

Pacific NW Magazine Group



2020 CONTEST RULES

Who can enter?

The contest is open to all Pacific NW Magazine Group members.

What can be entered?

All issues published during the 2019 calendar year are eligible. Entry content must be produced by full- or part-time staff member.

What is the entry deadline?

Any printed entries must be postmarked, or hand-delivered to the ONPA office, by **5 pm Thurs, April 30, 2020**, at which time we will also close the online registration. No extensions will be granted.

Where is the online registration?

Go to www.betternewspapercontest.com and click "contestant login" at the top of the page or "Newspaper login" under "Are you a contestant?". Pacific NW Magazine - Username is your email & password is Mag2020.

What are the costs for entering?

A flat fee of \$25, no matter how many entries you submit.

How should payments be made?

Phone: You may either call into the ONPA office at (503) 624-6397 and speak to Allie Tikerpuu at ext 35 or Edward Wistos at ext 30.

Check: Make checks payable to "Oregon Newspapers Foundation" or "ONF", indicate "Contest fee" on it's face, and mail it to ONPA along with the registration form.

Do not include a check or payment info with printed entries.

Payment Deadline:

We don't specify a deadline, but we would appreciate receiving payment after entries have been made but before the convention. We will contact you if payment has been significantly delayed.

Who will judge the contest?

Volunteers within the publishing industry from all over the county.

What awards will be given?

Judges will designate a 1st, 2nd, & 3rd place for each category.

When will winners be announced & presented?

Winners will be announced and presented in September 2020. Location and date TBD.

What if something goes wrong?

Any entry submitted in violation of these rules may be disqualified. Written complaints regarding disqualifications or alleged rules violations must be submitted to the Contest Committee c/o ONPA within 30 days after award presentation. Written complaints **ONLY**. The decisions of the Contest Committee will be final.

How should entries be prepared?

Submit all items in every entry, printed or electronic, as full PDF pages. **Record every entry at the online registration site.**

PDF Entries

Include only pages related to the entry, in a logical order, and use that order when typing the entry title in the online form. If an entry consists of more than one PDF file, upload the files in that same logical order.

Render all PDF files as small as possible for online judging.

Printed Entries

Submit each entry in a separate envelope (at least 9"x12") with the individual entry label attached to the front of the envelope.

If necessary, the entry may be folded or a larger envelope may be used. Staple together related tearsheets, such as jump pages. Do not make marks on printed pages. If you must mark the location of a headline, photo, or story on a printed page, use a removable label such as a Post-It® Note.

Attach an entry label, printed from the online registration site, with tape/adhesive to the outside of each envelope, and staple an identical label to one of the items inside the envelope. Group envelopes into one large envelope or box, along with a copy of the registration form, and send to the ONPA office.

CATEGORY DESCRIPTIONS

In 2020, all categories are grouped under one "General" division.

Entries in all divisions are to be submitted as PDF files unless the category description begins with "Printed Entries".

Qualifying Magazines are ones that:

1. Published at least three times a year but no more than 52 times a year;
2. Published in Oregon, Washington, and/or Idaho (principal editorial office);
3. Magazines with an minimum average editorial content of 25% (non-advertising).

Best Overall: Magazine

Printed Entries. This category takes the entire magazine into account - from originality, design, writing, overall execution, etc. Submit three different issues published in 2019.

Judging will be based on originality, design, creativity, photography, illustrations, writing, reader interest, overall impact & execution and success in achieving the magazine's mission.

Best Overall: Design

Submit three different issues published in the last 12 months. One entry is allowed per magazine.

Judging will be based on the use of all graphics including typographic, use of photography, line art, presentation effectiveness and page design.

Best Overall: Writing

Submit three different issues.

Judging will be based on quality of writing, editorial focus and depth of reporting. (1 entry per magazine)

Best Advertisement: Self-Promotional

Any advertisement created by the company's in-house team to promote its own magazine, company or event. Submit one print ad per entry. Up to two entries allowed per magazine.

Judging will be based on quality and effectiveness of the message.

Best Writing: Feature

This category recognizes one article as the most outstanding. Submit one article per entry, and up to two entries.

Judging will be based on relevance to the audience, originality, quality of writing and storytelling.

Best Design: Cover

This category recognizes the best magazine cover design - from use of graphics, layout, headlines, etc. Submit one cover per entry and magazines may submit up to three entries total.

Judging will be based on use of graphics/photography, creative ambition, effectiveness of the presentation & editorial value.

Best Photography: Cover

Entries should exemplify the best original photograph used as part of a cover story. No stock photos are allowed. Submit one cover per entry and magazines may submit up to three entries

Judging will be based on photo quality, creative ambition, art direction and editorial value.

Best Photography: Photo Essay/Series

A series of photos on the same subject published in one issue. Entries should tell a story with more than one photograph and minimal copy.

Judging will be based on completeness of presentation, creative ambition, quality of photos, art direction and editorial value. No stock photography allowed. (3 entries per magazine)