

SPECIAL SECTIONS CONTEST

- Number of entries. May submit up to five (5) entries per category per person.
- Submit entries at www.betternewspapercontest.com. **Do not mail** your Special Section entries to WNPA. Instead, upload the PDF of each special section to www.issuu.com (free) to create a URL for that section. Enter the 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/ If you already have a URL from [issuu.com](http://www.issuu.com), use it; there is no need to make a new URL for the contest.
- Any ad in a Special Section entry may be submitted in **one additional category** in the Advertising Division of the contest.
- For all categories except Section Cover (206), judges will consider basic idea, originality of theme used in ads and editorial content, as well as the section cover. Use of color is a bonus. Judges' criteria for Covers (206) is in the description of that category.

Category 201: Special Sections – Merchandising

For each entry, submit the entire section that sells merchandise (garden, home improvement, farm, auto, holiday shopping, boating, etc.). This category is for separate, pull out, stand-alone sections.

Category 202: Special Sections – Topical/Non-Tourism

For each entry, submit the entire section that has an editorial theme (progress, health care, energy, business, or other non-festival, non-holiday topic).

Category 203: Special Sections – Tourism/Community Guide

For each entry, submit the entire section that has an editorial theme (visitor guide, tourism, newcomer guide, community reference). This category is for a separate, pull out, stand-alone section.

Category 204: Special Sections – Lifestyle/Culture

For each entry, submit the entire section that has an editorial theme (Native American or other ethnic/cultural focus, senior living, recreation, living, travel, food, wine, etc.). This category is for separate, pull out, stand-alone sections.

Category 205: Special Sections – Special Events/Festivals

For each entry, submit the entire section that has an editorial theme (annual or special community festival, school or athletic-team related event, holiday celebration, centennial celebration, parade, etc.). This category is for separate, pull out, stand-alone sections.

Category 206: Special Section COVER.

For each entry submit only the cover — please do not send the entire section. Photos or artwork must be the property of the sponsoring newspaper, or in the case of a freelancer's work, the paper must have limited reproduction rights. Judges will consider design, layout, typography, artwork and use of color on the cover only.