

The 2021  
Wisconsin Newspaper Association  
Foundation

# Better Newspaper Contest

Rules & Categories



# Contest Categories

*Note: Any new rules or changes to existing categories will be highlighted in this document in yellow.*

*^^ Judged across one combined division*

*\*\* Categories open to weekly divisions only*

## Overall Newspaper Awards

1. General Excellence
2. Best Front Page
3. Best Opinion Pages\*\*
4. Best Sports Pages
5. Best Feature/Lifestyle Pages
6. Best Special Section (Editorial)
7. Best Headlines
8. Editorial Award
9. Community Engagement Award
10. Open Records/FOI Award
11. All-Around Newspaper Photography\*\*

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## Deadline & Submission Period

### Deadline: Monday, Oct. 18

All entries must be uploaded by 10:59 p.m.  
Mailed entries must be postmarked by Oct. 15.

### Submission Period:

**Sept. 1, 2020 - Aug. 31, 2021**

All print and digital entries must have been published during the entry period.

## Contest Divisions

### Daily Group

Division A: 10,000 or more  
Division B: 9,999 or less

### Weekly Group

Division C: 4,500 or more  
Division D: 2,250 - 4,499  
Division E: 2,249 or less

Newspapers are placed in divisions based on the number of copies of a single issue (print + e-edition) published nearest to the filing date of their October 2020 Statement of Ownership.

If you believe you are in the incorrect division, please contact WNA Membership & Programming Specialist Jordan Schelling at [jordan.schelling@wnanews.com](mailto:jordan.schelling@wnanews.com).

## Merged Divisions

If any category receives fewer than 10 submissions across all daily or weekly divisions, entries will be judged as one daily or weekly category.

If three or fewer entries are received for any category within a single division — but the entire daily or weekly group has at least 10 entries — the entries in the division with three or fewer entries will be judged against the next highest division.

## Entry Limits

**Per person or reporting team:** Unless otherwise specified, there is no limit to the number of unique entries an individual or reporting team may submit.

**For categories with an entry limit,** no individual may be credited for more entries than the entry limit total, regardless of whether that person's name appears as a standalone byline or is included in a reporting team. (**For example,** if April O'Neil entered a single byline story in Environmental Reporting, which has a limit of 2 entries per reporter, and was also included in a team entry with multiple bylines in that same category, she has reached her entry limit.)

**Per story, photograph or submission:** Entries that are identical should not be submitted in more than one category. However, individual items that are part of a larger whole can be considered across multiple categories. (**For example,** an entry submitted in Feature Photo should not also be submitted in Artistic Photo. However, an individual photo that was part of a Photo Essay may also be submitted as a Feature Photo entry because the two submissions are not identical.) **One exception** to this rule is the Bill Payne Award. Entries in this category may be submitted in one additional advertising category.

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## Eligibility

Contest is open to all WNA member newspapers in good standing.

Entries must be produced by employees of the newspaper or a direct agent of the newspaper. A direct agent of the newspaper would be a centralized production facility utilized by your newspaper that is not located on your physical premises. Independent advertising agencies are not considered to be direct agents of newspaper, and ads created by such agencies would not qualify for entry.

**Group entries:** An entry made on behalf of a newspaper group must show what newspapers contributed to the entry. The group will be entered as a separate paper. Contest points will be awarded to the group. Material entered as a group entry cannot also be entered as an individual entry in that category.

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## Best of Division Awards

The newspaper that accumulates **the most overall points from editorial and advertising awards** will be named Best of Division. Points are assigned as follows: eight (8) points for first place; four (4) points for second place; and two (2) points for third place in each category except General Excellence.

General Excellence awards are assigned 16, eight (8) and four (4) points for first, second and third place, respectively. Newspapers do not receive points for Honorable Mentions, although, in the event of a tie, the newspaper with more Honorable Mentions will be awarded Best of Division.

**Newspapers of the Year:** The daily and weekly newspapers with the most points across their respective publication groups will receive Newspaper of the Year Awards.

# Hard Copy Entries

A select number of categories allow for hard-copy submission. Hard copies may only be submitted in these specific categories. In these categories, PDFs or links to e-editions are preferred, when possible.

**General Excellence**  
**All-Around Newspaper Photography**  
**Best Special Section (Editorial)**

**Best Special Section (Advertising)**  
**Best Niche Product**  
**Best Ongoing Niche Publication**

**If you choose to submit any entries by mail, you must still submit \*some\* information about the entry online.** After entering the title, credit and other required information on the contest website, hit submit. **The sheet/screen that appears is your label.** It should be printed off and affixed to any hard copy entries, so judges can identify the entries when using the online portal to submit judgements.

Mailed entries and payment **must be postmarked by Oct. 15, 2021**, and sent to:  
WNAF Better Newspaper Contest  
34 Schroeder Court, Suite 220  
Madison, WI 53711

## The following page will appear after hitting the “submit” button:

The Entry has been saved.

### This Page is Your Official Entry Form.

**\*\*FOR CATEGORIES REQUIRING MAIL-IN ENTRY\*\***

Please print this page and affix it securely to entry materials. When more than one section or issue is required, be sure to bind all materials together securely with a binder clip, rubber bands, or enclose in a manila folder or envelope.

Mailed entries and payment should be postmarked by Oct. 18 and mailed to:

WNA Better Newspaper Contest  
34 Schroeder Ct., Suite 220  
Madison, WI 53711

#### Entry Details:

Media Organization: **Daily Planet (MDP)**  
Title or Headline: **Caped wonder stuns city**  
Division: **Reporting/Writing**  
Category: **13 General News Story**  
Entry Code: **MDP01**  
Pages: **1**  
Credits: **Lois Lane**  
Entry made by **Perry White, Contestant Manager** on **2018-09-07 13:28:50**

★★★★★★★★  
Reporting/Writing CIRA CAT13 MDP01  
Daily Planet  
General News Story

## The label you should affix to each hard copy entry looks like this:

★★★★★★★★  
Reporting/Writing CIRA CAT13 MDP01  
Daily Planet  
General News Story

*Use tape, label paper or paper clips to attach the label to every hard copy entry. If the entry includes three issues, like General Excellence, attach labels to each issue.*

## PDF attachments and URLs

Each category in the WNA's Better Newspaper Contest requires the contestant manager (or authorized entrant) to submit a PDF attachment, a JPG attachment, a link or a combination of these. The instructions for specific categories can be found in the descriptions below.

Please consider the following when submitting attachments or providing URLs:

### File size

BetterBNC recommends individual files be under 5 MB but will allow up to 20 MB per attachment. Judges' time is important, so file size is critical to ensuring their total time commitment does not become burdensome waiting for unnecessarily large files to download. For information on working with and downsizing PDFs, see the information sheet on the contest website.

### Paywalls

Most categories allow entrants to submit URLs, though PDFs are encouraged. However, if you choose to submit a URL and your paper has a paywall, **you must provide a password for the judge(s) to access the site in the comment section for every entry in which a URL was provided**. Please also consider this if your website is metered. Judges could still hit the paywall.

### Can't find a clip?

The WNA can quickly and easily provide you with access to your newspaper's digital archive (every member has one!). If you need login credentials and/or instructions, contact WNA Media Services Director Denise Guttery at 608-283-7630 or [denise.guttery@wnanews.com](mailto:denise.guttery@wnanews.com).

## Payment

There is a **\$10** entry fee for each entry. Please send a check with any mail-in entries or complete credit card payment on or before the contest deadline. If you need an invoice, select "Check" as your method of payment after finalizing your submissions, and write "Invoice" in the check number box.

Make checks payable to the *Wisconsin Newspaper Association Foundation*.

## Awards Banquet, Judging & Help

Winners will be announced and awards will be presented in the spring of 2022.

This year's contest is being judged by the West Virginia Press Association.

**Need help?** Contact Jordan Schelling at 608-283-7624 or [jordan.schelling@wnanews.com](mailto:jordan.schelling@wnanews.com).

# Overall Newspaper Awards

## 1. General Excellence

This is the top award in the WNA Foundation Better Newspaper Contest. Entries will be judged on an overall evaluation of both the newspaper's print editions and website.

The maximum point value is:

- Quality of writing: 25
- Use of photos and artwork: 10
- Editorial coverage: 10
- Sports coverage: 10
- Advertising design and layout, quality and technique of copywriting: 10
- Mechanical evidence of skill in composition, reproduction and press work: 5
- Navigability of website: 5
- Use of digital components to enhance storytelling: 5
- Front page: 5
- Family/life/living/feature entertainment: 5
- Treatment of public notices: 5
- Headline language: 5

*Limit of one entry per newspaper.*

**Instructions:** Submit three (3) complete issues of the newspaper by sending hard copies via mail or providing URLs to the e-editions, as well as the main URL for your website. Newspaper issues must be from September 2020, February 2021 and a month of your choosing.

## 2. Best Front Page

This award recognizes overall front page excellence. Criteria include layout and design, effective headlines, reader appeal, photography, writing clarity and overall news coverage.

**Instructions:** Submit three (3) front pages of your

choice by uploading three (3) full-page PDFs.

## 3. Best Opinion Pages (Weekly Only)

This award recognizes the best overall opinion pages. Criteria include use of feature material, design, quality of writing and overall content. Judges will give preference to pages with locally-generated content.

**Instructions:** Submit three (3) complete opinion sections by uploading three (3) PDF files or providing URLs to the e-editions of those pages/sections.

## 4. Best Sports Pages

This award recognizes overall excellence in sports pages. Criteria include concept, extent of coverage, writing quality, photography and design.

**Instructions:** Submit three (3) complete sports sections — one from September 2020, one from February 2021 and another sports section from the month of your choosing — by uploading three (3) PDF files or providing URLs to the e-editions of those pages/sections. Entries are limited to one submission per newspaper.

## 5. Best Feature/Lifestyle Pages

This award recognizes overall excellence in lifestyle or feature pages. Criteria include concept, extent of coverage, writing quality, photography and design.

**Instructions:** Submit three (3) complete feature or lifestyle sections published within a regular edition of the paper by uploading three (3) PDF files or providing URLs to the e-editions of those pages/sections. Entries may include lifestyle, feature, entertainment, religion or other special interest lifestyle sections and may be composed of a combination of different types of pages.

## 6. Best Special Section (Editorial)

This award recognizes editorial excellence in special sections covering a single theme. Criteria include concept, appearance, writing quality, extent of coverage and timeliness.

**Instructions:** Submit one (1) complete special section of at least two pages by sending a hard copy via mail or providing a URL to the e-edition of the section. Smaller sections may be uploaded as a single, downsized, multi-page PDF.

## 7. Best Headlines

This award recognizes excellence in headline writing, whether through compelling word choice, humor or other techniques. Criteria include ability to attract the reader to read the associated story.

**Instructions:** Submit three (3) headlines of your choice by uploading three (3) full-page PDFs or providing URLs to the stories for which the headlines were written.

## 8. Editorial Award

This award recognizes excellence in editorial writing by a newspaper. Criteria include clarity of thought, effective writing and significance of subject.

**Instructions:** Submit three (3) editorials written by the newspaper's publisher or a staff member by uploading three (3) full-page PDFs or providing URLs to the editorials online.

## 9. Community Engagement Award

This award recognizes a newspaper's efforts to encourage reader and community participation in its stories through excellence in engagement. Criteria include effectiveness of engagement efforts in increasing audience trust, generating revenue and/or fostering civic engagement within the community. Examples may include a newsletter or

podcast that has cultivated significant engagement through coverage of a community issue, effective use of social media or other tools for crowdsourcing efforts, an event that increased diverse perspectives within the community, and/or stories published as a result of community engagement.

**Instructions:** Submit up to five (5) examples of engagement efforts by uploading attachments or providing URLs to materials that exemplify the effort or combination of efforts made by the newspaper, the supportive role it played and the impact on the community. An explanatory letter may also be included.

## 10. Open Records/FOI Award

This award recognizes excellence in furthering freedom of information. Entries might include an editorial campaign, news coverage, court action or a program educating the community about open meetings, open records, etc. Criteria include effectiveness of protecting or advancing freedom of information principles and transparency and advancement of the public's understanding of the importance of open access to information.

**Instructions:** Submit up to ten (10) examples of editorial or news coverage exemplifying your coverage and/or advocacy by uploading up to ten (10) full-page PDFs or providing URLs to the coverage.. An explanatory letter may also be included.

## 11. All-Around Newspaper Photography (Weekly Only)

This award recognizes overall photography excellence and is based on photos from three complete newspaper issues. Criteria include content, technical quality, treatment and reader impact.



**Instructions:** Submit three (3) complete issues of the newspaper by sending hard copies via mail or providing URLs to the e-editions.

## Reporting/Writing

### 12. General News Story

This award recognizes excellence in reporting on an event for which advanced planning was possible, such as a court trial, public meeting, dedication, political appearance, etc. Criteria include significance of subject, writing quality and thoroughness. Strong emphasis placed on sentence structure and lede.

*Limit of two (2) entries per individual or team.*

**Instructions:** Submit one (1) story by uploading a full-page PDF or providing a URL to the story online. Accompanying sidebars may also be submitted for consideration.

### 13. Feature Story (Non-profile)

This award recognizes excellence in feature writing. Criteria include effectiveness of writing style, originality of approach and human interest.

*Limit of two (2) entries per individual or team.*

**Instructions:** Submit one (1) non-profile feature story by uploading a full-page PDF or providing a URL to the story online. Accompanying sidebars may also be submitted for consideration. Entries shall not include sports or personality profiles.

### 14. Feature Story (Profile)

This award recognizes excellence in feature writing that profiles a person or a group that is of interest to the community. Criteria include effectiveness of writing style, originality of approach and human interest.

*Limit of two (2) entries per individual or team.*

**Instructions:** Submit one (1) feature profile story by uploading a full-page PDF or providing a URL to the story online. Accompanying sidebars may also be submitted for consideration.

### 15. Localized National Story

This award recognizes excellence in localizing national news. Criteria include community relevance, local angle, timeliness, quality of writing and clarity.

*Limit of two (2) entries per individual or team.*

**Instructions:** Submit up to three (3) stories about a single topic by uploading up to three (3) full-page PDFs or providing URLs to the coverage online. Accompanying sidebars may also be submitted for consideration.

### 16. Sports News Story

This award recognizes excellence in reporting on a single sports event or topic. Game coverage or sports-related news coverage not including features may be entered. Criteria include news value, writing clarity, style, depth of reporting and immediacy.

*Limit of two (2) entries per individual or team.*

**Instructions:** Submit one (1) sports news story or a sports news series on a single topic not to exceed ten (10) stories by uploading full-page PDFs or providing URLs to the coverage online. Accompanying sidebars may also be submitted for consideration.

### 17. Sports Feature Story

This award recognizes excellence in sports feature writing. Criteria include basis of subject, quality of writing, originality and unusual treatment of the

otherwise routine.

*Limit of two (2) entries per individual or team.*

**Instructions:** Submit one (1) sports feature story or a sports feature series on a single topic not to exceed ten (10) stories by uploading full-page PDFs or providing URLs to the coverage online. Accompanying sidebars may also be submitted for consideration.

## 18. Breaking News Reporting

This award recognizes excellence in reporting on a breaking news event. Entries shall consist of a story or stories on an event, which may break over several days or weeks and isn't limited to one print edition or 24-hour news cycle. Criteria include news value, writing clarity and style, depth of reporting and immediacy. (Stories stemming from a breaking news event that include issue-related follow-up stories should be entered into Enterprise Reporting or Ongoing/Extended Coverage.)

*Limit of two (2) entries per individual or team.*

**Instructions:** Submit up to ten (10) stories about a single breaking news event by uploading up to ten (10) full-page PDFs or providing URLs to the coverage online.

## 19. Investigative Reporting

This award recognizes excellence in investigative reporting on a single topic. Entries should reveal information otherwise not generally known that individuals, government agencies, businesses, elected officials or organizations do not want under public scrutiny. Criteria include depth of research, initiative, obstacles overcome, use of public records and impact on public policy. (Differs from Enterprise/Interpretive because it requires higher standards of research and investigation.)

*Limit of two (2) entries per individual or team.*

**Instructions:** Submit up to ten (10) stories about a single topic by uploading up to ten (10) full-page PDFs or providing URLs to the coverage online.

## 20. Enterprise/Interpretive Reporting

This award recognizes excellence in reporting on an original topic, often an issue or a trend. Entries should demonstrate initiative in story selection, clarity, research or analysis. Criteria include importance of coverage, thoroughness and research. (Coverage of events such as trials and government meetings should be entered in General News Story or Extended/Ongoing Coverage.)

*Limit of two (2) entries per individual or team.*

**Instructions:** Submit up to ten (10) stories about a single topic by uploading up to ten (10) full-page PDFs or providing URLs to the coverage online.

## 21. Environmental Reporting

This award recognizes outstanding environmental reporting and encourages journalists to educate the public on environmental issues. Criteria include readability, local appeal, technical detail, ability to translate technical terms into everyday language and scope of the coverage.

*Limit of two (2) entries per individual or team.*

**Instructions:** Submit one (1) story or a series on a single environmental topic not to exceed ten (10) stories by uploading full-page PDFs or providing URLs to the coverage online. Accompanying sidebars may also be submitted for consideration. Entrants are encouraged to include a letter to judges about the impact of the coverage.

## 22. Ongoing/Extended Coverage

This award recognizes excellence in continuous coverage of a news story for which advanced planning was possible. Criteria include significance of subject, writing quality and thoroughness.

*Limit of two (2) entries per individual or team.*

**Instructions:** Submit up to ten (10) stories about a single topic by uploading up to ten (10) full-page PDFs or providing URLs to the coverage online.

## 23. Coronavirus Coverage

This award recognizes excellence in reporting on the COVID-19 pandemic. Entries should highlight underreported stories or issues, or explore new angles on familiar topics. Criteria include accuracy and completeness, clarity and insight, enterprise and creativity, and journalistic impact.

*Limit of one entry per individual or team.*

**Instructions:** Submit up to five (5) stories on a single topic by uploading up to five (5) full-page PDFs or providing URLs to the stories for which the headlines were written. Accompanying sidebars and/or an explanatory letter may also be included.

## 24. Reporting on Local Government

This award recognizes excellence in reporting on local and/or county government by a single reporter or reporting team. Criteria include news value, writing clarity, style and treatment of the subject.

*Limit of one entry per individual or team.*

**Instructions:** Submit three (3) local government stories written by a single reporter or reporting team by uploading three (3) full-page PDFs or providing URLs to the coverage online. Stories

may be about a single topic or any combination of different topics. Accompanying sidebars may also be submitted for consideration.

## 25. Reporting on Local Education

This award recognizes excellence in reporting on local education by a single reporter or reporting team. Criteria include news value, writing clarity, style and treatment of the subject.

*Limit of one entry per individual or team.*

**Instructions:** Submit three (3) local education stories written by a single reporter or reporting team by uploading three (3) full-page PDFs or providing URLs to the coverage online. Stories may be about a single topic or any combination of different topics. Accompanying sidebars may also be submitted for consideration.

## 26. Business Coverage

This award recognizes excellence in business and economic reporting by a single reporter or reporting team. Entries should provide explanation, interpretation, analysis and/or background. Stories should be based on reporting rather than a personal commentary. Criteria include news value, writing clarity, style and treatment of the subject.

*Limit of one entry per individual or team.*

**Instructions:** Submit three (3) business stories written by a single reporter or reporting team by uploading three (3) full-page PDFs or providing URLs to the coverage online. Stories may be about a single topic or any combination of different topics. Accompanying sidebars may also be submitted for consideration.

## 27. Local Column

This award recognizes excellence in local column writing by a single columnist. This category may include news, feature or humor columns. Criteria include reader appeal and clarity of writing.

*Limit of one entry per individual or team.*

**Instructions:** Submit three (3) columns written by a single columnist by uploading three (3) full-page PDFs or by providing URLs to the columns online.

## 28. Local Sports Column

This award recognizes outstanding sports column writing by a single columnist. Criteria include reader appeal and clarity of writing.

*Limit of one entry per individual or team.*

**Instructions:** Submit three (3) sports columns written by a single columnist by uploading three (3) full-page PDFs or providing URLs to the columns online.

## 29. Local Outdoor Column

This award recognizes outstanding outdoors column writing by a single columnist. Criteria include reader appeal and clarity of writing.

*Limit of one entry per individual or team.*

**Instructions:** Submit three (3) outdoors columns written by a single columnist by uploading three (3) full-page PDFs or providing URLs to the columns online. *(This category will be judged across one combined division.)*

## 30. Rookie Reporter of the Year

This award recognizes outstanding entry-level reporters who have been employed by the newspaper for 18 months or less as of Aug. 31,

2021, and who have had no previous employment in the newspaper industry.

*Limit of one entry per individual or team.*

**Instructions:** Submit three (3) examples of the reporter's work by uploading attachments or providing URLs to examples that are published online. A nomination letter from his or her editor specifying when the reporter joined the paper and his or her responsibilities, as well as a headshot of the reporter, also is required.

# Photography/Visuals

## 31. General News Photo

This award recognizes the best single photograph that captures a scheduled, organized or ongoing event for which advanced planning was possible. Criteria include content, technical quality and reader impact.

*Limit of two (2) entries per photographer.*

**Instructions:** Submit one (1) photograph by uploading a full-page PDF or providing a URL to the photo online AND uploading a JPG of the original photo.

## 32. Spot News Photo

This award recognizes excellence in spot news photography that captures an unscheduled event for which no advance planning was possible. Criteria include content, technical quality and reader impact.

*Limit of two (2) entries per photographer.*

**Instructions:** Submit one (1) photograph or a collection of up to ten (10) photographs documenting a single news event by uploading

full-page PDFs or providing URLs to the photograph(s) online AND uploading a JPG of the original photo(s).

### 33. Sports Action Photo

This award recognizes excellence in sports action photography. Each entry shall portray participation or competition in a game or sports event. Criteria include content, technical quality and reader impact.

*Limit of two (2) entries per photographer.*

**Instructions:** Submit one (1) sports action photograph by uploading a full-page PDF or providing a URL to the photograph online AND uploading a JPG of the original photo.

### 34. Sports Feature Photo

This award recognizes excellence in sports feature photography. Each entry shall consist of a feature photo that is sports-related. Criteria include content, technical quality and reader impact.

*Limit of two (2) entries per photographer.*

**Instructions:** Submit one (1) sports feature photograph by uploading a full-page PDF or providing a URL to the photograph online AND uploading a JPG of the original photo.

### 35. Feature Photo

This award recognizes excellence in feature photography. Each entry shall consist of a single feature photo that has strong human interest or offers a fresh view of the commonplace. Criteria include content, technical quality and reader impact.

*Limit of two (2) entries per photographer.*

**Instructions:** Submit one (1) feature photograph

by uploading a full-page PDF or providing a URL to the photograph online AND uploading a JPG of the original photo.

### 36. Artistic Photo

This award recognizes the best single artistic photo for which planning may have been available. Criteria include content, composition, technical quality and reader impact.

*Limit of two (2) entries per photographer.*

**Instructions:** Submit one (1) artistic photograph by uploading a full-page PDF or link to the photo AND uploading a JPG of the original photo.

### 37. Photo Essay

This award recognizes the best photo essay on a single topic. Criteria include content, composition, technical quality, reader impact, and use of photos and captions.

*Limit of two (2) entries per photographer.*

**Instructions:** Submit one (1) photo essay by uploading one (1) or more full-page PDFs of the newspaper pages where the essay originally published AND uploading a JPG of at least one original photo included in the essay.

### 38. Photo Gallery

This award recognizes the best photo gallery on a single topic. Criteria include content, composition, technical quality, reader impact, and use of photos and captions.

*Limit of two (2) entries per photographer.*

**Instructions:** Submit one (1) photo gallery by providing a URL to where the gallery is published online AND uploading a JPG of at least one original photo included in the gallery.

## 39. Overall Page Design

This award recognizes excellence in overall page design of any three newspaper pages designed by the same person. Criteria include attractiveness, impact, effective use of headlines, infographics, clarity in presentation of information and creativity.

*Limit of two (2) entries per individual or team.*

**Instructions:** Submit three (3) full-page PDFs of any three (3) newspaper pages designed by the same person or a link to the e-editions of those pages.

## 40. Visual Storytelling

This award recognizes excellence in telling a story through photography, graphics, data visualization and other visual means. Criteria include quality and impact of the visuals, effectiveness in conveying the story topic, originality, creativity and innovation.

*Limit of two (2) entries per individual or team.*

**Instructions:** Submit one (1) visual story by providing a URL to the visual story online or uploading a full-page PDF for submissions published in print.

## 41. Best Video

This award recognizes the newspaper's effort to report a story through video. Criteria include production quality, relevance of topic, content, creativity and impact. Entries may be of news, sports or feature videos.

*Limit of two (2) entries per individual or team.*

**Instructions:** Submit one (1) video by providing a URL to where the video is published online. Videos may stand on their own or be part of a larger story.

# Advertising

## 42. Bill Payne Award

This award recognizes the most outstanding locally prepared display ad of the year. Ad can be black & white or color. Criteria include basic idea, layout and originality.

*Entries in this category may be submitted in one additional advertising category, an exception to the rule on identical entries across multiple categories.*

**Instructions:** Submit one (1) ad by uploading a full-page PDF or providing a URL to the ad online.

## 43. Best Grocery Ad

This award recognizes the most outstanding grocery ad. Criteria include basic idea, layout and originality.

**Instructions:** Submit up to three (3) ads created for a single grocery advertiser by uploading up to three (3) full-page PDFs or providing URLs to the ads online.

## 44. Best Restaurant Ad

This award recognizes the most outstanding restaurant ad. Criteria include basic idea, layout and originality.

**Instructions:** Submit up to three (3) ads created for a single restaurant advertiser by uploading up to three (3) full-page PDFs or providing URLs to the ads online.

## 45. Best Real Estate Ad

This award recognizes the most outstanding real estate ad. Criteria include basic idea, layout and originality.

**Instructions:** Submit up to three (3) ads created for a single real estate advertiser by uploading up to three (3) full-page PDFs or providing URLs to the ads online.

### 46. Best Large Ad

This award recognizes the best single ad that is a half-page or larger. Judges will consider creativity, originality, design and reader appeal. Grocery and Real Estate Ads should be entered in Categories 43 and 45.

**Instructions:** Submit one (1) ad measuring a half-page or larger by uploading a full-page PDF of the page where the ad was originally published.

### 47. Best Small Ad

This award will recognize the best single ad up to 15 square column inches. Example sizes include 1"x15", 2"x7.5", 3"x5", etc. Judges will consider creativity, originality, design and reader appeal.

**Instructions:** Submit one (1) ad not exceeding 15 square column inches by uploading a full-page PDF of the page where the ad was originally published.

### 48. Best Ad Idea (Series)

Entries will consist of at least three ads that have a continuing theme and were produced for a single advertiser. Criteria include basic idea, layout and originality.

**Instructions:** Submit up to three (3) ads produced for a single advertiser by uploading up to three (3) full-page PDFs or providing URLs to the ads online.

### 49. Best Use of Color

This award recognizes the best color ad. Criteria include overall impact, clarity and originality of the color used in the ad.

**Instructions:** Submit one (1) ad by uploading a full-page PDF or providing a URL to the ad online.

### 50. Best Multiple Advertiser Spread

This award recognizes the best single spread featuring multiple advertisers under one heading, including either signature ads for a single promotion or individual ads grouped under a single theme. Criteria include concept, clarity and originality.

**Instructions:** Submit one (1) advertising spread by uploading a full-page PDF or providing a URL to the spread online.

### 51. Best Use of Art Service

This award recognizes the best ad or series of ads that utilizes art from an art service. Overall theme should be original, and "ready-made" ads created by the art service will not be accepted. Criteria include originality and appropriateness of the art, as well as overall layout.

**Instructions:** Submit one (1) single ad or a series of ads for which an art service was used by uploading full-page PDFs or providing URLs to the ads online.

### 52. Best Use of Local Photography (Weekly Only)

This award recognizes the best ad or series of ads that utilizes photography taken by an employee of the newspaper. Entries should show clever and creative use of the photo(s). Criteria include photo's standalone appeal and graphics treatment in relation to the entire ad.

**Instructions:** Submit one (1) single ad or a series

of ads utilizing photography by an employee of the newspaper by uploading full-page PDFs or providing URLs to the ads online.

### 53. Best Use of Humor

This award recognizes effective use of humor in advertising. Criteria include creativity, originality, copywriting, design and reader appeal, with special emphasis on how funny the ad is.

**Instructions:** Submit one (1) ad by uploading a full-page PDF or providing a URL to the ad online.

### 54. Best Newspaper Promotion

This award recognizes the best newspaper-produced house ad and will be given to the person(s) who conceived and developed the idea. Examples of eligible material include house ads, promotion of public notices, circulation promotions, non-published promotional materials, special rates, advertiser incentives and ads promoting readership. A letter or explanatory statement about any unpublished materials, outside efforts or about the campaign's overall effectiveness is encouraged. Criteria include originality of the campaign, reader appeal and effectiveness in promoting the newspaper industry or individual newspaper.

**Instructions:** Submit one (1) or more ads — or other materials that illustrate promotion — by uploading PDF or JPG file(s) or providing URL(s).

### 55. Best Special Section (Advertising)

This award recognizes the best special section produced for a newspaper's general readership that encourages consumer purchases. Examples include community special sections, sports previews, tribute and memorial sections, festival previews and historical sections. Entries in this category are

typically more time sensitive than entries in the Best Niche Product category and, while they may publish annually, don't publish on a monthly or quarterly basis, like entries into the Best Ongoing Niche Publication. Sections may only be entered in one of the three categories.

**Instructions:** Submit one (1) complete special section of at least two pages by sending a hard copy via mail or providing a URL to the e-edition of the section. Smaller sections may be uploaded as a single, downsized, multi-page PDF.

### 56. Best Niche Product

This award recognizes the best newspaper publication produced for a specific, targeted market. Examples include real estate or automotive publications, tourist guides, hunting guides, women's magazines, etc. Publication should be published annually and can be standalone or distributed within your newspaper.

**Instructions:** Submit one (1) complete niche product by sending a hard copy via mail or providing a URL to the e-edition of the publication. Smaller publications may be uploaded as a single, downsized, multi-page PDF.

### 57. Best Ongoing Niche Publication

This award recognizes the best newspaper publication that is produced for a specific, targeted market. Examples include real estate or automotive publications, tourist guides, hunting guides, women's magazines, etc. Should be published 2+ times per year and can be standalone or distributed within your newspaper.

**Instructions:** Submit two (2) or more complete niche publications by sending a hard copy via mail or providing URLs to the e-editions of the sections. Smaller publications may be uploaded as single, downsized, multi-page PDFs.