

The 2019  
Wisconsin Newspaper Association Foundation



# Better Newspaper Contest

Rules & Categories



# Contest Categories

## Overall Newspaper Awards

1. General Excellence
2. Community Service/Engagement Award\*\*
3. Best Special Section – Editorial
4. Editorial Award
5. Editorial Section
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7. Sports Section
8. Feature/Lifestyle Section\*\*^^
9. Best Headlines
10. Special Pages\*\*
11. Open Records/FOI Award^^

## Reporting/Writing

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Category has updated rules for 2019

\*\*Daily Category up for elimination in 2020

^^Weekly Category up for elimination in 2020

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## Deadline & Submission Period

### **Deadline: Monday, Oct. 21**

All entries must be uploaded by 10:59 p.m.  
Mailed entries must be postmarked by Oct. 18.

### **Submission Period: 9/1/18 - 8/31/19**

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

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## Contest Divisions

### **Daily Group**

Division A: 20,000 or more  
Division B: 7,000 - 19,999  
Division C: 6,999 or less

### **Weekly Group**

Division D: 4,000 or more  
Division E: 2,500 - 3,999  
Division F: 2,499 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 2018 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).

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## 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.

## Eligibility

Contest is open to all WNA full business and associate member newspapers in good standing. (Dues must be paid prior to entering the contest.)

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.

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## Group Entry

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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## Entry Limits

Unless otherwise specified, each entrant may submit as many entries in each contest as desired. If submitting an entry that was produced by more than one individual, the entry limit still applies to each person.

**For example**, if April O'Neil entered a single byline story in Environmental Reporting, which has a limit of 2 entries per reporter, and also was a reporter for an entry with multiple bylines in that same category, she's reached her entry limit.

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## Best of Division Awards

### **Best of Division**

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.

### **Newspaper 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 of or links to e-editions may also be provided.

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

**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 three times, for General Excellence), so judges can identify the entries when using the online portal to submit judgements.

Mailed entries and payment **must be postmarked by Oct. 18, 2019**, and sent to:  
WNA 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

Awards will be presented at the WNA Convention & Trade Show in March 2020 in Pewaukee.

This year's contest is being judged by the New York Press Association.

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

*For further submission instructions in any category, please refer to the yellow pop-up box on the online entry form that appears after selecting a category.*

# **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 the newspaper. The maximum point value is: Quality of writing: 25; use of photos & artwork: 10; mechanical evidence of craftsmanship and skill in composition, reproduction and press work: 10; editorial page(s): 10; front page: 10; sports page(s): 10; advertising design and layout, quality and technique of copy writing: 10; family/life/living/feature entertainment: 5; treatment of public notices: 5; and headline language: 5.

**Entry limit: 1 per newspaper**

*Mail three (3) complete issues of the newspaper OR submit them as e-editions. Issues must be from September 2018, February 2019 and a month of your choosing.*

## **2. Community Service/Engagement Award**

This award recognizes a newspaper's ability to foster an effective dialogue with its community through public service journalism, community partnerships, events and/or a special project. Entrants are encouraged to submit a letter of explanation describing the effort or combination of efforts made by the newspaper, the supportive role it played and the impact on the community.

*Submit up to 10 attachments or URLs to articles or other examples of the impact the project had on your community. Letters can be submitted as attachments or included in the comment section.*

## **3. Best Special Section**

This award recognizes editorial excellence in special sections or a section comprised of two or more pages covering a specific theme. Criteria include concept, appearance, writing quality, extent of coverage and timeliness.

*Mail one (1) special section OR provide a link to the e-edition of that section. Small sections may be uploaded as a single, downsized, multi-page PDF.*

## **4. Editorial Award**

This award recognizes excellence in editorial writing by a newspaper. Each entry shall consist of three editorials, all of which must be written by the publisher or a staff member. Criteria include clarity of thought, effective writing and significance of subject.

*Upload three (3) full-page PDFs (do not crop) OR submit three (3) URLs for three editorials written by the publisher or a staff member.*

## **5. Editorial Section**

This award recognizes the best overall editorial section (or page, if your newspaper's editorial section consists of one page). Entries shall consist of three editorial sections. Criteria include use

of feature material, design, quality of writing and overall content. Judges will give preference to pages with locally-generated content.

*Upload three (3) single-page or multi-page PDFs (depending on the size of your editorial section) OR link(s) to the e-editions of those sections.*

## **6. Front Page**

This award recognizes overall front page excellence in layout and design, effective headlines, reader appeal, photography, writing clarity and overall news coverage. Each entry shall consist of three front pages.

*Upload three (3) full-page PDFs of three front pages of your choice.*

## **7. Sports Section**

This award recognizes overall excellence in sports sections (or pages, if your newspaper's sports section consists of one page). Entries shall consist of a section from September 2018, February 2019 and another sports section from the month of your choosing. Criteria include concept, extent of coverage, writing quality, photography and design.

**Entry Limit: 1 per newspaper**

*Upload three (3) single-page or multi-page PDFs (depending on the size of your sports section) OR link(s) to the e-editions of those sections.*

## **8. Feature/Lifestyle Section**

This award recognizes overall excellence in lifestyle or feature sections (or pages, if your newspaper's section consists of one page). Each entry shall consist of three complete feature/lifestyle sections published within a regular edition of the paper. Entries may include lifestyle, feature, entertainment, religion or other special interest lifestyle sections. Newspapers may enter a combination of different types of feature/lifestyle sections. Criteria include concept, extent of coverage, writing quality, photography and design.

*Upload three (3) single-page or multi-page PDFs (depending on the size of your lifestyle section) OR link(s) to the e-editions of those sections.*

## **9. Best Headlines**

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

*Upload three (3) full-page PDFs (do not crop) OR submit three (3) URLs for three headlines and their accompanying stories.*

## **10. Special Pages**

This award recognizes overall excellence in special pages not included in the categories above that published within a regular edition of the paper. Each entry shall consist of three special pages (or sections published within the newspaper). Entries may include outdoor, health, business, education



and agriculture pages/sections. Newspapers may enter a combination of different types of sections. Criteria include concept, extent of coverage, writing quality, photography and design.

*Upload three (3) single-page or multi-page PDFs (depending on the size of your section) OR link(s) to the e-editions of those sections.*

### **11. Open Records/FOI Award**

This award recognizes an effective job of furthering the cause of 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. Submit your best editorial or news coverage that exemplifies your freedom of information (FOI) coverage and/or advocacy.

*Submit up to 10 attachments or URLs to articles or other examples that exemplify your Freedom of Information coverage. Letters can be submitted as attachments or included in the comment section.*

## **Reporting/Writing**

### **12. “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, 2019, and who have had no previous employment in the newspaper industry. Entries shall include three examples of the reporter’s work, along with a letter specifying when the reporter joined the paper and what his or her responsibilities have been during that time.

*Submit three (3) examples of the reporter’s work as attachments or URLs, as well as a letter from his/her editor and a headshot. Letters can be submitted as attachments or included in the comments.*

### **13. 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. Entries shall consist of a single story or a story with sidebar(s). Criteria include significance of subject, writing quality and thoroughness. Strong emphasis placed on sentence structure and lede.

**Entry Limit: 2 per reporter or reporting team** (no person shall be credited for more than two entries in this category)

*Submit one (1) story as a full-page PDF or URL, as well as any accompanying sidebars.*

### **14. Breaking News Coverage**

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.)

**Entry Limit: 2 per reporter or reporting team** (no person shall be credited for more than two entries in this category)

*Submit up to (10) stories about a single breaking news event. Stories should be submitted as full-page PDFs or URLs.*

### **15. 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.)

**Entry Limit: 2 per reporter or reporting team** (no person shall be credited for more than two entries in this category)

*Submit (10) stories about a single breaking news event. Stories should be submitted as full-page PDFs or URLs.*

### **16. 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.)

**Entry Limit: 2 per reporter or reporting team** (no person shall be credited for more than two entries in this category)

*Submit up to (10) stories about a single topic. Stories should be submitted as full-page PDFs or URLs.*

### **17. Feature (Non-profile)**

This award recognizes excellence in feature writing. Entries shall consist of a single feature article or article and sidebar(s), but they shall not include sports or personality profiles. Criteria include effectiveness of writing style, originality of approach and human interest.

**Entry Limit: 2 per reporter or reporting team** (no person shall be credited for more than two entries in this category)

*Submit one (1) feature story as a full-page PDF or URL, as well as any accompanying sidebars.*

### **18. Feature (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.

**Entry Limit: 2 per reporter or reporting team** (no person shall be credited for more than two entries in this category)

*Submit one (1) feature story as a full-page PDF or URL, as well as any accompanying sidebars.*

## 19. Reporting on Local Government

This award recognizes excellence in reporting on local and/or county government. Criteria include news value, writing clarity, style and treatment of the subject. Each entry shall consist of three articles and may also include any sidebars.

**Entry Limit: 2 per reporter or reporting team** (no person shall be credited for more than two entries in this category)

*Submit three (3) stories as a full-page PDF or URL, as well as any accompanying sidebars.*

## 20. Reporting on Local Education

This award recognizes excellence in reporting on local education. Criteria include news value, writing clarity, style and treatment of the subject. Each entry shall consist of three articles and may also include any sidebars.

**Entry Limit: 2 per reporter or reporting team** (no person shall be credited for more than two entries in this category)

*Submit three (3) stories as a full-page PDF or URL, as well as any accompanying sidebars.*

## 21. Business Coverage

This award recognizes excellence business and economic reporting that provides 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. Each entry shall consist of three stories and may also include any sidebars.

**Entry Limit: 2 per reporter or reporting team** (no person shall be credited for more than two entries in this category)

*Submit three (3) stories as a full-page PDF or URL, as well as any accompanying sidebars.*

## 22. Environmental Reporting Award

This award recognizes outstanding environmental reporting and encourages journalists to educate the public on environmental issues. Entrants are encouraged to include a letter to judges about the impact of the coverage. Criteria include readability, local appeal, technical detail, ability to translate technical terms into everyday language and scope of the coverage. Each entry shall consist of stories with sidebars or a series on a single environmental subject.

**Entry Limit: 2 per reporter or reporting team** (no person shall be credited for more than two entries in this category)

in this category)

*Submit one (1) story, a story with sidebar(s) OR a series on a single environmental topic. Stories should be submitted as full-page PDFs or URLs.*

### **23. Ongoing/Extended Coverage**

This award recognizes efforts by newspapers and reporters to continue coverage of a news story. An example would be follow-up stories on developing news when the entry doesn't qualify as an investigative story or series.

**Entry Limit: 2 per reporter or reporting team** (no person shall be credited for more than two entries in this category)

*Submit up to ten (10) stories about a single topic as full-page PDFs or URLs.*

### **24. Local Column**

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

**Entry Limit: 1 per columnist**

*Submit three (3) columns by the same columnist as full-page PDFs or URLs.*

### **25. 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.

**Entry Limit: 2 per reporter or reporting team** (no person shall be credited for more than two entries in this category)

*Submit up to ten (10) stories about a single sports event or topic as full-page PDFs or URLs.*

### **26. Sports Feature**

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

**Entry Limit: 2 per reporter or reporting team** (no person shall be credited for more than two entries in this category)

*Submit one (1) sports feature OR a sports feature series on a single topic not to exceed 10 stories.*

## 27. Local Sports Column

This award recognizes outstanding sports columnists. Each entry shall consist of three columns by a single columnist. Criteria include reader appeal and clarity of writing.

**Entry Limit: 1 per columnist**

*Submit three (3) sports columns by the same columnist as full-page PDFs or URLs.*

## 28. Local Outdoor Column

This award recognizes outstanding outdoors columnists. Each entry shall consist of three columns by a single columnist. Criteria include reader appeal and clarity of writing.

**Entry Limit: 1 per columnist**

*Submit three (3) outdoors columns by the same columnist as full-page PDFs or URLs.*

## 29. Best Localized National Story

This award recognizes the best story or series that localizes national news. Judges will consider community relevance, local angle, timeliness, quality of writing and clarity.

**Entry Limit: 2 per reporter or reporting team** (no person shall be credited for more than two entries in this category)

*Submit up to three (3) stories in a series about the same topic. Stories should be submitted as full-page PDFs or URLs.*

# Photography

## 30. All-Around Newspaper Photography

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.

**Entry limit: 1 per newspaper**

*Mail three (3) complete issues of the newspaper OR submit them as e-editions.*

## 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.

**Entry limit: 2 per photographer**



*Submit one (1) full-page PDF where the photo originally appeared **AND** a JPG of the original photo. If the photo only ran online, a URL to the original post can be provided.*

### **32. Spot News Photo**

This award recognizes excellence in spot news photography. Each entry shall consist of one or more photos of an unscheduled event for which no advance planning was possible. Criteria include content, technical quality and reader impact.

**Entry limit: 2 per photographer**

*Submit up to ten (10) photographs. A full-page PDF **OR** URL should be provided to illustrate where each photo originally appeared, as well as a JPG of at least one (1) photo.*

### **33. Sports Photo**

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

**Entry limit: 2 per photographer**

*Submit one (1) full-page PDF where the photo originally appeared **AND** a JPG of the original photo. If the photo only ran online, a URL to the original post can be provided.*

### **34. Feature Photo**

This award recognizes excellence in feature photography. Entries 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.

**Entry limit: 2 per photographer**

*Submit one (1) full-page PDF where the photo originally appeared **AND** a JPG of the original photo. If the photo only ran online, a URL to the original post can be provided.*

### **35. Portrait or Artistic Photo**

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

**Entry limit: 2 per photographer**

*Submit one (1) full-page PDF where the photo originally appeared **AND** a JPG of the original photo. If the photo only ran online, a URL to the original post can be provided.*

### 36. Photo Essay

This award recognizes the best photo essay on a single topic. Criteria include use of photos and captions.

**Entry limit: 2 per photographer or photography team.**

*Submit one (1) or more full-page PDFs where the photo originally appeared AND a JPG of at least one original photo. If the photo essay only ran online, a URL to the original post can be provided.*

## Design & Visuals

### 37. 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.

**Entry limit: 1 per designer**

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

### 38. Page Design – Feature

This award recognizes excellence in feature page design by the same person. Criteria include attractiveness, impact, effective use of headlines, infographics, clarity in presentation of information and creativity.

**Entry limit: 1 per designer**

*Submit three (3) full-page PDFs of three feature pages designed by the same person or a URL to the e-editions of those pages.*

### 39. Page Design – Sports

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

**Entry limit: 1 per designer**

*Submit three (3) full-page PDFs of three sports pages designed by the same person or a URL to the e-editions of those pages.*

## 40. Graphics

This award recognizes excellence in graphic design of a single element. Criteria include attractiveness, clarity in presentation and creativity. Entries should include the story that accompanied the graphic.

*Submit one (1) graphic element as a JPG, as well as a full-page PDF of the newspaper page feature the graphic or a URL to the e-edition of that pages.*

# Multimedia

## 41. Best Website

This award recognizes excellence in newspaper websites. Criteria include quality and quantity of community content, ease of navigation, visuals and accessibility. Weight will be given to digital presentation of content, with emphasis on staff-produced content ranging from stories to photos, videos, interactive elements, databases, etc., all geared toward increasing engagement and building audience. Entrants are encouraged to include a letter of explanation regarding how staff utilizes the site to engage readers.

**Entry limit: 1 entry per newspaper**

*Submit one (1) URL for your website.*

## 42. Digital Journalism

This award recognizes excellence, effectiveness and innovation in using digital tools or technologies in the gathering and/or reporting of journalism. Digital elements can include, but are not limited to, text, audio, video, photos, and interactive or social media components. Entries will be evaluated on how the utilization of digital tools and multimedia presentation enhances the impact of the story.

*Submit up to ten (10) URLs on a single topic that exemplify your use of digital elements to enhance storytelling.*

## 43. Best Video

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

*Submit one (1) URL for for a single video.*

# Advertising

## **44. 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.

*Submit one (1) full-page PDF (do not crop) or a URL to the original ad.*

## **45. Best Grocery Ad**

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

*Submit up to three (3) full-page PDFs or URLs for a single advertiser.*

## **46. Best Restaurant Ad**

Entries should include up to three ads for a single restaurant advertiser. Criteria include basic idea, layout and originality.

*Submit up to three (3) full-page PDFs or URLs for a single advertiser.*

## **47. Best Real Estate Ad**

Entries should include up to three ads for a single real estate advertiser. Criteria include basic idea, layout and originality.

*Submit up to three (3) full-page PDFs or URLs for a single advertiser.*

## **48. 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 45 and 47.

*Submit one (1) full-page PDF (do not crop) or URL to the original ad.*

## **49. 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.

*Submit one (1) full-page PDF (do not crop) or URL to the original ad.*

## 50. 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.

*Submit up to three (3) full-page PDFs (do not crop) or URLs to an ad or ads for a single retailer.*

## 51. Best Use of Color

This award recognizes the best color ad. Entries shall consist of a single ad. Criteria include overall impact, clarity and originality of the color used in the ad.

*Submit one (1) full-page PDF (do not crop) or URL to the original ad.*

## 52. Best Multiple Advertiser Spread

This awards 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.

*Submit one (1) full-page PDF (do not crop) or URL to the original ad.*

## 53. Best Use of Art Service

This award recognizes the best ad or series of ads that utilizes art from an art service. Entries will consist of a single ad or series. 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.

*Submit a single ad OR a series of ads for which an art service was used. A full-page PDF OR URL(s) to the original ad should be submitted.*

## 54. Best Use of Local Photography

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.

*Submit a single ad OR a series of ads for which an art service was used. A full-page PDF OR URL(s) to the original ad should be submitted.*

## 55. Best Use of Humor

This award recognizes effective use of humor in advertising. Judges will consider all aspects of the ad (creativity, originality, copy, design and reader appeal), with special emphasis on how funny the ad is.

*Submit one (1) full-page PDF (do not crop) or URL to the original ad.*



## 56. 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. Judges will consider originality of the campaign, reader appeal and effectiveness in promoting the newspaper industry or individual newspaper.

*Submit one (1) or more ads — or other materials that illustrate promotion — as PDFs, JPGs or URLs.*

## 57. Best Special Section

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.

*Submit one (1) full-page PDF (do not crop) or URL to the original ad.*

## 58. 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.

*Mail one (1) niche product OR provide a link to the product of that section. Niche products with only a few pages may be uploaded as single, downsized, multi-page PDFs.*

## 59. 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.

*Mail two (2) or more niche publications OR provide URLs to the e-editions for those publications. Smaller niche publications may be uploaded as a single, downsized, multi-page PDF.*

## 60. Best Digital Ad

This award recognizes excellence in online advertising. Entries shall include any ad — animated or static — that appeared on a website or mobile site. Entry consists of a link to digital content.

*Submit a single digital ad as a URL.*