

## 2019 Pacific NW Magazine Publications Contest

# CONTEST RULES

**Who can enter?** The contest is open to all Pacific NW Magazine Group members.

**What can be entered?** Publications published during the calendar year 2018 are eligible to enter. Entries must be produced by full- or part-time staff of the publication.

**What is the entry deadline?** Any printed entries must be postmarked, or hand-delivered to the ONPA office, by 5 PM Wednesday, March 13, 2019, at which time we will also close the online registration facility. No extensions will be granted.

**Where is the online registration facility?** Go to [betternewspapercontest.com](http://betternewspapercontest.com) and click "contestant login" at the top of the page or "Newspaper login" under "Are you a contestant?" Pacific NW Magazine - User name (Your email) and password will be Mag2019.

**What are the costs for entering?** This first year, we are only charging a flat \$25, no matter how many entries you submit.

**How should payment be made?** Once you have finished submitting your entries, click on "Calculate Entry Fees" on the Manage Entries page of your account. Check the boxes for all the entries so they are calculated in the total, then click the "Pay Now with Card" or the "Pay by Check" button. Enter your credit or debit card info (or the check number for check payments) in the fields that appear, then click "Pay Now". Make checks payable to "Oregon Newspapers Foundation" or "ONF", indicate "Contest fee" on its face, and mail it to ONPA along with the registration form. If you're paying by credit card, fill in the information requested on the registration form and fax or mail it to ONPA. Do not include a check or payment information with printed entries.

**What is the deadline for payment?** We don't specify a deadline for payment. We will accept your entries and refer them for judging regardless of whether we've received payment. We will contact you if payment has been significantly delayed.

**How are competitions defined?** No circulation or other groups are defined. All entries in each category are judged together.

**Who will judge the contest?** Volunteers within the publishing industry all over the country.

**What awards will be given?** Judges will designate a first-, place winner only this year. Next year we will add second and third place.

**When will winners be announced?** Judging should be completed by April 30, 2019. As soon as possible thereafter, ONPA will notify participating publishers which of their entries received awards.

**When will awards be presented?** Awards will be presented at the Thursday evening awards banquet during the Annual Convention, July 18, 2018 at Mt. Hood Oregon Resort in Welches, Oregon.

**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 following award presentation. Only written complaints will be considered, and 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 pages. **Record every entry at the online registration facility.**

### 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 entry label attached to the front of the envelope.** If necessary, the entry may be folded and/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 facility, with tape or adhesive to the outside of each envelope, and staple an identical label to one of the items inside the envelope.

Group all envelopes in one large envelope or box, along with a copy of the contest registration form, and ship or deliver it to the ONPA office. Printed entries will not be returned.

## Category descriptions

In 2019, all categories are again grouped under one “General” division. Submit entries in all categories as PDF files except where indicated below with “Printed entries”.

### Pacific NW Magazine Group

\*All entries need to have been published over the last 12 months.

Qualifying Magazines are ones that:

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

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#### **Best Overall: Design**

Submit three different issues published in the last 12 months. Judging will be based on the use of all graphics including typography, use of photography, line art, effectiveness of presentation and page design. (1 entry per magazine)

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#### **Best Writing: Feature**

Submit one article per entry. Judging will be based on relevance to the audience, originality, quality of writing and storytelling. (2 entries per magazine)

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#### **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)

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#### **Best Design: Cover**

Submit one per entry. Judging will be based on use of graphics and/or photography, creative ambition, effectiveness of the presentation and editorial value. (up to 3 entries per magazine)

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#### **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. Judging will be based on quality and effectiveness of the message. (2 entries per magazine)

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#### **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)

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#### **Best Photography: Cover**

Original photograph used as part of a cover story. Submit one per entry. Judging will be based on photo quality, creative ambition, art direction and editorial value. No stock photography allowed. (3 entries per magazine)

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#### **Best Overall: Magazine**

Submit three different issues published in the last 12 months. Judging will be based on originality, design, creativity, photography/illustrations, writing, reader interest, overall impact/execution and success in achieving the magazine's mission.