rules
and forms

2012 ILLINOIS NEWSPAPER AD CONTEST RULES

(For work published Jan. 1, 2011 – Dec. 31, 2011)

1. The contest is open to Illinois Press Association members who have paid their 2011 dues. No associate member newspapers, special interest publications or ad agencies may enter.
2. Out-of-state IPA member newspapers are eligible to enter all categories excluding Advertising Excellence and Best Classified Section. Entries in other categories must pertain to Illinois advertisers. These newspapers are not eligible to earn points for the sweepstakes awards.
3. Entries and payment in full must be received at the IPA office by Friday, January 20, 2012. Winners will be announced on Thursday, June 14, 2012 at the Crowne Plaza Hotel in Springfield.
4. All entries must have been published within the calendar year Jan.1, 2011 – December 31, 2011.
5. Entry fee is \$7.75 for each entry submitted.
6. Each entry must be from an individual newspaper and entered in the circulation division according to the circulation numbers effective October 1, 2011. The contest is open to all newspapers as individual properties. IPA's goal is to encourage all newspapers to enter and the rules treat every entity equally.

Newspapers with shared staff are required to enter work under the flag of the newspaper for which the work was created. If it was created for multiple newspapers, it must be entered under the flag of one newspaper in the highest division.

Ads generated for two or more newspapers may be entered for one newspaper only.

A tally sheet must be completed for each newspaper flag. No group newspaper tally sheets can be accepted unless the group is entering as a single entity under the group name.

Circulation divisions for all classes of competition are:

- Division A = weeklies and dailies 4,000 and under
- Division B = weeklies and dailies 4,001 - 8,000
- Division C = weeklies and dailies 8,001 - 30,000
- Division D = weeklies and dailies 30,001 & over

7. Weekly includes semi- and tri-weekly. Semi-weeklies with different names are not considered separate publications. They may be submitted as consecutive issues.
8. There is no limit to the number of entries except in categories which specify dates or two consecutive issues for entries. There may be only one entry per paper in those categories. No entries will be returned.
9. Group papers with essentially the same content or makeup can submit only one entry in categories which specify dates or two consecutive issues. Group papers which have completely separate advertising staffs for each newspaper may submit one entry per staff in those categories.
10. Each entry must have a label in the upper left corner of the tearsheet. It must be taped. No staples; no paper clips. Additional interactive PDF labels are available from the IPA website, www.illinoispress.org. Labels and the tally sheet are interactive PDF's into which data may be entered.
11. Each category label must be typed to ensure clarity.
12. Each entry must be a tearsheet, unless otherwise specified, with the ad to be judged clearly marked in red brackets. Series must be secured together.
13. Entries should be submitted in numerical order by category with the tally sheet on top.

14. An entry will be disqualified if:

- the ad to be judged is not clearly marked and in red
- the entry was not published within the official contest period
- payment is not made prior to judging
- category label is not affixed to entry
- entries are mounted on boards of any sort
- specific rules as outlined in each class are not followed
- the ad is an agency-created ad

Newspapers will not be notified of entry disqualifications. No refunds will be issued.

15. AWARDS - Sweepstakes winners for advertising achievement will be selected on the basis of points scored in the various categories of this contest. Division trophies will be awarded for the top scoring newspaper in each division. The trophy will not travel.

16. No entries will be returned.

17. Decision of judges is final.

CONTEST DEADLINE IS 5 P.M. FRIDAY, JANUARY 20, 2012

Mail entries with payment to:

Illinois Press Association

900 Community Drive

Springfield, IL 62703

Questions? Call Barry Locher at the IPA office (217)-241-1300 or e-mail blocher@illinoispress.org.

2012 ILLINOIS NEWSPAPER AD CONTEST CLASSES

CLASS 1 - GENERAL ADVERTISING EXCELLENCE

Criteria: General excellence is defined as overall advertising. Send two issues from the month of September, 2011 (not necessarily consecutive). Judging will be based on advertising, layout and design, creativity, effective use of typefaces and press work. One entry per newspaper.

CLASS 2 - BEST FULL PAGE AD

Metro Plus Business Award

Submit a tearsheet of a full page newsprint ad. Judging will be based on originality, creativity in the use of typeface and art work and reader appeal. House ads must not be entered in this category; paid single advertiser only.

CLASS 3 - BEST AD LESS THAN A FULL PAGE

Metro Plus Business Award

Submit a tearsheet of a less-than-full-page newsprint ad. Judging will be based on originality, creativity in the use of typeface and art work and reader appeal. House ads must not be entered in this category; paid single advertiser only.

CLASS 4 - BEST AD SERIES

Send tearsheets of three or more newsprint ads from a series with a common theme, purpose or advertiser(s). House ads must not be entered in this category; paid single advertiser only.

CLASS 5 - BEST HOUSE AD

Send a tearsheet of a single ad promoting any aspect of your newspaper. Judging is based on ad originality, creativity in the use of typeface and art work and reader appeal.

CLASS 6 - BEST SMALL AD

Ads submitted on tearsheets must not be larger than a total of 10 column inches. They may be any type of display advertising, including house ads. Judging is based on ad originality, creativity in the use of typeface and art work and reader appeal.

CLASS 7 – BEST SPOT COLOR AD

These ads must be originally conceptualized and cut in-house and may not be agency-created. Judging is based on quality and effect of one color, originality and reader appeal. House ads must not be entered in this category; paid advertising only.

CLASS 8 – BEST FULL COLOR AD

These ads must be originally conceptualized and cut in-house and may not be agency created. Judging is based on quality and effect of color, originality and reader appeal. House ads must not be entered in this category; paid single advertiser only.

CLASS 9 - BEST ANNUAL SPECIAL SECTION

Sections must be published annually. Judging will be based on the concept of the section, creativity and effective use of typefaces and press work. Do not enter Progress/Community Focus editions in this category (see Class 12).

CLASS 10 - BEST ONGOING SPECIAL SECTION

Sections must be published quarterly or more frequently. Judging will be based on the concept of the section, creativity and effective use of typefaces and press work.

CLASS 11 - BEST ONE-TIME SPECIAL SECTION

This class includes all sections which are not routinely published. Vendor-funded sections may be submitted in this category. Judging will be based on the concept of the section, creativity, effective use of typefaces and press work. Do not enter Progress/Community Focus editions in this category (see Class 12).

CLASS 12 – BEST COMMUNITY FOCUS SPECIAL SECTION

This category is intended for annual progress editions, a newcomer's guide, a newspaper's anniversary edition or any comprehensive sections that cover a broad base of interest to the newspaper's readership. Sections may be published annually or as a one-time special section. Judging will be based on comprehensive coverage of the community (and/or its history) and usefulness to the reader.

CLASS 13 – BEST CLASSIFIED AD

Send a tearsheet of the best classified display ad which may include but is not limited to auto, real estate, employment and directories. Judging will be based on creativity and originality of the promotion, design and reader appeal of the ads. No house ads.

CLASS 14 - BEST CLASSIFIED SECTION

Submit complete classified section/pages from the week of October 2, 2011. Judging will be based on overall design of pages, classification of items, and reader friendliness. One entry per newspaper.

CLASS 15 - BEST CLASSIFIED PROMOTION

Send tearsheet(s) only of house ad(s) used to promote the use of classified advertising in the newspaper. Judging will be based on creativity and originality of the promotion, design and reader appeal of the ads.

CLASS 16 – BEST SHARED PAGE/SIGNATURE PAGE

Submit a tearsheet for a shared page(s)/signature page(s) ad. Judging will be based on creativity, unifying theme, use of typeface and artwork and overall composition.

CLASS 17 - BEST NICHÉ PUBLICATION

This may include any printed product that is distributed as a stand-alone product for a specific, targeted market. These products can be inserted into the newspaper and include such items as an auto trader, antique monthly or a special section going by requested mail. Judging will be based on creativity, design and reader appeal of the publication. Include an explanation of the entry and how it was distributed on the special interactive label.

CLASS 18 - BEST NEWSPAPER-DESIGNED INSERT

Submit a copy of your newspaper-designed single advertiser insert. Judging will be based on originality, effective use of typeface and artwork and reader appeal.

CLASS 19 - BEST MARKETING CAMPAIGN

This class includes all marketing including billboards, rack cards, directories, promotional items and other media. Send one or more examples. Photographs and descriptions are acceptable. Include an explanation of the campaign on the special interactive entry label. (Brevity of explanation is encouraged.)

CLASS 20 - BEST AD DESIGNER

Submit portfolio of 6-10 examples by the same designer in an envelope with the label attached to the outside of the envelope. Entry should include examples of paid ads and/or house ads. Any number of designers may enter this category. Include an explanation of the entry on the special interactive entry label.

CLASS 21 - BEST STATIC ONLINE AD

Submit a CD with separate files for each entry. A static ad has no motion and includes three frames or less. Judging is based on original artwork, use of space and creativity. Acceptable formats are .JPG, PDF and .GIF.

CLASS 22 - BEST RICH MEDIA ONLINE AD

Submit a Web link or CD with separate files for each entry. An example could be Flash ads, animated .GIF ads, SWF ads or video ads. Judging based on creativity, use of space, design and overall animation.

CLASS 23 - BEST HOLIDAY AD

Submit a tearsheet featuring a holiday ad of your choice. Judging will be based on originality, creativity in the use of typeface and art work and reader appeal.

SWEEPSTAKES AWARDS

Winners of the Sweepstakes Awards will be selected based on points scored in the various categories of this contest.

The **SAM ZITO AWARD of EXCELLENCE** was established and contributed by Shaw Newspapers, Dixon/Sterling in 2004 honoring Sam Zito, Senior Account Executive for the Northwest Herald, Crystal Lake, and is awarded for advertising achievement to the outstanding weekly newspaper in Division A, B, C or D. This is a traveling trophy.

The **JAMES S. COPLEY MEMORIAL TROPHY** was established and contributed by Copley Newspapers in 1991, in memory of James S. Copley, former publisher of the San Diego Union-Tribune and owner of Copley Newspapers, Inc., and is awarded for advertising achievement to the outstanding daily newspaper in Division A, B, C or D. This is a traveling trophy.

An award plaque will be presented to all first-place winners. Other winners will receive certificates. If fewer than three entries are received in any class they will be moved to the next highest division for judging. If an entry cannot be judged in the next highest division it will receive an automatic third place.

SWEEPSTAKES TROPHY SCORING:

Points are awarded in the various contest divisions for first, second, third and honorable mention, ranking as follows:

1st Place	5 points
2nd Place	3 points
3rd Place	2 points
Hon.Men.	1 point

2012 IPA AD CONTEST GENERAL ENTRY FORM

For Class 17, 19 & 20, use special labels provided
These labels may be duplicated as needed
Please type or print legibly



Class # _____

Division: (check one):

Division A: Weeklies and Dailies 4,000 and under

Division B: Weeklies and Dailies 4,001 - 8,000

Division C: Weeklies and Dailies 8,001 - 30,000

Division D: Weeklies and Dailies 30,001 & over

Newspaper name: _____

City: _____

Advertiser: _____



Class # _____

Division: (check one):

Division A: Weeklies and Dailies 4,000 and under

Division B: Weeklies and Dailies 4,001 - 8,000

Division C: Weeklies and Dailies 8,001 - 30,000

Division D: Weeklies and Dailies 30,001 & over

Newspaper name: _____

City: _____

Advertiser: _____



Class # _____

Division: (check one):

Division A: Weeklies and Dailies 4,000 and under

Division B: Weeklies and Dailies 4,001 - 8,000

Division C: Weeklies and Dailies 8,001 - 30,000

Division D: Weeklies and Dailies 30,001 & over

Newspaper name: _____

City: _____

Advertiser: _____

2012 ILLINOIS EXCELLENCE IN ADVERTISING CONTEST TALLY FORM - MUST BE MAILED IN WITH ENTRIES

CLASS	NUMBER OF ENTRIES
CLASS 1 – GENERAL ADVERTISING EXCELLENCE	_____
CLASS 2 – BEST FULL PAGE AD	_____
CLASS 3 – BEST AD LESS THAN A FULL PAGE	_____
CLASS 4 – BEST AD SERIES	_____
CLASS 5 – BEST HOUSE AD	_____
CLASS 6 – BEST SMALL AD	_____
CLASS 7 – BEST SPOT COLOR AD	_____
CLASS 8 – BEST FULL COLOR AD	_____
CLASS 9 – BEST ANNUAL SPECIAL SECTION	_____
CLASS 10 – BEST ON-GOING SPECIAL SECTION	_____
CLASS 11 – BEST ONE-TIME SPECIAL SECTION	_____
CLASS 12 – BEST COMMUNITY FOCUS SPECIAL SECTION	_____
CLASS 13 – BEST CLASSIFIED AD	_____
CLASS 14 – BEST CLASSIFIED SECTION	_____
CLASS 15 – BEST CLASSIFIED PROMOTION	_____
CLASS 16 – BEST SHARED/SIGNATURE PAGE	_____
CLASS 17 – BEST NICHE PUBLICATION	_____
CLASS 18 – BEST NEWSPAPER DESIGNED INSERTS	_____
CLASS 19 – BEST MARKETING CAMPAIGN	_____
CLASS 20 – BEST AD DESIGNER	_____
CLASS 21 – BEST STATIC ONLINE AD	_____
CLASS 22 – BEST RICH MEDIA ONLINE AD	_____
CLASS 23 – BEST HOLIDAY AD	_____

PLEASE SEND
EDITORIAL
& ADVERTISING
ENTRIES
SEPARATELY

TOTAL NUMBER OF ENTRIES X \$7.75 = _____

I would like to sponsor a plaque(s) at \$75 each X Quantity _____ = _____

AMOUNT ENCLOSED _____

Visa/MasterCard #: _____ Exp. Date: _____

Preparer's Name: _____

Newspaper: _____ Circulation _____ Division _____
(Please list the name of newspaper or group as you want it to appear on a plaque. A separate tally sheet MUST be completed for each newspaper or group.)

Address _____ City, _____ State, _____ Zip _____

Contact Person: _____

Phone: (____) _____ E-mail Address: _____

MAIL THIS FORM WITH ENTRIES TO: Illinois Press Association, 900 Community Drive, Springfield, IL 62703