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# Advertising Contest Rules

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Contests sponsored by the Georgia Press Association offer recognition in the form of a plaque or certificate for outstanding newspaper work, thereby helping to improve our newspapers in Georgia. Advertising awards will be presented at the 2017 Advertising Conference Luncheon on April 20, 2017 in Macon, Georgia at The Anderson Conference Center.

All entries must be submitted online unless otherwise noted in the rules.

**CONTEST DEADLINE: All entries must be submitted and/or postmarked by February 1, 2017.**

**TO ENTER, LOGIN at [www.newspapercontest.com/Georgia](http://www.newspapercontest.com/Georgia)**

**Each newspaper should designate only one username and password for the advertising contest.**

For questions please contact Jennifer Labon at 770-454-6776 or [jlabor@gapress.org](mailto:jlabor@gapress.org)

1. Online entries must be submitted by February 1, 2017 and required hard-copy entries must be postmarked by February 1, 2017 to Jennifer Labon, Georgia Press Association, 3066 Mercer University Drive, Suite 200, Atlanta, GA 30341-4137. Online entry system is deactivated after deadline.

2. Contest is open to all active and media associate members of the Georgia Press Association. Entry fee is \$8 per entry, per category.

3. The contest is for work published from January 1, 2016 through December 31, 2016.

4. All entries MUST have been conceived, written, designed and sold by newspaper staff members. Ads produced by outside production facilities are OK as long as above criteria is met. Ads designed & created by advertising agencies are NOT acceptable.

5. Entries can be judged in only one division, and no newspaper may submit an entry outside its division.

6. Entries submitted in an incorrect category will be disqualified.

7. Each newspaper must enter all categories into the online system (even for hard-copy submissions) and pay with a credit card via telephone, with pay pal or by mailing a check to GPA to cover entry fees. If paying by check please note on the check what you are paying for.

8. Hard-copy entries should be mounted in one folder and submitted as one entry. Staple the entry to the upper right hand corner of a manila folder. (as held open vertically, like reading a book). Each entry should have an entry label attached to the outside front panel of the manila folder on the upper right hand corner.

9. Entries will be judged by a group of Kentucky-Press Association member newspapers. Their decisions are final. Entries must be judged, regardless of size and color, except where specifically designated in the categories.

10. Plaques will be awarded to first-place winners in each classification. Certificates will be presented to second-place winners in each classification. No honorable mentions will be awarded.

11. All digital files must appear in their original form and not be altered after publication.

12. Each first place winner in each category of the Advertising Contest will be awarded one point to apply towards General Excellence in the Better Newspaper Contest.

13. Advertising Contest Awards will be presented in April 2017, during the GPA Advertising Contest Luncheon.

Better Newspaper Contest awards will be presented on June 2, 2017, during the GPA Annual Convention.

15. Hard-copy entries may be hand delivered on or before Wednesday, February 1, 2017, between the hours of 8:30 a.m.- 4:30 p.m.

16. The circulation figures printed in the 2017 Georgia Press Association Directory will be the official circulation figure for newspapers to use in deciding which division to enter. A newspaper's number of publication days prior to June 15 will be used to determine the entry division for the newspaper in that contest year.

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# DIVISIONS

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## Division A

Daily newspapers with a paid circulation of 18,000 or above

## Division B

Daily newspapers with a paid circulation of 8,000 to 17,999

## Division C

Daily newspapers with a paid circulation under 7,999

## Division D

Weekly newspapers with a paid circulation of 6,000 to 15,000

## Division E

Weekly newspapers with a paid circulation of 3,000 to 5,999

## Division F

Weekly newspapers with a paid circulation less than 3,000.

## Division G

Weekly Newspapers with Circulation of 15,000 or more and all Media Associate members

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# CATEGORIES

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## 1. REAL ESTATE

Any ad or campaign featuring real estate, development, mobile homes, condominiums, vacation homes, residential, farms or investment properties. Submit as an online entry.

## 2. MOTOR VEHICLE

Any ad featuring sales and/or services of any motorized vehicle. Includes cars, trucks, motorcycles, boats, airplanes, all-terrain vehicles, personal watercraft, etc. and any peripheral such as tires, parts, motors, service stations, etc. Submit as an online entry

## 3. HEALTH CARE

Any ad featuring the medical or health-care profession. Includes pharmacies, eye care, hospitals, assisted living, etc. Submit as an online entry

## 4. FOOD

Any ad featuring food or beverage. Grocery stores, convenience stores, restaurants, taverns, etc. Submit as an online entry

## 5. SERVICE/INSTITUTIONAL

Any ad featuring a non-retail business. Banks, attorneys, accountants, florist, funeral homes, schools, plumbers, veterinarians, spas, etc. Submit as an online entry

## 6. HOME FURNISHINGS AND APPLIANCES

Any ad featuring home furnishings and/or appliances including furniture, flooring/carpeting, kitchen appliances, etc. Submit as an online entry

## 7. APPAREL, JEWELRY & ACCESSORIES

Any ad featuring clothing, jewelry, handbags, belts, shoes, watches, etc. for men, women or children. Submit as an online entry

## 8. NON-TRADITIONAL

Any ad or product produced in a non-traditional format, such as polybags, post-it-notes, wraps, pictorial history books, magazines, etc. **Please submit this category as a hard-copy submission.**

## 9. MISCELLANEOUS

Any ad featuring general merchandise not relating to the previous categories. Submit as an online entry

#### **10. ONLINE BANNER OR TILE AD**

Any locally generated ad or ad campaign from a member newspaper website. Entries must list the website address where the ad appeared. Submit as an online entry

#### **11. FULL-COLOR AD**

Any ad utilizing three or more colors in addition to black. (Special section covers do not qualify.) Submit as an online entry

#### **12. SPOT-COLOR AD**

Any ad utilizing one or two colors in addition to black. Special section covers do not qualify. Submit as an online entry.

#### **13. NEWSPAPER PROMOTION**

Any ad featuring newspaper advertising, circulation, editorial, etc. In short, a "house ad." Submit as an online entry

#### **14. NEWSPAPER PROMOTION OUT OF PRINT**

Any promotional piece featuring newspaper advertising, circulation, editorial, etc. appearing outside the regular newspaper. This may include: flyers, rack cards, rate cards, umbrellas, hats, mugs, T-shirts, etc. No broadcast spots or billboards.

**Please submit this category as a hard-copy submission.**

#### **15. SPECIAL SECTION**

Any special section that is printed by and distributed in the newspaper and can be published by the majority of newspapers. This includes: progress, school sports, lawn and garden, recipe/cook-book, holiday greetings, graduation, fashion merchandising, senior living, etc. The body of the special section should be printed on newsprint in order to qualify as an entry in this category.

**Please submit this category as a hard-copy submission.**

#### **16. CLASSIFIED SECTION/PAGE**

Classifieds will be judged on general appearance and readability. Please include your entire section as your entry. Submit as online entry

#### **17. SIGNATURE PAGE**

Any ad sponsored by two or more advertisers, whose names appear in the ad. Submit as an online entry.

#### **18. SMALL-PAGE AD**

To prove bigger is not always better; this category is for your best 1/8 page (16" ) or smaller ad. Submit as an online entry

#### **19. ADVERTISING CAMPAIGN**

For a series of ads showing continuity of idea for a specific product or service. Ads must have run within an eight-week time frame and there is no size limit. Dailies must submit a minimum of six pieces for each entry; weeklies must submit a minimum of four pieces for each entry. Please submit this category as a online entry.

### **AD IDEA OF THE YEAR**

**All first place-winning entries are used to select a Daily and a Weekly  
"Ad Idea of the Year."**

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# Rules for Entry Preparation

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## A. Hard Copy Submission

Submit entries in the following categories mounted in an 8 1/2" x 11" envelope as per the instructions below.

All entries must be full-page tearsheets and unaltered. Ads less than a full-page size should be indicated by a red arrow. Entries will not be returned.

Staple each tearsheet to the inside upper right-hand corner of the manila folder. Opens vertically as if you are reading a book.

The entry label must be attached to the outside front panel of the manila folder on the upper right hand corner.

Hard-copy submissions should be postmarked by Wednesday, February 1, 2017. Please send them to:

GPA Advertising Contest  
Attn: Jennifer Labon  
Georgia Newspaper Service  
3066 Mercer University Drive, Suite 200  
Atlanta, Georgia 30341

- 8. Non-Traditional
- 14. Newspaper Promotion out of Print
- 15. Special Section
- 19. Advertising Campaign

## B. Online Submission

Submit entries in the following categories **ONLINE** at [www.newspapercontest.com/Georgia](http://www.newspapercontest.com/Georgia). All pdf's must be full pages and include banner or flag of newspaper. Online entries must also be filled in on the paper-entry form. This form should be mailed to GPA along with any hard copy submissions.

- 1. Real Estate
- 2. Motor Vehicle
- 3. Health Care
- 4. Food
- 5. Service/Institutional
- 6. Home Furnishings and Appliances
- 7. Apparel Jewelry & Accessories
- 9. Miscellaneous
- 10. Online Banner Ad
- 11. Full Color Ad
- 12 Spot Color Ad
- 13. Newspaper Promotion Out of Print
- 16. Classified Section/Page
- 17. Signature Page
- 18. Small Page Ad
- 19. Advertising Campaign