

# GENERAL INFORMATION

## 2012 BETTER NEWSPAPER CONTEST/BETTER NEWSPAPER ADVERTISING CONTEST

### For BOTH online and/or mailed entries:

- ◆ Visit this page for detailed online entry instructions:  
[www.thenna.org/pub/doc/contestantinstructions11162011.pdf](http://www.thenna.org/pub/doc/contestantinstructions11162011.pdf)
- ◆ Entrants must submit entry information and payment online.
- ◆ Entries can be uploaded online (or mailed-in). **Exception:** Entries in multiple-issue/section divisions (“Editions,” “Section” and “Gen-Ex”) must be mailed-in.
- ◆ Entries must be submitted online (or postmarked, if mailed) before midnight **March 31, 2012**.
- ◆ Participation is limited to NNA member newspapers in good standing. Entries received from non-members or papers in dues default will be disqualified. For membership information contact Lynn Edinger at 800-829-4NNA (4662) or [lynnedinger@nna.org](mailto:lynnedinger@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. Visit this page for details: <http://www.thenna.org/pub/doc/contestantinstructions11162011.pdf> Please enclose a copy of your receipt with any mailed entries. Payments by check will not be accepted.
- ◆ 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 January 1, 2011 and December 31, 2011. **Exception:** Best Newspaper Web Site, in the BNC, which is judged ‘in place’.
- ◆ Tearsheets (or 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.

### For mailed entries:

- ◆ Visit this page for detailed online entry instructions:  
[www.thenna.org/pub/doc/contestantinstructions11162011.pdf](http://www.thenna.org/pub/doc/contestantinstructions11162011.pdf)
- ◆ Print entry labels/tags (from online entry platform) and submit credit or debit card payment online for the total amount of your BNC and/or BNAC entries. Visit this page for details:  
<http://www.thenna.org/pub/doc/contestantinstructions11162011.pdf> Please enclose a copy of your receipt with any mailed entries. Payments by check will not be accepted.
- ◆ Each entry must be accompanied by a completed entry label/tag, which should be stapled to the upper right-hand corner of the entry.
- ◆ Entries glued to posterboard and/or stapled inside of folders will be disqualified. When shipping multiple entries in the same box, do NOT put them inside separate envelopes.
- ◆ If you wish acknowledgement that your entries have been received, enclose a self-addressed stamped postcard that can be returned to you.
- ◆ Entries will not be returned.

### 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.
- ◆ **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 in good standing at the time the awards are presented at convention.
- ◆ **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 1<sup>st</sup> place distinctions; certificates for second, third and honorable mention
- An Awards Ceremony will be held during NNA's Annual Convention & Trade Show in Charleston, SC, Oct. 3-7, 2012.

For additional information contact [saradickson@nna.org](mailto:saradickson@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 Charleston, SC, Oct. 3-7, 2012 valued at more than **\$400.00**. One winner will be drawn. Entries must be submitted online (or postmarked) no later than March 1, 2012, to qualify. All of a newspaper's entries must arrive before March 7, 2012 to be eligible. 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***