

Better Newspaper Advertising Contest

MAIL-IN ONLY DIVISIONS

ADVERTISING-SECTION

BEST CLASSIFIED SECTION

Submit three entire classified pages or sections, from three consecutive issues.

Entries will be judged on organization and attractiveness of pages, heading and readability.

BEST MULTIPLE ADVERTISER SECTION

Submit any size section, featuring two or more advertisers under a single headline or theme. Entries may be either signature ads for a single promotion or individual ads grouped under a single theme.

Entries will be judged on basic idea, layout, typography, copy and originality.

FREE ENTRY

BEST PUBLIC NOTICE SECTION

Submit tearsheet(s) of published notices (legal advertisements), articles or editorials. An entry may include a series of notices.

Entries will be judged on effectiveness of presentation of public notices.

BEST SALES PROMOTION SECTION OR EDITION

Submit the entire special section. Entries should be devoted to themes designed to encourage consumer purchases.

Entries will be judged on the basic idea, originality, organization and design of individual ads, design of the cover and design of the section as a whole.

ONLINE DIVISIONS

ADVERTISING

BEST ADVERTISING IDEA

Submit a tearsheet of any one advertisement that generated revenue and/or created readership interest. Ad must be circled. A letter of explanation is strongly encouraged.

Entries will be judged on content, design and effectiveness.

BEST NEWSPAPER PROMOTION

Submit tearsheets from multiple issues or articles and/or promotional advertising not to exceed five samples. Eligible material includes promotion of National Newspaper Week; advertising of new services, equipment or typography that increases the value of the newspaper to the reader and/or advertisers; consistent promotion of classified and display advertising (editorially and through house advertisements and direct mail); promotion of public notices, which promote the concept of the public notice as the best way to guarantee the public's right to know; and circulation promotions.

Entries will be judged on the effectiveness of the promotion of the newspaper industry or individual newspaper and its operations.

BEST SERIES AD IDEA, BLACK & WHITE

Submit tearsheets of a series of single ads (minimum of three, maximum of nine) that develops a single theme for a single advertiser black and white only.

Entries will be judged on content, design and development of a single theme. Entries must be paid ads, not house ads.

Note: Individual ads from this series may be entered in BEST SINGLE AD IDEA-BLACK & WHITE as well.

BEST SERIES AD IDEA, COLOR

Submit tearsheets of a series of single ads (minimum of three, maximum of nine), that develops a single theme for a single advertiser and that uses two or more colors in addition to black.

Entries will be judged on content, design and development of a single theme. Entries must be paid ads, not house ads.

Note: Individual ads from this series may be entered in BEST SINGLE AD IDEA-COLOR as well.

BEST SINGLE AD IDEA-BLACK & WHITE

Submit a tearsheet of any one advertisement in black and white only. Ad must be circled.

Entries will be judged on basic idea, layout, typography, copy and originality. Entries must be paid ads created by your newspaper, not house ads.

BEST SINGLE AD IDEA-COLOR

Submit a tearsheet of any one advertisement that uses two or more colors in addition to black. Ad must be circled.

Entries will be judged on basic idea, layout, typography, copy and originality. Entries must be paid ads created by your newspaper, not house ads.

BEST SMALL-PAGE AD

Submit a tearsheet of any one advertisement, color or black and white, sized for 1/8 of a page or smaller. Ad must be circled.

Entries will be judged on layout, typography, copy and originality. Entries must be paid ads, not house ads.

BEST USE OF AD COLOR

Submit a tearsheet of any one advertisement that uses two or more colors in addition to black. Ad must be circled.

Entries will be judged 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.

BEST USE OF LOCAL PHOTOGRAPHY IN ADS

Submit a tearsheet of any one, clearly identified, advertisement in color or black and white. Entries should show clever and creative use of original photography in advertising. Photo(s) used must have been made by the newspaper's staff. Un-bylined photographs will be accepted if signed by the newspaper's Publisher to verify the entry.

Entries will be judged on the appeal of the stand-alone photo in addition to the graphic treatment of the photo in relation to the entire ad. Entries must be paid ads, not house ads.