

# BIG



# WE'RE GOING DIGITAL!

**Rules · Divisions · Categories**

## **2010 BEST AD CONTEST**

**The Deadline for all uploaded entries is 9 p.m., March 8, 2010.**

**All mailed entries must be postmarked on or before March 8, 2010.**

***\$7 per entry***

# 2010 Best Ad Contest Rules

1. The deadline for ALL uploaded entries is 9 p.m., March 8, 2010. All mailed entries must be postmarked on or before March 8.
2. Submit all entries online unless otherwise noted. For entries that must be mailed please mount in an 8 1/2" x 11" manila folder as per the mounting instructions on page five.
3. All entries must be full page tearsheets and unaltered in any way.
4. Ads less than a full page in size should be indicated by an arrow, pointing at the ad.
5. Entries can be judged in ONLY ONE division and ONLY ONE category and no newspaper may submit an entry outside its division. The contest planning committee will disqualify any entry submitted in more than one category. **ANY AD THAT HAS RECEIVED AN AWARD IN THE PREVIOUS YEAR'S NCPA BEST AD CONTEST IS NOT ELIGIBLE TO BE ENTERED IN THIS YEAR'S CONTEST.**
6. Each newspaper must submit a completed record of entries form and entry labels from the online system with their contest entries. Please keep a copy for your own records as well.
7. All entries must have been published between Feb. 17, 2009, and Feb. 16, 2010.
8. All mailed entries from a single newspaper must be submitted at one time in one package.

9. The date each entry was published must appear somewhere on the tearsheet you submit. If no dateline appears, you must supply a notarized proof of publication that states the run date. The affidavit should be stapled behind the entry blank or uploaded with the entry.

10. Spot color ads should only be entered in the spot or full color categories. If ads with spot color are entered into black & white categories, they will be disqualified.
11. The entry fee for each individual entry you submit is \$7. If your newspaper submits multiple entries, please send only one check or credit card form for the total sum of the combined entries. Checks should be made payable to the North Carolina Press Association and mailed in compliance with the entry deadline.
12. You may enter more than one entry in each category. However, each ad must be different.
13. Entries with incomplete entry blanks (i.e. no category chosen, no circulation division chosen) will be disqualified.
14. No entries will be returned.
15. All entries submitted must be from newspapers that are members of the North Carolina Press Association. Entries may not be submitted from sister publications unless they are also members of NCPA.
16. No ads from niche publications may be submitted in general advertising categories. Please use the new niche publication categories for these submissions.

**ALL ENTRIES MUST HAVE BEEN CONCEIVED,  
WRITTEN, DESIGNED AND SOLD IN-HOUSE  
BY NEWSPAPER STAFF MEMBERS.  
NO AGENCY ADS.**

## Additional Important Rules

- ◆ Competition is open to all advertising department personnel of North Carolina Press Association member newspapers in good standing who were regularly employed by the newspaper at the time the entry was published.
- ◆ A series of thematically related ads will be treated as one entry.
- ◆ Newspapers must upload all ads in a series or campaign together.
- ◆ Double-trucks and facing pages count as one entry and must be uploaded together.
- ◆ General national advertising run as a part of a national schedule does not qualify for this contest.

## Judges

Entries will be judged by newspaper advertising professionals from the Alabama Press Association. Their decisions are final. Entries will be judged regardless of size or color, except where specifically designated in the category descriptions.

## Awards

Certificates will be awarded for first, second, and third place winners in all categories, except for the "Best of Show" winner which will receive a plaque. Each winning entry will receive two copies of the certificate: one for the newspaper and one for the sales representative. Additional copies may be purchased for \$7.00 each. If there are fewer than five entries in a category, the judge may choose to award only first place.

## Special Awards

Metro Creative Graphics will present a special award for the best balance of winners in each of the six newspaper divisions. The decision is based on the number of first, second, and third place awards and is determined on a point scale basis.

## Best of Show Awards

NCPA will be awarding six Best of Show awards to the best of all the individual first place winners in each of the six newspaper divisions. Plaques will be presented to the winners. One "Best Overall Niche Publication" award will also be presented to the newspaper with the best niche publication judged from among the six division winners.

## NCPA SALES PROFESSIONAL of the Y E A R

The NCPA Fred D. Crisp Jr. Sales Professional Of The Year Award will be presented during the annual Best Ad Contest awards ceremony. This award will recognize and honor a nominee from both the daily and community newspaper ranks. Candidates for the award may be nominated by their newspaper publisher, advertising director or one of their fellow sales reps. The nominations will be reviewed by a task force comprised of professionals from the newspaper industry. This tribute will celebrate the entrepreneurial efforts, mentoring skills, attitude and accomplishments that define a superior achiever.

Download nomination forms at [www.ncpress.com](http://www.ncpress.com).

## Divisions

### Non-Dailies

Division A.....Under 3,500 circulation  
Division B.....3,500 - 10,000 circulation  
Division C.....Over 10,000 circulation

### Dailies

Division D.....Under 15,000 circulation  
Division E.....15,000 - 34,999 circulation  
Division F.....35,000 and over circulation

**Non-Daily Newspapers:** Please make sure you calculate your circulation correctly or your entry/entries may be disqualified. To calculate the circulation division of your newspaper, you must multiply the number of days per week your newspaper is published by the daily circulation number listed in the NCPA Newspaper Directory. For example, if you publish three times per week and your daily circulation listed in the directory is 7,000, your total circulation would be 21,000 and your circulation division would be Division C - Over 10,000.

**Daily Newspapers:** Your circulation figure listed in the NCPA Newspaper Directory is the number you will use in determining which division you are in. No calculation is necessary.

**If you do not follow the exact rules of entry for online and mailed categories, your entry will be disqualified.**

#### **Categories**

**\*For all categories, upload your entries to the online system unless otherwise noted.**

**1. Best Real Estate Ad**

Any ad or campaign featuring real estate, development, mobile home, condominiums, vacation, residential, farm, industrial or investment property. This category also includes home improvement/construction. B & W ONLY

**2. Best Full Color Real Estate Ad**

Any ad or campaign using full color featuring real estate, development, mobile home, condominiums, vacation, residential, farm, industrial or investment property. This category also includes home improvement/construction.

**3. Best Motor Vehicle Ad**

Any ad or campaign featuring sales and/or service of any motorized vehicle. Includes cars, trucks, motorcycles, boats, airplanes, all-terrain vehicles, jet skis, etc. and any peripheral such as tires, parts, motors, etc. B & W ONLY

**4. Best Full Color Motor Vehicle Ad**

Any ad or campaign using full color featuring sales and/or service of any motorized vehicle. Includes cars, trucks, motorcycles, boats, airplanes, all-terrain vehicles, jet skis, etc. and any peripheral such as tires, parts, motors, etc.

**5. Best Local Recruitment Ad**

Any ad or campaign featuring local recruitment. To be judged for originality and presentation. B & W ONLY

**6. Best Full Color Local Recruitment Ad**

Any ad or campaign using full color featuring local recruitment. To be judged for originality and presentation.

**7. Best Food Ad**

Any ad or campaign featuring food, drug or beverage. Grocery stores, pharmacies (only advertising consumables), etc. are included. Restaurant ads may **not** be entered in this category. B & W ONLY

**8. Best Full Color Food Ad**

Any ad or campaign using full color featuring food, drug or beverage. Grocery stores, pharmacies (only advertising consumables), etc. are included. Restaurant ads may **not** be entered in this category.

**9. Best Restaurant/Entertainment Ad**

Any ad or campaign featuring fine restaurants, fast food restaurants, specialty restaurants, entertainment, festivals and/or sports. B & W ONLY

**10. Best Full Color Restaurant/Entertainment Ad**

Any ad or campaign using full color featuring fine restaurants, fast foods restaurants, specialty restaurants, entertainment, festivals and/or sports.

**11. Best Home Furnishings and Appliances Ad**

Any ad or campaign featuring home furnishings and appliances including furniture, carpeting, kitchen appliances, etc. B & W ONLY

**12. Best Full Color Home Furnishings and Appliances Ad**

Any ad or campaign using full color featuring home furnishings and appliances including furniture, carpeting, kitchen appliances, etc.

**13. Best Apparel, Jewelry and Accessories Ad**

Any ad or campaign featuring clothing, jewelry, handbags, belts, watches, etc. for men, women, and children. B & W ONLY

**14. Best Full Color Apparel, Jewelry and Accessories Ad**

Any ad or campaign using full color featuring clothing, jewelry, handbags, belts, watches, etc. for men, women, and children.

**15. Best Institutional Ad**

Any ad or campaign featuring a non-retail business such as hotels, banks, funeral homes, health clubs, gyms, healthcare companies or services, etc. or political campaigns. B & W ONLY

**16. Best Full Color Institutional Ad**

Any ad or campaign using full color featuring a non-retail business such as hotels, banks, funeral homes, health clubs, gyms, healthcare companies or services, etc. or political campaigns.

**17. Best Retail Ad**

Any ad or campaign featuring general merchandise not relating to the above categories and not included in categories 13-18. Includes hardware, pet shops, sporting goods, windows, etc. B & W ONLY

**18. Best Full Color Retail Ad**

Any ad or campaign using full color featuring general merchandise not relating to the above categories and not included in categories 13-18. Includes hardware, pet shops, sporting goods, windows, etc.

**19. Best Use of Full Color**

Any ad or campaign using three or more colors in addition to black. Special section covers do not qualify.

**20. Best Use of Spot Color**

Any ad or campaign using one or two colors in addition to black. Special section covers do not qualify.

**21. Best Use of Humor**

Any ad or campaign using humor.

- 22. Best Wild Card \* (If the entry is not uploadable, i.e. of an odd shape, size or material please follow entry instructions for mailing to NCPA)**  
Any one ad, a sample of materials, an entire section or other product that does not fit into any other category.
- 23. Best Innovative Concept \* (If the entry is not uploadable, i.e. of an odd shape, size or material please follow entry instructions for mailing to NCPA)**  
Includes booklets, other publications such as calendars, newsletters, posters, promotional materials, special rates or advertiser incentives. (Entries may include special publications not inserted into the newspaper. Entries do not have to be printed on newsprint.)
- 24. Best Newspaper Promotion**  
Any ad or campaign featuring newspaper advertising, circulation, editorial, etc. In short, a "house ad" or self-promotion of your newspaper's products or services. This may include rate cards, NIE ads and color ads.
- 25. Best Special Section \* (Please follow entry instructions for mailing to NCPA)**  
Any special section that is or can be published by the majority of newspapers. This includes progress, school sports, bridal, back-to-school, lawn & garden, holiday greetings, recipe or cooking, school graduation, mall or shopping center, downtown, fashion merchandising, classified or ROP, etc. This may include color ads. A first place and four "Gold Star" awards will be presented in this category.
- 26. Best Classified Section \* (If your classified section is more than 2 pages, please follow entry instructions for mailing to NCPA)**  
Any complete, traditional classified section. Classifieds will be judged on general appearance and readability. This category is not for special sections or signature pages.
- 27. Best Community Service Signature Page**  
Best ad featuring a public service or similar theme sponsored by two or more advertisers. This may include color ads. These ads should not contain merchandise advertising.
- 28. Best Shared Page**  
Best ad featuring multiple advertisers organized collectively for such merchandising activities as a downtown sidewalk sale, mall moonlight madness sale, etc. This may include color ads.
- 29. Best Small Ad**  
To prove bigger is not always better, this category is for any 1/8 page or less ad or campaign (broadsheet or tab). This may include color ads.  
**Size Guidelines: Broadsheet:** 16.125 Column Inches **Tab:** 8.125 Column Inches
- 30. Best Advertising Campaign**  
Any series of ads showing continuity or idea for a specific product or service. May be any type of ad: retail, institutional, automotive, etc. Each ad in series should be different.  
**Dailies:** please submit a minimum of seven pieces for your entry. This may include color ads.  
**Communities:** please submit a minimum of four pieces for your entry. This may include color ads.
- 31. Best Online Advertising**  
(Black and White and Color-Judged together) Any ads appearing online at the newspaper's website. Entries should be a direct url.
- 32. Best Online Revenue Producer**  
Submit the Web address (direct link) and supporting materials that spotlight efforts to increase revenue with online advertising self-promotion.
- 33. Best Single Sheet Insert**  
Any single sheet that contains one or more advertisers and has been inserted into a newspaper for distribution between the dates for this contest. You must include a notarized proof of publication that states the run date.
- 34. Best Niche Publication \* (Please follow entry instructions for mailing to NCPA)**  
Any advertising vehicle designed to target a specific audience, not necessarily distributed in a newspaper but published by a newspaper and distributed to a target audience, such as telephone directories, real estate magazines, chamber directories, automotive magazines, including publications produced for public or private agencies supported by advertising revenue. May be printed on glossy paper or newsprint. You must include a notarized proof of publication that states the run date.
- 35. Best Real Estate Ad in a Niche Publication**  
Any ad or campaign featuring real estate, development, mobile home, condominiums, vacation, residential, farm, industrial or investment property that ran in a niche publication. This category also includes home improvement/construction.
- 36. Best Restaurant/Entertainment Ad in a Niche Publication**  
Any ad or campaign featuring fine restaurants, fast food restaurants, specialty restaurants, entertainment, festivals and/or Sports that ran in a niche publication.
- 37. Best Retail Ad in a Niche Publication**  
Any ad or campaign featuring general merchandise. Includes hardware, pet shops, sporting goods, windows, etc.. that ran in a niche publication.

## Special Notes on Color

Full color ads and spot color ads will only be judged in their respective color categories unless otherwise noted – if entered in another category your entry will be disqualified. Note that some categories may include color.

Color is defined as:

**Spot color –  
Black plus one or two colors.**

**Full color –  
Four color process (black, magenta,  
cyan and yellow)**

## Instructions for required mailed entries

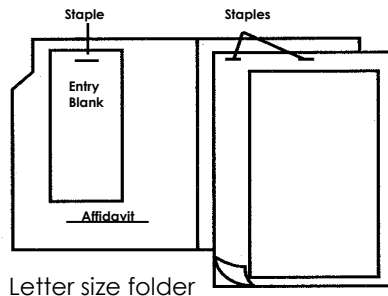
Applies to categories 22, 23, 25, 26 and 34 ONLY.

1. The entry label must be stapled on the left inside panel of the manila folder, facing the entry. Do not glue the label to the folder. If a proof of publication is required with your entry, attach the affidavit behind the entry blank.
2. Staple or clip your tearsheet/section to the inside right panel of a letter size (8½" x 11") manila folder.
3. Tearsheet(s) should be folded to the size of the manila folder, once from bottom to top and once from right to left.
4. Campaigns should be mounted in one folder and submitted as one entry.
5. For tab-sized sections, please staple or clip so that the top of the section is positioned towards the middle of the folder. The section can then be folded in half to fit into the folder. (See the Sections diagram below.)
6. All entries from a single newspaper must be submitted (mailed) at one time.
7. If entries from more than one newspaper are included in one box, please bundle each newspaper individually.
8. Be sure to pack all your newspaper's entries securely together and mail them to arrive postmarked by March 8, to:

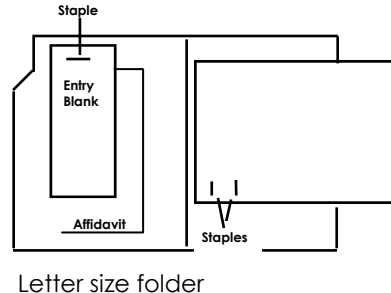
**NCPA Best Ad Contest  
5171 Glenwood Avenue, Suite 364  
Raleigh, NC 27612**

9. Recommended shipping methods are UPS and FedEx.

### Tearsheets



### Tab-Sized Special Sections



## 2010 Best Ad Contest Entries Postmarked March 8, 2010

**Deadline for uploaded entries is 9 p.m., March 8, 2010**

# ***\$7 per entry***

***A list of your entries must be submitted with payment.***

Questions?

Call NCPA headquarters at 919-787-7443 ext. 2093 or  
e-mail [holly@ncpress.com](mailto:holly@ncpress.com) or [victoria@ncpress.com](mailto:victoria@ncpress.com)

# How to upload

## -What categories are required to be entered online?

Categories 1- 21, 22 and 23 if applicable, 24, 26 if applicable, 27-33 and 35-37 must be submitted online.

## -What categories **MUST** be SUBMITTED BY MAIL?

Even though you are submitting these by mail, you will still need to fill out the online form, just like the rest of the entries, but instead of uploading a PDF, you will ignore that field and just click Submit. A page with a label will appear. Print that out and attach it to the entries you are mailing.

Categories 22, 23, and 25, 26 and 34: if not uploadable will need to be mailed to:

NCPA AD CONTEST

5171 Glenwood Ave., Suite 364

Raleigh, NC 27612

## -What file formats are accepted for uploading?

File types are PDF, JPG, GIF, and PNG - so, if for some reason you don't have a pdf of the tearsheet you wish to submit, it would be easier than making pie to snap a photo and submit the resulting photo file.

## -How do I login?

You'll submit electronic entries by uploading the files from within the online contest registration system. It is located online at <http://www.betternewspapercontest.com>. There are three links. The first link is "Are you a newspaper?" Click that link. A drop down box will appear asking you to choose which contest you want to enter. Select "NCPA 2010 Best Ad Contest". **You may not submit entries separately on a disk or via email.** Click on the "Newspaper Login" link at the top of the page. Select the name of your newspaper from the drop-down list. Type in your password. **Your temporary password should be BNC.** Click Login. You will then be prompted to change the password to a permanent one. Update and verify your contact information, then click Submit. You will then be able to begin uploading entries.

NOTE: the website is compatible with Internet Explorer (6+) and FireFox (2+) on the PC, and FireFox (2+) on the Macintosh.

## -How do I upload electronic files?

Login. Click the Submit Entry link in the upper left-hand corner. Select your circulation division.

Division A- Communities under 3,500

Division B- Communities under 3,500 to 10,000

Division C- Communities over 10,000

Division D- Dailies- under 15,000

Division E- Dailies- 15,000 to 34,999

Division F-Dailies -35,000 and over

Select the category you want to enter. Fill out the rest of the form. Upload the file. Click "Submit". Repeat as necessary.

## -How do I know what I've already uploaded? How do I make changes?

After you log in, you should see a screen with a list of the entries you've already uploaded. "Label" displays a breakdown of your entry. "Edit" allows you to change the information on the form you filled out for that particular entry. "Disable" will remove your entry from the judge's view. If you click on the image of the paper clip, you will see the file you uploaded.

## -How will electronic files be submitted?

You'll submit electronic entries by uploading the files from within the online contest registration system. You will **not** submit them separately (e.g., via email or on a CD). The online contest registration system for NCPA contests is hosted on the web servers of SmallTownPapers in Washington.

You must submit files of complete newspaper pages, even if the entry-related content doesn't fill the page.

Given those general rules, we will impose only two requirements on the files you submit as contest entries:

1. **Only submit pages that contain entry-related content.** Many categories require more than one item per entry. For example, a single entry in the "Best Advertising Campaign" category may include four to seven ads featured in one campaign. For each ad, the entire page must be included for judging.
2. **Make PDF files as small as possible.** (See below for specific instructions.) Because the contest judges will access these PDFs over the internet, excessively large PDF files will take longer to become visible. The more time judges must spend waiting, the less time they will have to evaluate the content and the more impatient they will be when they do so. Smaller files will also upload more quickly when you submit your entries.

### **-How can I make my PDF files smaller?**

Most newspaper PDFs include high-resolution (200-300dpi) grayscale or CMYK images for printing. However, PDF contest entries will be viewed and judged on a computer monitor, which displays at low resolution (72-96dpi) in RGB color. Changes in the resolution and color mode of images are the most effective ways to reduce file size without sacrificing quality.

1. **Resolution.** In PDFs, text is always clear regardless of resolution: resolution relates only to photos and rasterized graphics. Reducing resolution by half reduces image file size by 75%. The recommended maximum resolution of 96dpi can be enforced by Distiller settings.
2. **Color mode.** Converting from CMYK to RGB color will reduce image file size by another 25%. This color conversion can again be enforced by Distiller settings.

If you reduce image resolution and/or convert color mode in your entry PDFs with a PDF editor (e.g., Enfocus Pitstop or Quite A Box Of Tricks) or use the native profiling/editing tools in Acrobat 6 or later, **YOU WILL NOT GAIN THE EXPECTED REDUCTION IN FILE SIZE** unless you redistill the PDF afterward.

### **-What is the most efficient way to collect entry files?**

**Collect** copies of all PDF files that contain entry-related pages into one place. These may be full-issue, full-section, or individual-page PDFs that you sent to your printer or that you saved from your page layout program for other reasons. The sizes, resolutions, color modes, and other characteristics of those PDF files can be ignored at this point.

**Extract** entry-related pages from any multi-page PDFs, or delete non-entry pages. Giving each resulting file a clearly descriptive name.

**Combine** into a single PDF file the pages that comprise each entry. Instructions for extracting and combining PDFs are provided below.

**Distill.** Once you've created all your entry PDFs, redistill each one as explained above to reduce it to the smallest practical size. It is not productive to try to reduce the sizes of individual files before combining them into complete entries. Like all changes, combining pages can increase overall PDF file size.

### **-How do I extract pages from a full-issue or full-section PDF?**

In Acrobat, open the PDF file, then choose "Extract Pages..." from the Document menu and follow the instructions. This will allow you to save individual or sequential pages in separate files anywhere on your system.

### **-How do I combine PDF pages or files into a single entry?**

Open the PDF file that is to appear first in the entry, choose "Save As..." from the File menu, and save that file with the name you'd like to give the final PDF entry. Choose "Insert Pages..." from the Document menu, choose the file that is to appear next in the entry, then specify where that file should be inserted. When all insertions have been made, save and close the PDF file. You'll need to redistill the final PDFs.

### **-How will NCPA prevent fraud?**

We prefer to trust our member publishers not to submit embellished or edited entries. However, NCPA members have pointed out that electronic contest entries will not necessarily represent published pages because they can be changed before submission.

It is true that ads and articles can be re-edited, photos can be retouched or replaced, and page layouts can be changed. However, major deception probably would be noticed, if only because winning PDFs will be available to the public and NCPA members on the NCPA web site. If fraud is suspected with any entries, a full investigation will follow.

### **-How to submit payment?**

Since you will be uploading the majority of your entries and will have very few if any physical entry submissions, please make sure to print a copy of all of your entries from the "Manage Entries" page and turn in with payment.

### **-What if my info is wrong or my paper is not listed!?**

We have worked very hard to make sure the divisions of each paper are as accurate as possible, however if you note that your division is listed incorrectly, DO NOT PANIC, simply call Holly Johnson at 919-787-7443 ext. 2093 or e-mail Holly@ncpress.com and it will be fixed A.S.A.P! If you can't find your paper listed at all, please follow the same steps and call or e-mail Holly.

### **-Where can I get more help for anything I can't find here?**

Call Holly Johnson at 919-787-7443 ext. 2093 or e-mail Holly@ncpress.com.