

ADVERTISING CONTEST

- **Submit entries as PDF, JPG or URL** at www.betternewspapercontest.com. No tear sheets. If your entry is **longer than six pages**, please compile all pages into a single PDF file and upload on www.issuu.com (a free site) to create a URL for your entry. Enter that URL into the appropriate field when submitting your entry on www.betternewspapercontest.com. Issuu is easy to use, but we made a tutorial for first-timers at www.wnpa.com/better_newspaper_contest/
- May submit up to five (5) entries per category per person. May include ads from ROP and Classified Section. Any ad entered as part of a **Special Section** entry may be submitted in **one** additional category.
- **Enter the entire page where the ad ran, not just the ad itself.**
- **Entry titles.** Please use the ad **headline and/or advertiser name** as the title of the entry. Don't make judges guess which ad you are entering.
- Judges will consider quality of the basic idea, design/layout, copy, typography and originality. Where relevant, judges will also consider appropriateness and clarity of color.

Category 101: Single “Special Promotion” Ad for a Single Advertiser (Black and White or Color)

Single ad promoting special sale to *move merchandise*. For example, an Ace Hardware ad for lawnmowers or a jewelry store ad for diamond rings. **NO HOUSE ADS.**

Category 102: Single Ad for a Single Advertiser to Convey an Image (Black and White or Color)

These ads *sell the qualities of the advertiser's business*, not merchandise or particular services. Includes ads for grand opening, anniversary, congratulations, and new businesses. Also ads for lawyers or accountants, wine and specialty stores, real estate companies, massage schools, or other businesses. (An example of an image ad: Meet Dr. Johnson—she's new at our clinic. The ad has her photo and bio. Or John's Real Estate, with a list of services or testimonials, but not showing properties for sale.) **NO HOUSE ADS.**

Category 103: Most Effective Use of Small Space (Black and White Only)

Any ad less than 15 column inches in a broadsheet or less than 8 column inches in a tab. Any type of ad. **NO HOUSE ADS.**

Category 104: Multiple-Advertiser Ad — One or Two Full Pages (Black and White or Color)

A single ad for a group of businesses, using a theme to promote merchandise or services. For example, many ads showing gift ideas for Mother's Day or St. Patrick's Day, businesses supporting a sports event, or any other theme. Ad is united by a border, background or banner headline, such as “Spring Home Improvement,” “St. Patrick's Day Fun,” “Women in Business,” “Health and Wellness,” or “Bon Appetit” (for a group of ads for restaurants). May include double-truck ads. No non-advertising content should appear on the page(s).

Category 105: Ad Campaign for Single Advertiser (Black and White or Color)

Each entry consists of at least three ads, but not more than five ads, for a single advertiser. Must have a continuing, common theme among all the ads. The majority of the series or campaign should be within the contest period. Please include all ads in a single PDF file and upload via www.issuu.com Issuu is easy to use, but we made a tutorial for first-timers at www.wnpa.com/better_newspaper_contest/ NO HOUSE ADS.

Category 106: Use of ONE Spot Color in ROP ad

May be single or multiple advertisers. NO SECTION COVERS or HOUSE ADS.

Category 107: Use of Process Color in a Full Page Ad

Must be a full-page ad. May be for one or more advertisers. NO SECTION COVERS or HOUSE ADS.

Category 108: Use of Process Color in an Ad, Smaller than Full Page

Must be smaller than a full-page ad. May be for one or more advertisers. NO SECTION COVERS or HOUSE ADS.

Category 109: Use of Clip Art in Ad (Black and White or Color)

Entries should show clever and creative use of art supplied by a clip art service. Overall idea or theme of the ad should be original; do not enter ready-made ads. May be for one or more advertisers. Ad may be of any size. NO SECTION COVERS or HOUSE ADS.

Category 110: Promotion of Newspaper, Single House Ad (Black and White or Color)

Entries may promote the entire newspaper, specific department, or other aspect of the newspaper. May be any size.

Category 111: Most Original Idea (Black and White or Color)

May be any size. This category is for ads that are unique, fresh, weird, creative and/or outstanding and don't fit any other category, and those are the judges' criteria.

Category 112: Humor in Advertising (Black and White or Color)

May be any size. One ad is one entry NO HOUSE ADS. Judges will place special emphasis on how funny the ad is, in addition to the regular criteria.

Category 113: Youth-Oriented Content (Black and White or Color)

May be any size. One ad is one entry. NIE materials are eligible. Judges will consider effectiveness of entries intended to reach youth and/or parents, the quality of content of the material presented as well as presentation.

Category 114: Community Service – Advertising (Black and White or Color)

Ads donated by the newspaper to assist with promoting a significant community event or project sponsored by a nonprofit organization. Events should be for the good of the community, such as health forums, non-profit fundraisers, human and health services education. A single entry may include up to three ads. You may include a letter summarizing the newspaper's role in the project, if needed. If your entry is **longer than six pages**, please compile all pages into a single PDF file and upload via www.issuu.com Issuu is easy to use, but we made a tutorial for first-timers at www.wnpa.com/better_newspaper_contest/ NO HOUSE ADS.

BEST OF SHOW (no entry fee)

From all winning ads, judges will pick their choices of the best ad in each circulation group, and from those ads will select the single best ad, the BEST OF SHOW.