



2023 Advertisement of the Year | By Kelly Ervin, The Commercial Dispatch

2024 Better Advertising Contest



Deadline for entries October 3, 2024

ENTER ONLINE @ MSPRESSCONTEST.ORG

The Mississippi Press Better Advertising Contest is open to any publication that is a Full Active member of the Association and whose 2024 dues are paid by Oct. 3, 2024.

Entries submitted in the contest must have been published in the period between September 1, 2023, and August 31, 2024.

Unless specifically allowed in individual categories, advertisements or sections may NOT be entered in more than one category or competition class. This rule does not apply to single ads appearing in entire sections or special editions which are entered. An individual may not enter the contest in more than one competition class unless there is a change of employment during the contest period or unless the staff member is employed at a centralized in-state sales or design desk. Newspapers sharing staff members may submit an entry only once and in one competition class of their choice.

All entries must be original to the member newspaper entering the contest. No entries may be prepared completely by agencies or syndicates. Ads, sections and general materials prepared by sister newspapers under the same ownership are allowed as long as they are for an account or customers serviced by the entering member paper and are unique to the MPA member newspaper.

Deadline

Deadline for entries is 11:59 PM, THURSDAY, OCT. 3, 2024. All entries must be uploaded to the contest website by this time.

Fees

The fee for each individual entry in each category is \$8. Credit card payments (Visa, MC, AMEX) are encouraged and processed online. **LATE FEES:** Submissions received after the deadline of Thursday, Oct. 3, can still be entered for a LATE FEE of \$65 if received by Monday, Oct. 14.

Competition Classes

The competition class in which your publication competes is determined by a combination of the population size of the market in which your organization is located combined with the frequency of your publication in print on a weekly basis. For Digital Affiliate Members, average unique monthly pageviews are considered in lieu of print frequency where appropriate.

CLASS DIVISION

- A/B. All Multi-Day
- C. Weekly above 5,000 population
- D. Weekly below 5,000 population

Population counts are determined by the most recent data available from the U.S. Census Bureau.

Entry Prep

Full-page electronic tearsheets must be furnished for each entry. Go to www.mspresscontest.org and follow the instructions for registering with a username and password and for submitting your entries online. **YOU MUST register as a user for each contest**, even if you have uploaded entries in a previous cycle of the advertising or editorial contests.

****PLEASE GIVE EACH PDF ENTRY A FILE NAME THAT CORRESPONDS TO THE TITLE OF THE AD, SECTION, OR PROMOTION BEING ENTERED.**

This helps judges identify the exact items for judging.

****In categories where entries require more than one file (such as Ad Series), please combine the PDFs into one using Acrobat Pro, if possible. This can be done by selecting TOOLS > COMBINE FILES in Acrobat.**

A Manager's Statement of Validity must accompany the contest entries from each newspaper. A tearsheet or copy of the 2024 Statement of Ownership and Circulation should be provided (This does not have to be a tearsheet, a copy of the 2024 form will do). Entries will not be placed into judging until your statement is received. The conditions of the statement are binding. You can email your Statement of Validity and Statement of Ownership to mgilmer@mspress.org or fax them to 601-981-3676.

Incomplete entries (entries missing a required element), or entries submitted that were published outside the contest dates will be disqualified.

Judging

Contestants agree to accept the judges' decisions as final. Judging will be held this fall with a panel of volunteers from the Louisiana Press Association. Judges reserve the right to disqualify entries submitted in an inappropriate category or which otherwise do not follow the stated criteria.

Awards Presentation

Plaques will be given to first-place winners. Certificates will be awarded to second and third place winners, and at the judges' discretion, a single honorable mention designation. Additional plaques or certificates may be ordered after the presentation of the general awards held by livestream in January 2025. Winners of the Silver Dollar Idea, Ad of the Year, and overall Advertising Excellence will be announced during the Tri-State Press Convention, June 28, 2025, in Memphis.

Questions

Contact Monica Gilmer
Member Services Director
mgilmer@mspress.org
601-981-3060 ext. 2

INSTRUCTIONS

OUR ASSOCIATION CODE IS **MSPRESS**

Step 1 — Register on the contest website using your email address. Read the Important Items; our Association Code is **MSPRESS**. You will receive a confirmation email, which you will need to complete registration. YOU MUST register as a user for each contest, even if you have uploaded entries in a previous cycle of the advertising or editorial divisions.

Step 2 — Log in using your account information. You will see a page showing any entries you have already submitted. Complete rules for the contest are available on the home page. PLEASE READ THEM FOR MORE DETAILED INSTRUCTIONS.

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 call Monica Gilmer at 601-981-3060, ext. 2, mgilmer@mspress.org. Your Competition Class will be selected for you based on your market size and print frequency. Fill in the preparer’s name. **If any information is wrong, please STOP and do not proceed before contacting Monica.**

Step 5 — Select the contest type. These are in the drop-down menus for your convenience. This field will clear each time you save an entry, so you must select a type for each new entry. Next select your category. Special Instructions will autofill. PLEASE READ as each category has different instructions.

Step 6 — If necessary, provide an explanation of your entry. The explanation/cutline box is limited to 3,000 characters. It’s a good idea to write your explanation in another program, such as Word or TextEdit, and copy/paste into the explanation box. If a URL is required, fill in the URL box; there is no need to type “http://.”

Step 7 — Include the name of the entry (advertising name or ad headline). If uploading full-page PDF files, mark or highlight the ad being entered. If the judges cannot tell what is to be judged, the entry will be discarded without refund.

Step 8 — Include the name of the person or people who should be credited for any award. This is generally the sales person, designer, reporter, photographer, etc. It is not necessarily the name of the person submitting the entry, nor the person picking up the award at the awards presentation.

Step 9 — Add your file or files. You can drag and drop files or use the “Add files” button to navigate. Generally, files should be in PDF format except photos, which should be in high-resolution JPG format. Other files and URLs may be acceptable as noted in the special instructions. Upload as many files as are necessary to complete your entry but refer to the special instructions for any limitations.

Step 10 — 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 6 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. Your changes are limited on an entry; if needed, you may delete and resubmit. When you have finished reviewing uploads click the “Billing” button. Your entry fee is automatically generated. You may pay by PayPal, credit card, or mail a check to MPA, 371 Edgewood Terrace Dr., Jackson, MS 39206.

###



Statement of Validity

I hereby certify that all entries submitted by this newspaper in the 2024 Better Newspaper Media Contest meet the prescribed requirements and qualifications as related to competition class, membership, publication dates, and all other aspects spelled out and implied by the rules of the 2024 Better Advertising Contest.

I understand any violation brought to the attention of the Board of Directors of Mississippi Press may restrict this newspaper from entering the future Editorial and Advertising Divisions of the contest, and that violations may make this newspaper subject to other action by the Directors.

Signature of Publisher, GM or Editor: _____

Newspaper: _____

Date: _____

Please list any staff members willing to volunteer for reciprocal judging of future contests:

You can email this form to mgilmer@mspress.org or fax to 601-981-3676

PLEASE NOTE

- An individual entry may be entered in only one category, unless noted.
- ENTRIES MUST BE UPLOADED NO LATER THAN 11:59 p.m., THURSDAY, OCT. 3, 2024.
 - Go to www.mspresscontest.org for complete entry directions.

CATEGORIES

1-12. Single Advertisements

1. GENERAL RETAIL
2. INSTITUTIONAL
Industrial, schools, chambers of commerce, etc.
3. FINANCIAL
Banks, credit unions, brokers
4. HEALTHCARE
Physicians, clinics, hospitals, wellness & fitness centers, etc.
5. SERVICE
Insurance, real estate, contractors, etc.
6. FOOD & BEVERAGE
Grocery stores, restaurants, liquor, etc.
7. POLITICAL
8. AUTOMOTIVE
9. HOME IMPROVEMENT/LAWN & GARDEN
10. ENTERTAINMENT
Events, concerts, music, etc.
11. OUTDOOR RECREATION
Sporting goods, golf, hunting, fishing, etc.
12. HOLIDAY
Any single ad centered on a holiday theme

Entries in Categories 1-12 must be single newsprint (non-slick) advertisements. Ads may be in color or black-and-white. Entries will be judged on content and design. Limit five (5) entries per category, per newspaper. TO ENTER: Upload a full-page PDF file, which should be named the same as the advertisement title or advertiser name.

13. Small Space Ad

Entries in this section must be single newsprint advertisements, 15 column inches or smaller. Entries will be judged on content and design. Limit five entries per newspaper. Ads may be black and white or in color. TO ENTER: Upload a full-page PDF file, which should be named the same as the advertisement title or advertiser name.

14. Use of Humor or Bloopers

Entries in this section must be single newsprint advertisements that focus on humor or, alternately, unintentional humor via a blooper. Entries will be judged on content, design, and ability to make the judges chuckle. Limit five entries per newspaper. Ads may be black and white or in color. TO ENTER: Upload a full-page PDF file, which should be named the same as the advertisement title or advertiser name.

15. Editorial Special Edition

Includes any special section or edition devoted to a theme not developed around a retail sales promotion or advertising-based theme. Entries may include—but are not limited to—progress editions, sporting event editions, historical editions and sections on business and industry. Entries will be judged on the quality of the advertising, how well the ads and editorial content tie together and the development of the editorial theme in the ads. Sections entered here may not be re-entered in Category 22 Niche Products. Limit five entries per newspaper. TO ENTER: Upload each entry as one PDF file. A URL to view the section online is also permissible. For questions or assistance, contact Monica at the MPA office.

16. Advertising Special Section

This category includes any special section developed to boost ad sales or revenue promotions. It may include, but is not limited to, special sections devoted to fashion, bridal, back-to-school, gift or dining guides or other subjects meant to encourage consumer purchases. Entries will be judged

on the quality of the advertising and the development of the sales theme in the ads. An entry consists of one section or issue. Sections entered here may not be re-entered in Category 22 Niche Products. Limit five entries per newspaper. TO ENTER: Upload each entry as one PDF file. A URL to view the section online is also permissible. For questions or assistance, contact Monica at the MPA office.

17. Ad Series

This category consists of a series of single advertisements (minimum of 3, maximum of 6) developed around a theme for a single advertiser. NOTE: Individual ads from this category may also be entered in single-ad categories. The entries will be judged on content, design, and development of theme. Each series of ads counts as one entry. Limit five entries per newspaper. TO ENTER: Upload the ad series as one PDF file, which should be named the same as the advertisement title or advertiser name.

18. Theme Page

Entries in this category must include 1-2 pages of multiple advertisers devoted to a specific theme, such as holidays, downtown promotions, new businesses, special events, etc. Entries will be judged on content, design and effectiveness. Limit of five entries per newspaper. TO ENTER: Upload a full-page PDF file.

19. Classifieds

Entries in this section consist of three entire classified pages or sections, from any three consecutive issues. Entries will be judged on content and design. Limit one entry per newspaper. TO ENTER: Upload page or section from each issue as one PDF file. For questions or assistance, contact Monica at the MPA office.

20. House Ad

Entries in these categories consist of single ads or a series of ads to promote editorial, advertising, circulation, digital products and platforms, or social media. Limit five entries per newspaper. TO ENTER: Upload a full-page PDF file.

21. Digital Ad

Entries in this section are open to staff generated ads on member newspaper websites, other digital networks, or social media platforms. PLEASE NOTE: Ads submitted here MUST be native digital ads and not ads that also appeared in the print edition or entered in other categories. Limit five entries per newspaper. TO ENTER: Upload PDF, JPG or GIF, or include URL to view file online.

22. Niche Product

Defined as a special publication with substantial distribution other than the newspaper's regular circulation. Product is not required to be a part of the newspaper's traditional circulation; products distributed independently of the newspaper's circulation will be considered. Examples: Chambers of Commerce directories, phone books, cookbooks, coupon books, dining guides. Entries will be judged on content, design, and effectiveness. Products entered in the Special Section categories (15-16) cannot be re-entered here. Limit of four entries per newspaper. TO ENTER: Upload each entry as one PDF file or include URL to view product online. For questions or assistance, contact Monica at the MPA office.

CATEGORIES

23. Magazine

This category recognizes regularly issued magazine products. Frequency is twice yearly or more frequently. Magazine is not required to be a part of the newspaper's traditional circulation; products distributed independently of the newspaper's circulation will be considered. Criteria for judging will include advertising content, design and effectiveness of theme and purpose. An entry will consist of two consecutive issues of the magazine. Limit two entries per newspaper. TO ENTER: Upload each entry as one PDF file or include URLs to view entries online. For questions or assistance, contact Monica at the MPA office.

24-28. Magazine Ads

- 24. RETAIL
- 25. INSTITUTIONAL, FINANCIAL or SERVICE
- 26. HEALTHCARE
- 27. FOOD & BEVERAGE
- 28. HOME IMPROVEMENT

Entries must be published in a magazine periodical of the newspaper and not printed on newsprint. Entries will be judged on content, design and effectiveness of message. Newspaper may only submit entries prepared by its in-house designers, paid contractors or other regular staff members. Ads submitted in categories 1-14 may not be re-entered here. Limit of five entries per newspaper. TO ENTER: Upload a full-page PDF file, which should be named the same as the advertisement title or advertiser name.

29. Multimedia Promotion

This category includes use of multimedia or social media to promote an advertiser or the newspaper. This can include YouTube videos, podcasts, Facebook or Instagram posts, etc. Can be video from a newspaper website, social media, YouTube, etc. A letter of explanation may be included. Entries will be judged on effectiveness, style and creativity. Judged as All Newspapers. Limit five entries per newspaper. TO ENTER: Include URL to view or listen to entry online.

30. Graphic Designer of the Year

Entries consist of a five-item portfolio of work from individual designers. Portfolios may include single advertisements, signature pages, special sections, magazines, etc. Limit one entry per designer and two entries per newspaper. Works submitted in other categories are eligible to be included in a designer's portfolio. A letter of explanation may be included. Winner receives a special plaque and \$100 gift card. TO ENTER: Upload PDF(s) of five items with items to be judged clearly marked, or include a URL to view portfolio online. Entries should be labeled with designer's name.

31. Silver Dollar Idea

Entries in this category should include ideas that generated revenue and/or created reader interest. A letter of explanation must be included. Limit five entries per newspaper. TO ENTER: Upload a full-page PDF file or include URL to view entry online.

Advertising Excellence

No separate entries are required. A point system will be used: 1 point for each 3rd place award, 2 points for each 2nd place award, and 3 points for each 1st place award. Accrued points will determine the winner in each Competition Class.

Ad of the Year

First place winners from Categories 1-14, 17, 20-21, and 24-28 will be considered for this award. No additional entry or fee is required to qualify. The winning staff member will receive a \$500 cash prize and traveling trophy.