



# 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](http://www.betterbnc.com).

Below are directions for preparing and submitting entries. If you have questions, please contact Sara Dickson at (573) 777-4980, or [saradickson@nna.org](mailto:saradickson@nna.org).

**IMPORTANT: Please make sure to use a recent version of Mozilla Firefox (9.0 or higher) or Internet Explorer, and that you have an updated Adobe Flash Player for the browser you will use to make entries.**

**The deadline for all entries is March 31, 2012.**

## 1. Login:

- a. Go to [www.betterbnc.com](http://www.betterbnc.com).
- b. Under "Are you a contestant?" (middle right), click Newspaper Login.
- c. Select the appropriate Contest:  
2012 NNA Better Newspaper Contest  
or  
2012 NNA Better Newspaper Advertising Contest
- d. Select your newspaper.
- e. Enter your temporary password: bnc (lower case), and click Login. When you first login, the system will prompt you to create a secure password (one per news organization). If you set the new password for your organization, please make sure to share it with others who may be making entries. Also, please review/update the primary contact information on the login page (one per news organization).

## 2. Submit Entries:

- a. On the Manage Entries page, click Submit Entry (left side).
- b. Select the appropriate Division (a larger grouping of categories).
- c. Select the appropriate Category.
- d. Read the corresponding Category Note (directly below the Category selection box), describing what is expected for the category's entry content.
- e. Complete the Headline/Title field.
- f. Based on the type of entry, add content:
  - i. **To upload digital file attachments**, click Browse, navigate to the desired file, select Open, and click Upload. Allowed file types are PDF, DOC, TXT, JPG, GIF, and PNG. If more than one attachment is desired for this entry, 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 to 5mb or less, to aid judges in accessing entry content. For larger files (between 5-50mb), you may upload your file(s) to [www.issuu.com](http://www.issuu.com), and copy and paste the URL into the Web URL field.

- ii. **To add web content**, (e.g. best website category) copy and paste your newspaper's web address into the provided Web 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.
  - iii. **To create an entry for a mail-in, hardcopy-only category** (e.g. special section or entire-issue categories, such as General Excellence, Typography, etc., or if you wish to submit tearsheets for any category), **DO NOT UPLOAD A FILE OR ADD WEBSITE URL CONTENT**. Simply complete all other content fields.
- g. Click Next.
  - h. Add Credits for those responsible for the entry content.
  - i. Add Comments (if available), but keep them brief (e.g. 100 words).
  - j. Click Submit.
  - k. For hardcopy/mail-in entry categories, print and attach the entry label (which automatically appears after each entry is submitted) to each hardcopy item and ship to: Attn: BNC, National Newspaper Association, 309 S Providence Road, Columbia, MO 65203.

### 3. Payment for Entries

Only online payments will be accepted. Upon submission of all entries, calculate the total amount due and submit credit or debit card payment online:

1. From the "my contest" tab, click "manage entries" in the drop-down, and click "calculate entry fees"
2. Note the total due and divide by \$20 to find your total number of entries
3. Click the "CLICK HERE to pay online for your 2012 BNC entries!" link (bottom, left). Direct link: <http://www.thenna.org/pay-for-2012-bncbnac-entries>
4. Click the "Buy Now" button
5. Enter the total number of entries (do not include any free entries, if any)
6. Proceed through the payment screens and submit your debit/credit and billing information
7. You will receive a receipt via email
8. Please enclose a copy of your receipt with any mailed entries
9. Payments by check will not be accepted