

# WNA

2025 Wisconsin Newspaper  
Association Foundation

# Better Newspaper Contest

Contest Opens:

**Monday, Sept. 15, 2025**

Contest Closes:

**Sunday, Oct. 26, 2025 at 10:59 p.m.**

## New for 2025:

- **Deadlines are final — no extensions.**
- **\$12 entry fee**
- **Payments by credit card only via PayPal (link on contest site).**

- ✓ All submissions must have been published in print or online between **Sept. 1, 2024 and Aug. 31, 2025.**
- ✓ All submissions must be made online through the Better Newspaper Contest portal: **[betternewspapercontest.com](https://betternewspapercontest.com)**



## Contest Divisions (by Circulation)

Newspapers are grouped by their print and e-edition circulation based on the issue closest to the **October 2024 Statement of Ownership**. **If your publication is not required to publish a statement of ownership, contact the WNA to determine your division.** If your publication changed classes during the year, you'll be judged in the division in which it published most of the year.

### Daily\*

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

### Weekly

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

*\*Dailies are defined by the WNA as newspapers that publish three (3) or more times per week.*

It is the newspaper's responsibility to ensure participation in the appropriate division. If you believe you are in the incorrect division, **please contact Laura Niemi at [laura@mna.org](mailto:laura@mna.org)**

All submissions must be made online through the Better Newspaper Contest portal  
**betternewspapercontest.com**  
by 10:59 p.m. on Sunday, October 26.

## Entry Submissions

All Entries must be submitted in one of the following formats:

### PDFs

- Include jump pages for printed work.
- Combine multi-page samples into a single PDF. For example:
  - If a story spans two printed pages (“A1” and a jump page), submit all related pages as one file.
  - For web entries that submit a pdf; screen captures should be compiled and submitted as one pdf
- Ensure the publication date appears on each page or screenshot.
- Include the headline of the story so the judges can identify it on the page.

### URLs:

- Submit direct link(s) to the original story or e-edition.
- If your website has a paywall or metered access, **you must provide login credentials and a password in each entry’s comment section.** If judges can’t access the entry, it will be disqualified.

## Entries Appearing in Multiple Newspapers

- If the same entry appeared in multiple publications, it must be entered in the larger publication’s division.
- If a piece was produced solely by the staff of one newspaper, it may be entered under that newspaper’s division—even if it appeared in another publication.

## Merged Categories

- Categories with **10 or fewer entries** will be merged across daily and weekly divisions.
- If a category receives **3 or fewer entries**, it will be judged with the next-highest circulation division.

**Daily (A/B) and Weekly (C/D/E) divisions will not be combined and judged together unless the category has been merged across all divisions.**

## Eligibility

Open to all WNA member newspapers in good standing. Entries must be created by:

- Newspaper employees
- Direct agents of the newspaper (a centralized production facility utilized by your newspaper that is not located on your physical premises)
- Freelancers contracted specifically by the newspaper

Ads created by **independent ad agencies** are **not eligible**, as these agencies are not considered direct agents of the newspaper.

## Entry Limits

Overall Newspaper Awards (1-11) - 1 Entry Per Newspaper  
Reporting/Writing (12-24) - 2 Entries Per Reporter/Team  
Reporting/Writing (25-31) - 1 Entry Per Reporter/Team  
Photography/Audio/Visual (33-43) - 2 Entries Per Reporter/Team  
Advertising (44-56) - Unlimited entries

## Duplicate Entries

- **Do not** submit identical entries in more than one category.
- Components of a larger piece may be entered separately. *For example: a photo from a Photo Essay can also be submitted in the Feature Photo category.*
- Exception: **Bill Payne Excellence in Advertising Award** entries may also be submitted in **one additional advertising category.**

## Multiple Bylines & Entry Caps

Entry caps apply to each **individual named**, whether entries are solo or team submissions.

*Example: If April O’Neil submits a solo story in Environmental Reporting (limit: 2 entries per person) and also appears on a team entry in that category, she has reached her maximum.*

## Missing Clips?

WNA can provide access to your digital archive. Email **Denise Guttery** at [denise.guttery@wnanews.com](mailto:denise.guttery@wnanews.com) or call 608-283-7630.

All submissions must be made online through the Better Newspaper Contest portal  
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by 10:59 p.m. on Sunday, October 26.

## Entry Fee & Payment - **NEW FOR 2025**

- \$12 per entry
- Payments by credit card only via PayPal (link on contest site).

## Paywalls & Judge Access

PDFs are preferred. For URLs behind paywalls or metered sites, include login credentials in the entry comments for each submission.

Judges must be able to view the content without restrictions

## File Sizes

- Maximum: 20 MB
- Judges' time is valuable—optimize PDFs for fast loading. See the contest site for file resizing tips.

## BEST OF DIVISION

The newspaper that accumulates the most overall points **from editorial and advertising awards** will be named Best of Division. Points are awarded for editorial and advertising honors.

1st Place: 8 points

2nd Place: 4 points

3rd Place: 2 points

HM: 0 points

General Excellence points are doubled.

*Newspapers do not receive points for Honorable Mention because in the event of a tie, the newspaper with more Honorable Mentions will be awarded Best of Division.*

**The daily and weekly newspapers with the most points will be named Newspapers of the Year.**



**2024 NEWSPAPERS OF THE YEAR**

**Wisconsin State Journal and  
Superior Telegram**

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by 10:59 p.m. on Sunday, October 26.

## Contest Categories

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### OVERALL NEWSPAPER AWARDS

1. General Excellence
2. Best Front Page
3. Best Opinion Section **UPDATED to include dailies**
4. Best Sports Section
5. Best Feature/Lifestyle Section **Judged across all divisions**
6. Best Special Section - Editorial
7. Best Headlines
8. Editorial Award
9. Community Engagement Award
10. Open Records & Public Governance Award
11. All-Around Newspaper Photography **Weekly only**

### REPORTING/WRITING

12. General News Story
13. Feature Story (Non-profile)
14. Feature Story (Profile)
15. Localized State or National Story
16. Sports News Story
17. Sports Feature Story
18. Breaking News Reporting
19. Investigative Reporting
20. Enterprise/Interpretive Reporting
21. Environmental Reporting
22. Ongoing/Extended Coverage
23. Health Coverage
24. Arts & Culture Coverage **NEW!**
25. Reporting on Local Government
26. Reporting on Local Education
27. Business Coverage
28. Local Column
29. Local Sports Column
30. Local Outdoor Column **Judged across all divisions**
31. Rookie Reporter of the Year
32. A-Mark Prize for Investigative Journalism **NEW! Cash Prizes!!**

### PHOTOGRAPHY/VISUAL/AUDIO

33. General News Photo
34. Spot News Photo
35. Sports Action Photo
36. Sports Feature Photo
37. Feature Photo
38. Artistic Photo
39. Photo Essay
40. Overall Page Design **Weekly only**
41. Visual Storytelling
42. Outstanding Podcast or Audio Storytelling
43. Best Video

### ADVERTISING

44. Bill Payne Excellence in Advertising Award
45. Multimedia Marketing Representative of the Year **Updated**
46. Best Restaurant Ad
47. Best Large Ad
48. Best Small Ad
49. Best Ad Idea (Series)
50. Best Use of Color
51. Best Multiple Advertiser Layout
52. Best Use of Local Photography **Weekly only**
53. Best Use of Humor **Judged across all divisions**
54. Best Newspaper Promotion
55. Best Special Section (Advertising)
56. Best Niche Product

## REMINDER: All Entries must be submitted in one of the following formats:

### PDFs

- ✓ Include jump pages for printed work.
- ✓ Combine multi-page samples into a single PDF. For example:
  - If a story spans two printed pages ("A1" and a jump page), submit all related pages as one file.
  - **For web entries that submit a pdf**; screen captures should be combined and submitted as one pdf.
- ✓ Ensure the publication date appears on each page or screenshot.
- ✓ Include the headline of the story so the judges can identify it on the page.

### URLs:

- ✓ Submit a direct link(s) to the original story or e-edition.
- ✓ If your website has a paywall or metered access, **you must provide login credentials and a password in EACH entry's comment section**. If judges can't access the entry, it will be disqualified.

**NOTE: Photography submissions can be uploaded as .jpg files.**

## OVERALL NEWSPAPER AWARDS

### One entry per newspaper

#### 1. General Excellence

This is the top award in the WNA Foundation Better Newspaper Contest. *Judges will evaluate both the print edition and website.*

##### What to Submit:

- Three (3) complete newspaper issues (September 2024, February 2025, and one of your choice)
- Your main website URL

##### **Scoring (100 points total):**

Writing quality: 25  
Use of photos/art: 10  
Editorial coverage: 10  
Sports coverage: 10  
Advertising design and copy writing: 10  
Production quality: 5  
Website navigation: 5  
Digital storytelling: 5  
Front page design (includes web landing page): 5  
Best Arts & Culture content: 5  
Public notices: 5  
Headlines: 5

#### 2. Best Front Page

Recognizes excellence in design and content for either website landing pages or newspaper front pages. Judges will consider layout and design, effective headlines, reader appeal, photography, writing clarity and overall news coverage in choosing the winner.

##### What to Submit:

- Three (3) front covers or three (3) screen captures of website landing pages of your choice

#### 3. Best Opinion Section UPDATED to include dailies

Recognizes outstanding overall opinion content. Judges will consider the use of feature material, quality of writing and design. Preference given to locally written content.

##### What to Submit:

- Three (3) full opinion sections

#### 4. Best Sports Section

Highlights excellence in sports journalism, including writing, photography, layout, and coverage depth.

##### What to Submit:

- Three (3) full sports sections (September 2024, February 2025, and one of your choice)

#### 5. Best Feature/Lifestyle Section Judged across all divisions

This award recognizes overall excellence in lifestyle or feature content. Criteria include concept, extent of coverage, writing quality, photography and design. Entries may include lifestyle, feature, entertainment, religion or other special interest

##### What to Submit:

- Three (3) complete feature or lifestyle sections

## OVERALL NEWSPAPER AWARDS (continued) **One entry per newspaper**

### 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.

#### What to Submit:

- Three (3) stories within a theme published/posted on the same date.

### 7. Best Headlines

Recognizes creativity and effectiveness in headline writing.

#### What to Submit:

- Three (3) headlines and the full articles they accompany

### 8. Editorial Award

Celebrates impactful editorial writing from staff or publishers that attract the reader to the associated story.

#### What to Submit:

- Three (3) staff-written editorials

### 9. Community Engagement Award

Honors efforts that foster community involvement, dialogue, generate revenue and/or trust through journalism.

#### What to Submit:

- Up to five (5) examples (e.g., newsletters, podcasts, social media projects, events)
- Include context and impact in the "Comments" section

### 10. Open Records and Public Governance Award

Recognizes local journalism that advances open and responsive government and transparency at any level of government. Entries might include an editorial campaign, news coverage, court action.

#### What to Submit:

- Up to ten (10) examples of related coverage (news stories, editorials or opinion columns, campaigns)
- Include explanatory details in the "Comments" section

### 11. All-Around Newspaper Photography Weekly only

Awards strong photojournalism across multiple issues.

#### What to Submit:

- Three (3) full newspaper issues featuring your best photography

## REPORTING/WRITING **Two entries per reporter/team**

### 12. General News Story

Honors strong reporting on a scheduled or planned event such as a trial, public meeting, dedication, or political visit. Judging will focus on topic importance, writing quality, completeness, strong emphasis on sentence structure and lead.

#### What to Submit:

- One (1) main article (sidebars may be included)

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

Recognizes compelling feature writing that is not focused on a person or group. Judges will consider creativity, writing style, and human interest.

#### What to Submit:

- One (1) feature story (sidebars may be included)

### 14. Feature Story (Profile)

Highlights excellent profile writing about a person or group relevant to the community. Judged on originality, writing style, and reader interest.

#### What to Submit:

- One (1) profile story (sidebars may be included)

### 15. Localized State or National Story

Awards coverage that effectively connects a state or national news story to the local community. Judged on relevance, clarity, and writing quality.

#### What to Submit:

- Up to three (3) related articles on the same topic (sidebars may be included)

### 16. Sports News Story

Recognizes strong coverage of a single sports event or sports-related news topic (not including features). Judges will consider writing style, timeliness, and depth of reporting.

#### What to Submit:

- Up to three (3) related news articles on a single sports topic (sidebars may be included)

### 17. Sports Feature Story

Honors excellent storytelling in sports-related features. Judging focuses on originality, writing quality, and unique treatment of the subject.

#### What to Submit:

- Up to three (3) related sports feature articles (sidebars may be included)

# REPORTING/WRITING (continued)

## Two entries per reporter/team

Submissions must be made online through the contest portal [betternewspapercontest.com](http://betternewspapercontest.com) by 10:59 p.m. on Sunday, Oct. 26.

### 18. Breaking News Reporting

Awards exceptional coverage of a developing news story that unfolds over hours, days, or weeks. Judging focuses on urgency, depth, clarity, and news value.

*Stories stemming from a breaking news event that include issue-related follow-up stories should be entered into Enterprise Reporting or Ongoing/Extended Coverage.*

#### What to Submit:

- Up to ten (10) related stories about a single event

### 19. Investigative Reporting

Recognizes deep, watchdog-style reporting on a single topic, revealing information not previously public. Judges will consider depth of research, persistence, public records use, obstacles overcome, and impact on public policy.

*Differs from Enterprise/Interpretive Reporting because it requires higher standards of research and investigation.*

#### What to Submit:

- Up to ten (10) related investigative articles on a single topic (sidebars may be included)

### 20. Enterprise/Interpretive Reporting

Awards original, in-depth coverage of an issue or trend developed through strong reporting and use of data and analysis.

*Coverage of events like trials and government meetings should be entered in General News Story or Extended/Ongoing Coverage.*

#### What to Submit:

- Up to ten (10) articles and related data content on a single topic (sidebars may be included)

### 21. Environmental Reporting

Recognizes exceptional journalism on environmental issues. Judges consider clarity, local relevance, technical accuracy, and overall coverage.

#### What to Submit:

- Up to ten (10) related articles on a single environmental topic (sidebars may be included)
- Entrants are encouraged to include a note to judges in the "Comments" section explaining the impact of the reporting

### 22. Ongoing/Extended Coverage

Honors strong continuing coverage of a planned or developing topic over time. Judges will focus on topic importance, writing quality, and thoroughness.

#### What to Submit:

- Up to ten (10) related articles on the same subject (sidebars may be included)

### 23. Health Coverage

Awards excellence in reporting on health-related issues or events. Judges will consider depth of reporting, clarity, and public impact.

#### What to Submit:

- Up to three (3) related health stories (sidebars may be included)
- Entrants are encouraged to add a comment for the judges on the coverage's impact

### 24. Arts & Culture Coverage **NEW**

Honors excellent writing in arts and culture, entertainment, or similar topics. Judged on originality, writing style, and reader interest.

#### What to Submit:

- Up to three (3) related arts stories (sidebars may be included)

# REPORTING/WRITING

## One entry per reporter/team

Submissions must be made online through the contest portal [betternewspapercontest.com](http://betternewspapercontest.com) by 10:59 p.m. on Sunday, Oct. 26.

### 25. Reporting on Local Government

Recognizes strong coverage of local government topics or issues. Judged on reporting depth, clarity, and relevance.

#### What to Submit:

- Three (3) government-focused articles by a single reporter or reporting team (sidebars may be included)

### 26. Reporting on Local Education

Honors excellent reporting on local education topics. Stories and sidebars will be judged on clarity, news value, explanatory value, and storytelling.

#### What to Submit:

- Three (3) education-focused articles by a single reporter or reporting team (sidebars may be included)

### 27. Business Coverage

Recognizes strong local business and economic reporting. Entries should include analysis, clarity, and informative reporting.

#### What to Submit:

- Up to three (3) business-focused articles by a single reporter or reporting team (sidebars may be included)

### 28. Local Column

Awards outstanding local column writing in any format — such as news, feature, or humor. Judged on reader appeal and clarity of writing.

#### What to Submit:

- Three (3) columns by a single columnist

### 29. Local Sports Column

Recognizes excellence in sports commentary or storytelling by a single columnist. Judged on reader appeal and clarity of writing.

#### What to Submit:

- Three (3) sports columns by a single columnist

### 30. Local Outdoor Column Judged across all divisions

Honors compelling outdoor-themed columns (e.g., hunting, fishing, nature) by a single columnist. Judged on reader appeal and clarity of writing.

#### What to Submit:

- Three (3) outdoor columns by a single columnist

### 31. Rookie Reporter of the Year

Recognizes an outstanding entry-level reporter employed 18 months or less as of Aug. 31, 2025, with no prior newsroom experience.

#### What to Submit:

- Three (3) work samples
- Reporter's headshot
- Nomination letter with employment start date and job description

### 32. A-Mark Prize for Investigative Journalism **NEW**

Judged across all divisions > **\$25/entry - Unlimited Entries**

- Open to all news media organizations based in Wisconsin, including newspapers, radio and TV broadcast outlets, including digital-only platforms.
- Entries must have been published or aired between September 1, 2024 and August 31, 2025.
- Both standalone pieces and series are eligible for submission.
- Individual reporters, editors, and freelance journalists based in Wisconsin are welcome to apply, provided their work has been published or aired by Wisconsin-based news media organizations.

### WINNERS WILL RECEIVE THE FOLLOWING PRIZES:

#### First place:

**\$5,000 for the journalist(s) and \$2,500 to the news organization**

#### Second place:

**\$3,000 for the journalist(s) and \$1,500 to the news organization**

#### Third place:

**\$2,000 for the journalist(s) and \$1,000 to the news organization**

*Winning submissions with multiple journalists or newsrooms will split the relevant prizes.*

### JUDGING CRITERIA:

**Quality of Journalism:** Judges will look for well-researched, thorough work that provides new insights or brings important issues to light.

**Quality of Presentation:** Submissions should be clear, compelling and effectively presented in their chosen format(s) whether it is written, audio, video or multimedia.

**Responsiveness to Community Needs:** Judges will consider how the reporting reflects community input or engagement, whether through direct collaboration, feedback or active listening.

**Impact:** Judges will evaluate the demonstrated or potential impact of the reporting.

For more details on the A-Mark Prize for Investigative Journalism go to [wnanews.com/home/a-mark-foundation](http://wnanews.com/home/a-mark-foundation)

# Photography/Visual/Audio

## Two entries/individual or team

Submissions must be made online through the contest portal [betternewspapercontest.com](http://betternewspapercontest.com) by 10:59 p.m. on Sunday, Oct. 26.

### 33. General News Photo

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

#### What to Submit:

- One (1) pdf, url or jpg file

### 34. Spot News Photo

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

#### What to Submit:

- Entrants may submit up to ten (10) photographs documenting a single news event.

### 35. Sports Action Photo

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

#### What to Submit:

- One (1) pdf, url or jpg file

### 36. Sports Feature Photo

This award recognizes excellence in sports feature photography. Entries will consist of a feature photo that is sports-related. Judged on content, technical quality, and reader impact.

#### What to Submit:

- One (1) pdf, url or jpg file

### 37. Feature Photo

This award recognizes excellence in feature photography. Entries will consist of a single feature photo that has strong human interest or offers a fresh view of the commonplace. Judged on content, technical quality, and reader impact.

#### What to Submit:

- One (1) pdf, url or jpg file

### 38. Artistic Photo

This award recognizes the best single artistic photo. Judged on content, composition, technical quality, creativity, originality, and reader impact.

#### What to Submit:

- One (1) pdf, url or jpg file

### 39. Photo Essay

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

#### What to Submit:

- One (1) pdf or url

### 40. Overall Page Design Weekly only

This award recognizes excellence in overall page design of any three (3) newspaper pages designed by the same person. Judged on attractiveness, impact, effective use of headlines, infographics, clarity in presentation of information, and creativity.

#### What to Submit:

- One (1) pdf of 3 newspaper pages or 3 urls

### 41. Visual Storytelling

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

#### What to Submit:

- One (1) pdf or url

### 42. Outstanding Podcast/Audio Storytelling

This award recognizes a newspaper's effort to report or offer commentary through audio media. Judges will consider the journalism behind an audio project, as well as its originality, overall production quality and innovative use of storytelling techniques.

#### What to Submit:

- A URL linking to a single audio file which highlights a podcast project in its entirety **or**
- A URL linking to a single audio file containing up to three (3) edited highlights

Podcast entries are encouraged to include a description about the podcast and why the entry is significant.

### 43. Best Video (long or short form)

This award recognizes the newspaper's effort to report a story through video. Judged on production quality, relevance of topic, content, creativity and impact. Entries may be of news, sports or feature videos. Videos may stand on their own or be part of a larger story.

#### What to Submit:

- A URL linking to a single video file

# ADVERTISING

## Unlimited Entries

Submissions must be made online through the contest portal [betternewspapercontest.com](http://betternewspapercontest.com) by 10:59 p.m. on Sunday, Oct. 26.

### 44. Bill Payne Excellence in Advertising Award

Recognizes the best locally created display ad of the year, in black & white or color. Judged on concept, layout, and originality.

#### What to Submit:

- One (1) display ad (may also be submitted in one other advertising category—exception to duplication rule)

### 45. Multimedia Marketing Representative of the Year Updated Judged across all divisions

Honors a standout multi-media marketing professional who excels in sales, client and partner relationships, and strategic campaign planning (includes ad sales and diverse revenue opportunities)

#### What to Submit:

- Nomination letter with examples of excellence
- Nominee headshot
- Samples of successful ad/revenue/partner campaigns

### 46. Best Restaurant Ad

Recognizes standout advertising for a restaurant client. Judged on concept, layout, and creativity.

#### What to Submit:

- Up to three (3) ads created for a single restaurant advertiser

### 47. Best Large Ad

Awards the best ad measuring a half-page or larger. Judged on design, creativity, and reader appeal.

#### What to Submit:

- One (1) ad measuring a half-page or more **or** 970 x 250 px (Billboard) **or** 300 x 600 px (half page)

### 48. Best Small Ad

Honors an outstanding single ad, no larger than 15 square column inches (e.g., 3"x5", 2"x7.5") **or** 300 x 250 px. Judged on creativity and visual impact.

#### What to Submit:

- One (1) ad no larger than 15 square column inches **or** 300 x 250 px

### 49. Best Ad Idea (Series)

Recognizes a creative ad series with a consistent theme for a single advertiser. Judged on originality and concept.

#### What to Submit:

- At least three (3) ads forming a cohesive series

### 50. Best Use of Color

Awards the most impactful use of color in a single ad. Judges will look at visual clarity and creative execution.

#### What to Submit:

- One (1) color ad

### 51. Best Multiple Advertiser Layout

Recognizes a promotional layout featuring multiple advertisers under a shared theme or event. Judged on concept, clarity, and originality.

#### What to Submit:

- One (1) complete multi-advertiser layout

### 52. Best Use of Local Photography Weekly only

Honors ads that creatively incorporate original photography taken by a newspaper staff member.

#### What to Submit:

- One (1) single ad or a series of ads using employee-taken photos

### 53. Best Use of Humor Judged across all divisions

Recognizes an ad that effectively uses humor to engage readers. Judged on cleverness, design, copy, and overall appeal.

#### What to Submit:

- One (1) humorous ad

### 54. Best Newspaper Promotion

Honors in-house ads or promotional campaigns created to support the newspaper's readership, services, or public mission. May include house ads, promotion of public notices, circulation promotions, special rates, advertiser incentives and ads promoting readership.

#### What to Submit:

- Up to ten items (ads, graphics, or materials)

Optional: Include a short statement in the "Comments" section describing the campaign's goals and results

## ADVERTISING (continued)

### Unlimited Entries

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#### 55. Best Special Section (Advertising)

Recognizes themed sections aimed at readers and shoppers. These are often tied to seasonal or local events.

##### What to Submit:

- One (1) complete special section (e.g., festival guide, sports preview, tribute issue)

#### 56. Best Niche Product

Honors a special publication produced for a specific audience. Examples include visitor guides, hunting magazines, or real estate inserts.

##### What to Submit:

- One (1) - two (2) complete issues of a niche product

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- **Deadlines are final — no extensions.**

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