

# 2021 Arkansas Press Association Better Newspaper Advertising Contest Rules & Categories

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- 1. ELIGIBILITY:** Contest is open to daily and weekly newspaper members in good standing of the Arkansas Press Association. Entries must be submitted by the newspaper, not by an individual.
- 2. CONTEST PERIOD:** All entries must have been published during this period — January 1, 2020 - December 31, 2020.
- 3. DEADLINE** for submitting entries is January 31, 2021.
- 4. ALL ENTRIES** should be uploaded as PDFs. Each entry submitted must be a PDF of the full-page showing name of newspaper and date of issue. Login information and uploading instructions are on the following pages.
- 5. ENTRY FEE:** \$25 per newspaper PLUS \$ 5.00 per entry.
- 6. ALL ADS** entered MUST BE ORIGINAL with your newspaper. They must be conceived and sold by your newspaper staff.\* Clip art is acceptable but no ready-made ads should be submitted, such as those from advertising agencies, and advertiser-produced. All ads must be from your regularly printed newspaper. Do not submit ads from your other publications (ex. monthly magazines, real estate guides or other niche publications submitted in Category 19).
- 7. A SINGLE AD** should not be entered in more than one category. Exception: a single ad may also be entered as one of a campaign (Category 4); or a color entry may also be entered as one of a campaign (Category 4). The spirit of the contest is to recognize as many clever, creative ideas, people and advertisers as possible. (That translates: don't take an entry you've submitted for a single ad and enter it as a color entry and a most original idea entry. Choose one BEST CATEGORY for each entry.) And please do NOT repeat ads from previous years.
- 8. "COVERS" are not ads:** DO NOT submit special section covers as ads -- they are covers. There is a category (Category 11-12) to recognize special section covers.
- 9. In order to judge** a category there must be at least three (3) entries from three (3) newspapers, otherwise those entries will be judged with the next division.
- 11. DIVISIONS:** Your newspaper has been pre-assigned a division based on your circulation.

Div. 1 - Daily Circulation 10,000 or less

Div. 4 - Non-Daily Circulation 3,000 or less

Div. 3 - Daily Circulation Over 10,000

Div. 6 - Non-Daily Circulation Over 3,000

APA holds the right to re-assign a newspaper's division to insure a fair number of newspapers are distributed in each division.

**With the changes** in our industry where larger corporations own several newspapers of various sizes in the association, and new operating alliances, the levelized playing field becomes more difficult to maintain. It is not always evident the extent of help received by the home office or sister papers, and we've been told in some cases "no help is received so it is unfair to make us compete with higher circulation papers." There is no easy solution and we rely to a high degree on the integrity of the newspaper, SO please enter according to the guidelines.

\*Work done by freelancers or work outsourced may be entered, but the work must have been done exclusively for the newspaper entering the material.

If you have any questions or problems submitting your entries, please call Terri Cobb at 501-374-1500 or 800-569-8762.

# Categories

## **CATEGORY 1** – Single Ad 10” Inches and Under

May submit up to five (5) entries per newspaper. Black and white ads only. NO HOUSE ADS. Each entry submitted must be a PDF of the full-page tearsheet. Ad must be ROP for a SINGLE ADVERTISER. Judges will consider the basic idea, headline, layout, copy, typography and originality.

## **CATEGORY 2** – Single Ad Over 10”and Under Half page

May submit up to five (5) entries per newspaper. B/W or Color. NO HOUSE ADS. Each entry submitted must be a PDF of the full-page tearsheet. Ad must be ROP for a SINGLE ADVERTISER. Judges will consider basic idea, headline, layout, copy, typography and originality.

## **CATEGORY 3** – Single Ad Half page and OVER

May submit up to five (5) entries per newspaper. B/W or color ads. NO HOUSE ADS or section covers. Each entry submitted must be a PDF of the full-page tearsheet. Ad must be ROP for a SINGLE ADVERTISER. Judges will consider basic idea, headline, layout, copy, typography and originality. Includes ads over two pages, including double trucks. Please use category 20 for your automotive ads.

## **CATEGORY 4** – Ad Campaign, Any Size

May submit up to five (5) entries per newspaper. Black and white ads OR color. NO HOUSE ADS. Each entry submitted must be a PDF of the full-page tearsheet. Include any online ads that are a part of the campaign. Each entry consists of at least three but not more than five ads for a SINGLE ADVERTISER, with a continuing, common theme. May be ROP or classified display campaign. Judges will consider the basic idea, layout, copy, headline, typography, originality and the development of the theme. Ads may vary in size but keep within the same theme and advertiser.

## **CATEGORY 5** – Multiple Advertiser Ad

May submit up to five (5) entries per newspaper. NO HOUSE ADS. Each entry submitted must be a PDF of the full-page tearsheet. Entry may be any size, including those up to and including double trucks, which features two or more advertisers under a common headline or theme. Judges will consider basic idea, layout, copy, headline, typography and originality.

## **CATEGORY 6** – SPOT Color Ad (Use of ONE Color, plus Black)

May submit up to five (5) entries per newspaper. NO SECTION COVERS OR HOUSE ADS. Each entry submitted must be a PDF of the full-page tearsheet. Judges will consider basic idea, copy, layout, headline, type, originality and appropriateness and clarity of color. May be single or multiple advertisers, ROP or classified ads.

## **CATEGORY 7** – Use of PROCESS Color in an Ad

May submit up to five (5) entries per newspaper. NO SECTION COVERS OR HOUSE ADS. Each entry submitted must be a PDF of the full-page tearsheet. Judges will consider basic idea, copy, layout, headline, type, originality and appropriateness and clarity of color. May be single or multiple advertisers, ROP or classified display, and may be any size.

## **CATEGORY 8** – Best Advertising Special Section - GENERAL INTEREST- NEWSPRINT

May submit up to five (5) entries per newspaper. For each entry, submit a single PDF of the entire section. See instructions attached for combining multiple pages into one PDF file. This is a separate, pull-out, stand-alone section of GENERAL INTEREST (NON-SPORTS) printed on NEWSPRINT (magazine stock paper, see category 9) inserted into your newspaper. 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.

## **CATEGORY 9** – Best Advertising Special Section - GENERAL INTEREST- MAGAZINE

May submit up to five (5) entries per newspaper. For each entry, submit a single PDF of the entire section. See instructions attached for combining multiple pages into one PDF file. This is a separate, pull-out, stand-alone section of GENERAL INTEREST (NON-SPORTS) printed on MAGAZINE stock paper (not printed on newsprint, see category 8) inserted into your newspaper. Judges will consider basic idea, originality of theme used in ads and editorial content, as well as the section cover.

**CATEGORY 10** – Best Advertising Special Section - SPORTS

May submit up to five (5) entries per newspaper. For each entry, submit a single PDF of the entire section. See instructions attached for combining multiple pages into one PDF file. This is a separate, pull-out, stand-alone section with a SPORTS theme inserted into your newspaper. 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.

**CATEGORY 11** – Special Section COVER - NEWSPRINT

May submit up to five (5) entries per newspaper. Submit only the cover. Judges will consider design, layout, typography, artwork and use of color. The entry cover must have been from section inserted in the newspaper not the cover of your niche publication.

**CATEGORY 12** – Special Section COVER - MAGAZINE

May submit up to five (5) entries per newspaper. Submit only the cover. Judges will consider design, layout, typography, artwork and use of color. The entry cover must have been from section inserted in the newspaper not the cover of your niche publication.

**CATEGORY 13** – Use of Photo in an Ad

May submit up to five (5) entries per newspaper. NO HOUSE ADS OR SECTION COVERS. Each entry submitted must be a PDF of the full-page tearsheet. The ad must feature the original photography of a staff member. Judges will consider originality, quality, appropriateness of ad theme, clarity and appeal. May be ROP OR classified display; single or multiple advertisers and be any size.

**CATEGORY 14** – Use of Clip Art in Ad

May submit up to five (5) entries per newspaper. NO HOUSE ADS OR SECTION COVERS. Each entry submitted must be a PDF of the full-page tearsheet. May be any size, black and white or color; ROP or classified display; single or multiple advertisers. 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; don't submit "ready-made" ads. Judges will consider originality, appropriateness of art and other related advertising factors.

**CATEGORY 15** – Newspaper Promotions and House Ads, Single ads and/or Campaign

HOUSE ADS ONLY. May submit up to five (5) entries per paper. May be any size, black and white or color. Each entry submitted must be a PDF of the full-page tearsheet. The ads may promote the entire newspaper or any of its operations. For example, did you have subscriptions contests, NIE promotions, readership ads, newspaper contests, etc.? Judges will consider the basic idea, originality, layout, copy, headline, illustrations and other elements which go into the ads that contribute to the overall promotion of the newspaper. Each entry submitted must be a PDF of the full-page tearsheet.

**CATEGORY 16** – Most Original Idea

May submit up to five (5) entries per newspaper. NO HOUSE ADS. Each entry submitted must be a PDF of the full-page tearsheet. Ad may be any size, black and white or color. This includes not only ads which are particularly unique, fresh, weird, creative and outstanding, but also any ads which just don't fit any of the other contest categories.

**CATEGORY 17** – Use of Humor in Advertising

May submit up to five (5) entries per newspaper. NO HOUSE ADS Ad may be any size, black and white or color. Each entry submitted must be a PDF of the full-page tearsheet. Judges will consider all aspects of the ad (basic idea, layout, copy, headline, typography and originality) plus special emphasis on how funny the ad is.

**CATEGORY 18** – Special Events & Festivals Ad

May submit up to five (5) entries per newspaper. Black and white OR color ads. NO HOUSE ADS. Each entry submitted must be a PDF of the full-page tearsheet. Ad must be ROP for a SINGLE ADVERTISER. Judges will consider basic idea, headline, layout, copy, typography and originality.

**CATEGORY 19** – Single Supplement ad

May submit up to five (5) entries per newspaper. Black and white OR color ads. NO HOUSE ADS. Each entry submitted must be a PDF of the full-page tearsheet from your special section or other advertising supplement. Ads can be from any category or customer. Judges will consider basic idea, headline, layout, copy, typography and originality. Any size ad is acceptable.

## Classified Ads

### **CATEGORY 20** – Automotive Ads

May submit up to five (5) entries per newspaper. Black and white OR color ads. Any size ad. NO HOUSE ADS. Each entry submitted must be a PDF of the full-page tearsheet. Ad must be for a SINGLE AUTOMOTIVE (CAR DEALER) ADVERTISER. Judges will consider basic idea, headline, layout, copy, typography and originality.

### **CATEGORY 21** – Real Estate Ads

May submit up to five (5) entries per newspaper. Black and white OR color ads. Any size ad. NO HOUSE ADS. Each entry submitted must be a PDF of the full-page tearsheet. Ad must be for a SINGLE REAL ESTATE OR PROPERTY ADVERTISER. Judges will consider basic idea, headline, layout, copy, typography and originality.

### **CATEGORY 22** – Employment Ads

May submit up to five (5) entries per newspaper. Black and white OR color ads. Any size ad. NO HOUSE ADS. Each entry submitted must be a PDF of the full-page tearsheet. Ad must be for a SINGLE EMPLOYMENT (HELP WANTED) ADVERTISER. Judges will consider basic idea, headline, layout, copy, typography and originality.

# LOGIN, UPLOAD & SUBMISSION INSTRUCTIONS

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**Step 1** – Acquire your login information from APA. Contact Terri Cobb at [Terri@arkansaspress.org](mailto:Terri@arkansaspress.org).

**Step 2** – Login at [www.newspapercontest.com/arkansas](http://www.newspapercontest.com/arkansas). You will see a page showing any entries you have already submitted. Complete rules for the contest are available above. Some browsers, such as Safari, will open the rules in a new window; others will require you to download the PDF file to your computer.

**Step 3** – Click on the “Add New Entry” link.

**Step 4** – On this page, select your newspaper name. A lot of information will autofill. If that information is incorrect, please contact APA. Your division will be selected for you based on your circulation. Fill in the preparer’s name. (The preparer is the person uploading the entry into the online contest platform, not the staffer that will be credited for any award.)

**Step 5** – Select the Newspaper Group from the drop-down menu for the contest you are entering. You must select Open, All Daily, All Weekly or Contests By Division.

**Step 6** – Select the contest category from the drop-down menu. When you select the category, special instructions will appear below it. If you don’t see the category you’re looking to enter, make sure you’ve selected the correct Newspaper Group (See Step 5). This field will clear each time you save an entry, so you must select a category for each new entry.

**Step 7** – Enter the title/cutline for your entry. When uploading full-page PDF files, make sure the entry name matches the headline on the page so the judges can find it easily.

**Step 8** – Include the name of the person or people who should be credited for any award. This is generally the writer, photographer, graphic artist, cartoonist, etc.

**Step 9** – Add your file or files. You can drag and drop files or use the “Add files” button to navigate your files.

**Step 10** – IMPORTANT: When you have completed your submission, click the “Save” button. If you click the “Back to list” button, you will lose the entry you just completed. After clicking “Save,” you will be directed back to the list of your entries.

**Step 11** – To submit another entry, click “Add New Entry.” As long as you have not logged out of the system, your newspaper name will still be in place and you can simply start at Step 5 again. You may log out and log back in later to continue adding entries. You will need to select your newspaper name each time you log in.

**Step 12** – If you are done submitting entries, please review the list. You may not change an entry, but you may delete an entry and resubmit it. When done uploading all your entries, click the “Billing” button on the last page. This will take you to a page where the entry fees are generated. You may click the PayPal Link to pay by credit card or mail your payment to: APA Contest, 411 S. Victory St. Little Rock AR 72201. Once payment is made, we will mark your newspaper paid and complete.