



WE'VE GONE DIGITAL! ENTER ONLINE



Entries to the National Newspaper Association's Better Newspaper Contest and Better Newspaper Advertising contest will be submitted using a web-based program at www.betterbnc.com

PLEASE NOTE: If you entered NNA's contests last year, updates have been made to the online entry platform. Please review the instructions below.

Below are directions for preparing and submitting entries. If you have questions, please contact Sara Walsh at (573) 777-4980 or sarawalsh@nna.org

IMPORTANT: BetterBNC is optimized for Firefox for PC and Macintosh. Please have a recent version downloaded and installed for the best contest experience.

The deadline for all entries is **March 31, 2013**.

1. Login

- a. Go to www.betterbnc.com.
- b. Click Contestant Login link (middle-right).
- c. Select **Contestant Manager**:
 - i. NOTE: Once you have submitted 2 entries, you will receive an email validating your Contestant Manager account, enabling you to create Authorized Entrant accounts to make entries on behalf of your organization.
- d. Select the appropriate Contest:
2013 NNA Better Newspaper Contest, or
2013 NNA Better Newspaper Advertising Contest
- e. Select your newspaper (Media Organization).
 - i. Enter your temporary Password: bnc (lower case), and click Login. When you first login, the system will prompt you to create a secure password and enter your contact information.

2. Submit Entries

- a. On the Manage Entries page, click Submit Entry (left side).
- b. Select the appropriate Division (grouping of categories).
- c. Select the appropriate Category.
- d. Read the corresponding Category Note (directly below the Category selection box), describing the category's requirements.
- e. Complete the Headline/Title field (use description for ads).
- f. Add entry content (may vary by category):

- i. **To upload digital file attachments**, click Browse, navigate to the desired file, and select Open. Allowed file types are PDF, DOC, TXT, JPG, GIF, and PNG. If more than one attachment is desired for this entry, click Attach More and repeat these steps. If you reach a point where you cannot add any more attachments to an entry, you may have reached the attachments limit, set by your contest administrator. Please try to keep file sizes under 5mb, to aid judges in accessing entry content. For larger files (between 5-50mb), you may upload your file(s) to www.issuu.com, and copy and paste the URL into the Website URL field.
 - ii. **To add web content** (e.g. best website category), copy and paste your newspaper's web address into the provided Website URL field. **IMPORTANT:** Please ensure that items are not behind a paywall or a password-protected area. If they are, you must provide username/password info in the Comments section of your entry. **Judges may disqualify your entry** if work samples are inaccessible.
- g. Add Credits for each person responsible for the entry content.
 - h. Add Comments (if available), but keep them brief (e.g. 100 words).
 - i. Click Submit.

3. Pay for Entries

Only online payments will be accepted. When all entries are submitted (but before the Entry Deadline), log in to your account's Manage Entries page:

- a. Click Calculate Entry Fee (middle right) and review your list of entries for accuracy.
- b. Scroll to the bottom of the list for your Entry Fee Subtotal (bottom right). Click the Print icon (upper right) to print your list of entries and fees.
- c. Click the payment link (bottom left) to pay for your contest entries.
Direct link: <http://nnaweb.org/pay-for-2013-bncbnac-entries>
- d. Click the "Buy Now" button
- e. Enter the total number of entries (do not include free entries, if any).
- f. Proceed through the payment screens and submit your debit/credit card and billing information.
- g. You will receive a receipt via e-mail.