

GENERAL INFORMATION

2013 BETTER NEWSPAPER CONTEST/BETTER NEWSPAPER ADVERTISING CONTEST

- Entrants must submit all entries and payment online.
- Visit [this page for detailed online entry instructions](#)
- [BNC Categories](#)
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- Entries must be uploaded online before midnight **March 31, 2013**.
- Participation is limited to NNA member newspapers in good standing. Entries received from nonmembers or papers in dues default will be disqualified. For membership information call Lynn Edinger at 800-829-4NNA (4662) or lynn@nna.org
- The contest fee is \$20 for each entry in each category. (**Exception:** Best Public Notice Section, in the BNAC, may have **one entry** at no cost). No refunds will be made.
- Entrants must submit credit or debit card payment online for the total amount of their BNC and/or BNAC entries during the online entry process. Payments by check will not be accepted. [Direct link to online payment page](#)
- There is no limit to the number of entries that may be submitted to the contest or in any one category.
- Entries must be published between Jan. 1, 2012 and Dec. 31, 2012. Exception: Best Newspaper Web Site, in the BNC, which is judged 'in place.'
- Reprinted stories that were originally published prior to January 1, 2012, are ineligible for entry.
- Digital versions (i.e. PDFs, JPEGs) of tearsheets must bear the name of the newspaper and date of issue.
- Entries entered in the incorrect category will be disqualified. Incomplete entries will be disqualified.
- Circulation (and frequency of publication, i.e. daily, non-daily) divisions within categories will be determined based on number of entries. This decision will be made after the entry deadline with no fewer than six entries in any division for judging.
- NNA reserves the right to republish winning entries.

DEFINITIONS

- **BREAKING NEWS:** An event that happened within the publication week since the last issue was printed.
- **CIRCULATION AS A QUALIFYING FACTOR:** Newspapers having multiple publications or editions under one ownership with pages in common (news and/or advertising) may enter as follows. A story common to one or more publication in the group must be entered by the publication with the highest circulation. Stories unique to one publication in a group may be entered by that publication in the appropriate circulation category. Circulation must include the newspapers' free and paid circulation at the time the entry was published.
- **COLUMN:** A column has a standing name, byline and (generally) a photo of the writer.

- **DAILY NEWSPAPER:** A newspaper published five times a week or more.
- **EDITORIAL:** An article that gives the opinions of the editor or publisher of the newspaper.
- **MEMBER IN GOOD STANDING:** NNA members that enter the contest must continue to remain members in good standing at the time the awards are presented at convention.
- **NON-DAILY NEWSPAPER:** A newspaper published four times a week or less.
- **SERIES:** Multiple stories on same topic spanning no more than six issues.
- **STORY:** Same topic, same day, same section.
- **TEARSHEET:** A full page of a newspaper that includes the specific article, column, editorial or photo being submitted. The tearsheet shall include the newspaper name and date of publication.

AWARDS

- Awards will be made at the discretion of the judges to first, second, third and honorable mention in all category divisions.
- Plaques are awarded for 1st place distinctions; certificates for second, third and honorable mention
- An Awards Ceremony will be held during NNA's Annual Convention & Trade Show in Phoenix, AZ, Sept. 12-15, 2013.

For additional information contact sarawalsh@nna.org

"EARLY BIRD" INCENTIVE

Early contest entries translate into a chance to win ONE free registration and award ceremony ticket to the Annual Convention & Trade Show in Phoenix, AZ, Sept. 12-15, 2013, valued at more than \$400.00. One winner will be drawn. All of a newspaper's entries must be submitted online no later than March 1, 2013, to qualify. Each newspaper will earn one chance to win, regardless of the number of entries submitted.

***Jeff Farren, President/Publisher
Kendall County Record Newspapers Inc., Yorkville, IL
Chair, NNA Contests and Awards Committee***