# 2023 BEST AD IDEAS CONTEST
# CONTEST RULES

**Register Online: www.newspapercontest.com/onpa**

## Who can enter?

The contest is open to all ONPA General and Associate Member Publications that are currently in good standing.

## What can be entered?

Issues published during the period from Jan. 1, 2022 to Dec. 31, 2022 are eligible. Entries must be produced by full- or part-time employees of the publication. The same ad can be submitted in more than one category.

## When is the entry deadline?

*All* entries must be submitted by **5 pm Fri., March 17, 2023,** at which time the online system will close. No extensions.

## Where is the online registration?

Go to **www.newspapercontest.com/onpa.** Use the Association Code "**orenews**". After registering, you will receive an email that you will need to confirm in order to access the contest system. **NOTE -** each contest requires a different email & registration.

## What are the costs?

A general registration fee of $35 plus a $6 fee per entry.

## How should payments be made?

**Credit Card:** From the online contest website, click "Entry Billing" to view your total. CC payments are accepted via PayPal.
**NOTE -** This method includes an additional **3.5%** handling fee calculated at the end. And each contest will require a separate payment.

**Check:** Payable to "Oregon Newspapers Foundation" or "ONF", Memo "Contest fee", and mail it to the ONPA office.

**Payment Deadline:** Payments need to be made online or postmarked (checks) by **April 1st, 2023.**

## Who will judge the contest?

Member newspapers of the Texas Press Association. Judges will designate a 1st- and 2nd- place winner for each competition. Honorable mentions may be awarded.

## How are the groups defined?

**Group A:** Dailies with circulation of 11,000 or more
**Group B:** Daily/Weekly combo with 11,000 or less
**Group C:** Weekly/Multi-Weekly with 4,500 - 2,000 circulation
**Group D:** 2,000 or less circulation

*we have made decisions on some publications if you were close to the cutoff*

## When will winners be presented?

Awards for all categories will be announced and presented at AdCon in fall of 2023. Exact date and location are TBD.

## How should entries be prepared?

**This year ALL entries need to be prepared electronically.**

Pay careful attention to the instructions within each category to make sure you are entering the appropriate item(s). Also, pay particular attention to the need to combine multiple files into one before submitting. Judges will view your entries online, so make the file sizes as small as possible before combining them.

**Accepted Formats**
Entries may be submitted as a **PDF, URL link, or JPEG** (for photos). URL submissions must link directly to the item and must include login information in the explanation field if there is a paywall or required registration. Entries will be disqualified if there is a paywall and no login information is provided.

**Photography Entries**
In addition to uploading full-pages, individual photo files may be uploaded as part of an entry but not as a replacement for a fullpage. Entries without the full news page will be disqualified.

**Additional Information**
You can find additional information on preparing entries - such as how to make PDF files smaller, extract particular pages, and how to combine several PDF files - in the Frequently Asked Questions page at the end of this packet.

## 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 sent to the Contest Committee c/o ONPA within 30 days of the award presentation. Only written complaints, and the decisions will be final.

# CATEGORY DESCRIPTIONS

## 101 General: Best Advertising Headline

**Paid advertising only.** Submit your best effort at advertising headline writing. The headline should stop the reader and make them want to continue reading the ad. 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 & 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 even outdo art as an attention-getter.
Each newspaper may submit up to **three entries.**

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

## 103 General: Best Institutional Section

This PDF section must be at least 4 pages (tab, broad-sheet or quarter-fold/flexi) and must contain news and ads based on a subject (progress edition, recycling, energy, etc.). The news content will not be judged on writing skills.
Each newspaper may submit up to **three entries.**

*Judging on originality, total make-up, quality of ads & tie-in with the subject of the section, and ability of content to capture & hold the readers attention.*

## 104 General: Best Insitutional/Image Ad

**Paid advertising only.** The PDF 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.
Each newspaper may submit up to **three entries.**

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

## 105 General: Best Merchandising Section

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

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

## 106 General: Best Multi-Color Merch Ad

**Paid advertising only.** This is for a single advertiser who wants to sell merchandise. Ads can include price points, % discounts, or promo offers. Entries should demonstrate effective use of black and two or more colors.
Each newspaper may submit up to **three entries.**

*Judging based on how color ties in with art or product, attention-grabbing 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. The number of sponsors will not be a factor in judging.
Each newspaper may submit up to **three entries.**

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

## 108 General: Best Overall Advertising (non-dailies)

Best all-around advertising in a **non-daily** newspaper. Submit three complete issues, one each from March and November of 2022. All ads and the general ad layout of the entire newspaper will be judged.
**Each paper may submit one entry.**

Judging based on design, copy, headlines, artwork, & logos of ads.

## 109 General: Best Series

**Paid advertising only.** Submit your best series of 3+ ads for a single advertiser. The ads must have run on a regular schedule (1x week, 1x a month) or on consecutive pages in a single issue. Sizes can be from one column inch up to a full page. (No sections) .
Each newspaper may submit up to **three entries.**

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

## 110 General: Best Single House Ad

Submit the best ads that ran on your own newspaper's behalf. It does not matter which part of your newspaper's operation you are promoting. There are no size or color limitations. The 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.*

# CATEGORY DESCRIPTIONS CONTINUED

## 111 General: Christine Moore Award

Also known as Advertising Executive of the Year, this award recognizes a single Advertising Executive in the state who demonstrates exceptional sales and customer service skills. Submit a single page nomination explaining why your Advertising Executive deserves to win this award. **One entry per newspaper.**

*Judging for this category will be conducted by the Contest Committee. Judgements will be based on a variety of items and not limited to – Strong customer service, always striving to get the last sale, creativity on helping achieve advertising goals, & other factors that separate them apart from the rest.*

## 201 Design: Best Section Cover

The cover may be any size, color or black & 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 the tie-in with the section, effective communication of the idea, and impact on the 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 on what the color does for the ad.

*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 (broad-sheet). 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 max results.

*Judging will be based on the effective use of space.*

# 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 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.*

## 402 Online: Best Online Rich Media Ad

This entry highlights your creativity in complimenting a print ad campaign with online exposure. The presentation should include a description of 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.*

# FREQUENTLY ASKED QUESTIONS

## How does registration work?

This year we have switched to a new online contest platform -- **www.newspapercontest.com/onpa.** Here you will find a link to register along with specific instructions for registration. It is important to note that each contest is *completely separate* and will require a *separate registration and email address*. You will not be able to use the same email for say the general contest AND the Best Ad Idea Contest.

## What file formats are accepted for uploading?

Acceptable formats include **PDFs, URL links, and JPEG** (for photos and graphics). Note that a PDF or JPEG ensures our judges will be able to view your entries. A URL bringing the judge directly to the item, without paywalls or registration required, is also accepted. If your site does have a paywall or required registration, you must include login information in the explanation field when submitting the entry. Entries will be disqualified if there is a paywall and no login information is provided.

## How can I make my PDF smaller?

For categories **not** pertaining to photography, graphics, or design we recommend optimizing the PDF through the PDF editor settings/tools - there is usually an "Optimize" option under File or Tools. There are also a number of online PDF compressors that allow you to quickly reduce the size of your PDF. We suggest **www.pdfcompressor.com**. This method will effect photos and graphics so do not use where those elements are being judged.

Most newspaper PDFs include high-resolution grayscale or CMYK images for printing. However, PDF contest entries will be viewed and judged on a computer monitor, which displays at low resolution (72-96 dpi) in RGB color. Changes in resolution and color mode of images are the most effective ways to reduce file size without sacrificing quality.

In PDFs, the text is always clear regardless of resolution. The resolution only relates to photos and graphics. Reducing resolution by half reduces image file size by 75%. The recommended max. resolution of 96 dpi can be changed via the PDF editors settings/preferences.

Color Mode: Converting from CMYK to RGB color will reduce the image file size by another 25%. This can be done in the editor settings.

**Before submitting be sure to check the final entry PDF against the original (prior to compressing or changing resolution/color) to make sure are satisfied with the results. If you have questins or need assistance please email onpa@orenews.com.**

## What is the most efficient way to collect entry files?

Extract entry-related pages from any multi-page PDFs or delete non-entry pages. Give each resulting file a clearly descriptive name. Combine into a single PDF file the pages that compose each article. See below for instructions on extracting/combining PDFs.

Once you've created all your entry PDFs, redistill each one as explained above to reduce it to the smallest practical size. It is not productive to try to reduce the sizes of individual files before combining them into complete entries. Like all changes, combining pages can increase the overall file size. You may also upload a URL link to your entry as an extra precaution.

## How do I extract pages from full-issue or full-section PDFs?

Open the PDF file in Acrobat and choose "Extract Pages..." from the Document menu. This will allow you to save individual or sequential pages in separate files anywhere on your computer.

Once you've createAlternatively, you can extract certain pages by going to File > Print and select *Print to PDF* under the printer option. Simply select the pages/page range to print to PDF.

## How do I combine PDFs into a single file?

Open the PDF that you want to appear first in the entry. Choose "Save As..." from the File menu and give it the name of the final entry. Choose "Insert Pages..." from the Document menu, choose the file that you want to appear next in the entry, then specify where that file should be inserted. When all insertions have been made, save & close the PDF. Make sure the final PDF is optimized for size/resolution.