

2017 Best Ad Ideas Contest

CONTEST RULES

Who can enter? The contest is open to all 2017 dues-paid ONPA General Press Members and Associate Member Publications.

What can be entered? Issues published during the period from February 8, 2016 to December 1, 2016 are eligible. Entries must be produced by full- or part-time employees of the newspaper/publication. The same ad can be submitted in more than one category.

What is the entry deadline? Any printed entries must be postmarked, or hand-delivered to the ONPA office, by **5 PM Friday, March 24, 2017**, 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 and click "contestant login" at the top of the page or "Newspaper login" under "Are you a contestant?" Your User name and password are the same as last year.

What are the costs for entering? A general registration fee of \$35 plus \$6 per entry.

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 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? In each category, entries are grouped according to newspaper circulation (see below), and each combination of category and circulation group is considered a competition. If the number of entries in a given competition is insufficient, those entries will be judged with those in the next higher circulation group within that category.

How are circulation groups defined? Entries will be judged in three circulation groups:

Group A: Circulation of 20,001 and above

Group B: Circulation of 5,001-20,000

Group C: Circulation of 5,000 or less

Who will judge the contest? Volunteer staff from member newspapers of the Pennsylvania Newspaper Association will judge this contest.

What awards will be given? Judges will designate a first- and second-place winner for each competition. Honorable mentions may be awarded at the discretion of the judges.

When will winners be announced? Judging should be completed by Friday, May 12, 2017. As soon as possible thereafter, ONPA will notify publishers and ad directors which of their entries received awards.

When will awards be presented? Awards for all categories will be presented at Ad Con in September. Date and location are still to be determined.

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 — which may include multiple items — in a separate envelope at least 9"x12". 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.

REGISTER ONLINE at www.betternewspapercontest.com

Category descriptions

Categories are grouped into four divisions: 100 General, 200 Design, 300 Classified, and 400 Online. When submitting an entry online, you'll choose the division and then the category, so each category name below is preceded by its division. Entries in all divisions except Online are submitted as PDF files unless the category description begins with "Printed entries".

101 GENERAL: **Best advertising headline**

Paid advertising only. Submit your best effort at advertising headline writing. The headline should stop the reader and make him/her want to continue reading the ad. The PDF entry should contain the full page on which the ad appears. Each newspaper may submit up to **three entries**.

Judging will be based on effectiveness in bringing the reader into the ad, originality, impact, and cleverness.

102 GENERAL: **Best black and white ad**

Paid advertising only. Submit your best effort without color. The ad size is not important, but its selling ability is. Art is not necessary, as good headline copy can sometimes outdo art as an attention-getter. The PDF entry should contain the full page on which the ad appears. Each newspaper may submit up to **three entries**.

Judging will be based on overall layout, headline copy, body copy, and attention-getting value.

103 GENERAL: **Best institutional section**

PRINTED ENTRIES. This section must be at least four pages (tab, broadsheet or quarter-fold/flexi) and must contain news and advertising based on a subject (progress edition, recycling, energy conservation, etc.). The news content will not be judged for writing skills, but judges will consider the ability of editorial to attract and hold readers. Each newspaper may submit up to **three entries**.

Judging will be based on originality, total make-up, quality of ads, and their tie-in with the subject of the section.

104 GENERAL: **Best institutional/image ad**

Paid advertising only. The entry in this category should be an institutional ad: one not designed to move merchandise, but rather to announce a grand opening or convey an image. The PDF entry should contain the full page on which the ad appears. Each newspaper may submit up to **three entries**.

Judging will be based on effectiveness of black and white or color usage and impact of the ad on the reader.

105 GENERAL: **Best merchandising section**

PRINTED ENTRIES. This stand-alone or supplemental section must be at least four pages (tab, broadsheet or quarter-fold/flexi) and may be for one store or a group of merchants. The section must contain all specific price point, percentage discount or promotional advertising. Each newspaper may submit up to **three entries**.

Judging will be based on originality, general layout, merchandising effect, and selling power of cover page.

106 GENERAL: **Best multi-color merchandising ad**

Paid advertising only. This is for a single advertiser who wants to move merchandise. Ads can include price points, percentage discounts or promotional offers. Entries should demonstrate effective use of black and two or more additional colors. The PDF entry should contain the full page on which the ad appears. Each newspaper may submit up to **three entries**.

Judging will be based on how color ties in with art and/or product, attention-getting value, originality, and general layout.

107 GENERAL: **Best multi-sponsor ROP ads**

Paid ROP advertising only. Have you come up with a new twist for a contest or sig page? Your entry must incorporate a group of advertisers into an idea to promote extra lineage. Number of sponsors will not be a factor in judging. The PDF entry should contain the full page on which the ad appears. Each newspaper may submit up to **three entries**.

Judging will be based on originality, general layout, and readership appeal.

108 GENERAL: **Best overall advertising (non-dailies)**

PRINTED ENTRIES. Best all-around advertising in a non-daily newspaper. Submit three complete issues, one each from February 2016, August 2016, and September 2016. All ads and the general ad layout of the entire newspaper will be judged. Each newspaper may submit **one entry**.

Judging will be based on layout, design, copy, headlines, artwork, and logos of ads.

109 GENERAL: **Best series**

Paid advertising only. Submit your best series of three or more ads for a single advertiser. The ads must have run on a regular schedule (once a week, once a month, every other week) or on consecutive pages in a single issue. Size can be from one column inch up to a full page. (No sections allowed in this category.) Each PDF entry should contain the full pages on which the ads in one series appear. Each newspaper may submit up to **three entries**.

Judging will be based on originality, follow-through of idea, follow-through of art and follow-through of copy.

110 GENERAL: **Best single house ad**

It doesn't matter what part of your operation you are promoting. Submit the best of those ads you ran on your own newspaper's behalf. No size limit, black and white or color. The PDF entry should contain the full page on which the ad appears. Each newspaper may submit up to **three entries**.

Judging will be based on originality and execution of the idea.

111 GENERAL: **Best use of media**

PRINTED ENTRIES. Submit your best use of new media products and/or promotion, such as separate publications not affiliated with your newspaper (chamber directories, community directories, etc.). All entries must be produced by in-house staff. Each newspaper may submit up to **three entries**.

Judging will be based on idea, originality, layout, copy, and content.

201 DESIGN: **Best section cover**

PRINTED ENTRIES. The cover may be any size, color or black and white, and the section may be paid or newspaper sponsored. The entire section must be submitted. Each newspaper may submit up to **three entries**.

Judging will be based on tie-in with section, effective communication of idea, and impact on reader.

202 DESIGN: **Best use of one color and black**

Paid advertising only. Entries in this category will be judged on the effective use of black and one additional color. Judging will not be based on color registration or the color itself, but rather what the color does for the ad. The PDF entry should contain the full page on which the ad appears. Each newspaper may submit up to **three entries**.

Judging will be based on how color ties in with art and/or product, attention-getting value, originality, and general layout.

203 DESIGN: **Most effective use of small space**

Paid advertising only. Maximum space is 15 column inches (broadsheet). Ads from modular formatted or non-standard publications should be representative of a similar percentage of page space. Entries may be a single ad or a series, but all ads will be judged on the use of space for maximum results. The PDF entry should contain the full page on which the ad appears. Each newspaper may submit up to **three entries**.

Judging will be based on effective use of space.

301 CLASSIFIED: **Best private party ad**

This entry can be a classified display or line ad. The PDF entry should contain the full page on which the ad appears. Each newspaper may submit up to **three entries**.

Judging will be based on originality and attention-getting value.

302 CLASSIFIED: **Best private party promotion**

Best house classified ad promoting purchase of non-commercial private party line ads. The PDF entry should contain the full page on which the ad appears. Each newspaper may submit up to **three entries**.

Judging will be based on execution of the idea and originality.

303 CLASSIFIED: **Best promotion of the classified section**

Best house ad, single or series, promoting readership and/or use of the classified section. The PDF entry should contain the full page on which the ad appears. Each newspaper may submit up to **three entries**.

Judging will be based on execution of the idea and originality.

Online categories

For all online categories, **each entry must consist of a single web address** (URL) from which the judge can gain access to the entry material. Because web sites change, place copies of entry materials in a temporary area on your newspaper's web site and provide a link to that area. That temporary presentation must remain in place until after the summer convention.

If the entry materials span more than one web page, create a separate page that links to each page of materials. Judging will be based on the criteria given for the category, and not on the quality of the entry presentation itself.

401 ONLINE: **Best Online Animated Ad**

This entry consists of a single animated ad, in any format (such as Flash, animated GIF, or video), that appeared on the newspaper's web site. The ad must have been created in-house by newspaper staff.

Judging will be based on visual appeal and on creativity in design and content of the ad.

402 ONLINE: **Best Online Rich Media Ad**

This entry consists of a single ad, in any rich media format (such as Flash or video), that appeared on the newspaper's web site. The ad must have been created in-house by newspaper staff.

Judging will be based on creativity, use of space, design, and overall animation quality.

403 ONLINE: **Best Online House Ad or Campaign**

This entry spotlights your newspaper's efforts to increase revenue with online advertising promoting the newspaper and/or related products. If appropriate and/or necessary, screenshots may be included in the presentation to show the ad(s) in context.

Judging will be based on visual appeal, clarity of message, and overall effectiveness.

404 ONLINE: **Best Campaign Using Print and Online**

This entry highlights your creativity in complimenting a print ad campaign with online exposure. The presentation should include a statement describing how the online component enhanced the print ad campaign or vice versa.

The entry must show the online portion as a web address and the print portion as one or more PDF files.

Judging will be based on creativity and effectiveness of the concept.