

# IMPORTANT ITEMS – MPA AdBNC

**ASSOCIATION CODE IS MSPRESS**  
(case sensitive)

## UPLOADING:

- When selecting your category if you do not see it when you click “Advertising” that means it is an All Daily/All Weekly/All Newspaper division and you must select “Combined”
- PLEASE differentiate file names (example: Community Bank\_Here to Help; Community Bank\_Savings Account; etc.) if you are uploading more than one entry for the same business. It is hard for us to pick out the winning entry for the BNC pub if your “Community Bank” ads won multiple awards.
- If you are entering a magazine please remember that the entry is for one title. If you upload your Spring/Summer/Winter issues as separate entries they will be put together as one entry and your money will not be refunded.
- Combine multiple pdfs files for the same entry (special sections, series of ads, classified pages, etc.) into one pdf file before uploading if possible. It makes it much easier on the judges. Please see pdf instructions on next page. If you have questions or need help please call Monica.
- All files should be uploaded as full pages in pdf format. Mark your entry clearly with a box or arrow so the judges will know without doubt which ad they are judging. This is especially important if you have multiple ads on one page. This can be done in Adobe. If you need help please call Monica.

## MAIL IN CATEGORY:

- Silver Dollar Idea – Cat. 36  
You must log in each entry just like you would if you were uploading a pdf.  
**It is mandatory to do this so each entry will be accounted for in the system for billing and judging purposes.** If you have 4 Silver \$\$ Ideas that you want judged you should have 4 separate entries logged under your paper with the name of the entry.  
**DO NOT PUT “SILVER DOLLAR IDEA” AS YOUR ENTRY NAME.**  
If this is not done it will be disqualified.

- **Yes, you can be invoiced 😊**

## PDF Instructions

- Each entry must be less than 100 MB, but smaller files are better.
- Eliminate extra pages. Upload only the page(s) on which the entry is located.
- For multiple-page entries, combine all pages, including jumps, into one PDF.
- If you don't have Adobe Acrobat or can't figure out what to do, call Monica for help.

### **Extract pages from multi-page PDFs:**

- If your entry is part of a multi-page PDF, open the PDF with Adobe Acrobat and save it with a new name.
- Open the new PDF, select "Extract Pages" and follow the directions.
- Eliminate all pages that are NOT part of your entry. In the "Pages" panel, you can rearrange the PDFs in the order you want the judges to see them.
- Save the new PDF.

### **Combine multiple PDFs into one:**

- Each entry should consist of one single PDF file whenever possible.
- If a category calls for more than one piece, combine the pieces into a single file for uploading to the contest platform. It is especially important that jumps are included!
- Using Adobe Acrobat, open the first PDF that you want in your entry and save it with a new name.
- Open the new PDF, go to the menu and choose "Insert Pages." Navigate to the next PDF that you want in the entry and select it.
- Continue until you have inserted all of your pages. In the "Pages" panel, you can rearrange the PDFs in the order you want the judges to see them. Save the new PDF.

### **Marking an entry on a full-page PDF:**

- Within Acrobat, be sure to mark your entry with an arrow or box so judges will know what to judge.
- This is especially important if you have more than one ad per page.

### **Make PDF files smaller:**

- For printing, most newspaper PDFs include high-resolution images. However, contest entries will be viewed and judged on computer screens at low resolution and in RGB color.
- Changing the resolution and changing the CMYK color mode to RGB are the two most effective ways to reduce file size without sacrificing the screen viewing quality.
- Winning entries will be displayed in a printed tab, so do not reduce below average print quality.