

# 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**