

WVPA Advertising Contest

ADVERTISING RULES

1. The West Virginia Press Association's Advertising Contest is limited to West Virginia newspapers of general interest circulation and qualified associate member publications. Only WVPA members in good standing are eligible. Failure to comply with contest rules will result in automatic disqualification of entries.
2. Awards will be presented in conjunction with the WVPA's annual convention
3. Newspapers must compete in the judging against others in their circulation division: Division I: Dailies over 9,001 and over Division II: Dailies 9,000 and under Division III: Weeklies 3,001 and over Division IV: Weeklies 3,000 and under.
4. Circulation divisions will be based on the daily circulation number used when calculating WVPA annual dues. Dailies will compete against dailies and weeklies will compete against weeklies. Newspapers can opt to enter a larger circulation division. All a newspaper's entries, in both advertising and editorial contests, must be entered into the same circulation division. Editors and Advertising Directors should coordinate the entry division.
5. In the case of morning and afternoon newspapers in the same city and under common ownership or in joint operating agreements, combined circulation determines the division, and the advertising entries are considered the product of both newspapers. Note: All a newspaper's entries, in both advertising and editorial, must be entered into the same circulation division.
6. Fee: \$6 per entry; must accompany entry. Limit on entries: seven (7) for any one category unless an individual category specifies differently.
7. Entries using a URL will need to include a login and password if the website has a paywall. Include the login and password and provide it in the explanation box for each URL entry. All entries, including special sections, should be loaded as PDF files. Note: If the rare entry is too large to upload, mail it to the WVPA office, 3422 Pennsylvania Ave., Charleston, W.Va. 25302. The newspaper is still responsible for creating an entry on the contest site. Mail in entries should include the newspaper's name, circulation division, indicate advertising or editorial contest and the category the entry has been submitted into. Mailed entries lacking this information are subject to disqualification.
8. Contest Period: Material published from Jan. 1, 2021, through Dec. 31, 2021.
9. A newspaper may compete in as many categories as desired.

10. The same individual entry CANNOT be submitted to more than one category. For example, the same advertisement may not be entered in Best Political Advertisement and Best Color Advertisement. However, individual advertising entries can be included in the categories of Best Special Section, Best Theme Page(s), Best Classified Section and Best Newspaper Promotional Campaign.

11. All entries must be the original work of an employee of the eligible newspaper — except for “Best Agency Ad.”

12. Awards will be made by first, second, and third place. Honorable mentions may be awarded at the judges’ discretion.

13. Winners of the General Excellence Award will be determined by compiling points received for first, second, and third-place awards won in all other categories. (First place awards are worth three points; second place, two points; third place, one point.) No points will be given for Honorable Mention or Advertisement of the Year.

14. Announcement of winners will be made at the annual WVPA convention, scheduled for August.

15. It’s the hope of the contest committee that there will be increased participation on the part of member newspapers. To encourage this, the committee urges that entries for advertising awards be on an individual rather than just a newspaper basis. The individual winners of advertising awards will be listed on plaques and certificates along with the name of the newspaper employing them. When there is more than one winner for first place, one plaque will be awarded to the newspaper listing all the names. Certificates will be issued to each person sharing in a first-place award. Try to avoid crediting an entry to “Staff”, if possible.

16. The complete competition shall be under the supervision of the WVPA office. Decisions of the judges selected by WVPA must be regarded as final. The West Virginia Press Association Board of Directors retains all rights and privileges in the conducting of the competition, including cancellation for cause.

AD AWARDS CATEGORIES AND JUDGING CRITERIA (Ad categories start at No. 33):

33. BEST SINGLE BLACK & WHITE AD – QUARTER PAGE OR LESS: Judging criteria: Use of space, design and message to create interest and draw attention in small space. Entry notes: Quarter page size or less.

34. BEST SINGLE BLACK & WHITE AD – LARGER THAN A QUARTER PAGE: Judging criteria: Use of space, design and message to create interest and draw attention in larger space with only B&W effects. Entry notes: Larger than a quarter page.

35. BEST COLOR AD –QUARTER PAGE OR LESS: Best Color Ad: Judging criteria: Use of process or spot color, space, design and message to create interest and draw attention. Entry notes: Any single advertisement using color.

36. BEST COLOR AD – LARGER THAN A QUARTER PAGE: Judging criteria: Use of process or spot color, space, design and message to create interest and draw attention. Entry notes: Any single advertisement using color.

37. BEST POLITICAL AD: Judging criteria: Use of space, design and message to create interest and draw attention to a candidate or political issue will be considered. Entry notes: Display ads in color or black and white may be submitted.

38. BEST HOUSE AD: Judging criteria: Use of space, design and message to create interest and draw attention to the newspaper, its events or promotions. Entry notes: Any single ad promoting advertising, readership, circulation or related topics.

39. BEST AGENCY ADVERTISEMENT: Judging criteria: Use of space, design and message to create interest and draw attention to an advertisement. Entry notes: Any single advertisement prepared by an advertising agency, government office or other outside entity. Newspaper must identify the advertising agency when making the submission.

40. BEST CLASSIFIED AD: Judging criteria: Use of space, design and message to create interest and draw attention to a classified ad.

41. BEST CLASSIFIED SECTION: Judging criteria: Best effort to promote interest in classified advertising through the development of multiple pages. Use of space, design and message to create interest and draw attention will be considered. Entry notes: A section of one or more pages containing classified line and display ads.

42. BEST THEME PAGE(S): Judging criteria: Best effort to promote theme through the development of multiple pages. Use of space, design and message to create interest and draw attention will be considered. Entry notes: Any page or pages (consecutive pages from the same issue) containing ads based on a common theme but not constituting a special section.

43. BEST AD CAMPAIGN — SMALLER THAN A HALF PAGE: Judging criteria: Use of space, design and message in a continuing series to create interest and draw attention to the advertisement. Entry notes: A series of three or more advertisements each less than a half-page in size for the same company, product or service, based on a common theme. Color or black and white ads may be submitted.

44. BEST AD CAMPAIGN — HALF PAGE OR LARGER: Judging criteria: Use of space, design and message in a continuing series to create interest and draw attention to the advertisement. Entry notes: A series of three or more advertisements each a half page or larger for the same

company, product or service, based on a common theme. Color or black and white ads may be submitted.

45. BEST NEWSPAPER PROMOTIONAL CAMPAIGN: Judging criteria: Use of space, design and message in a continuing series to create interest and draw attention to the newspaper or its events. Entry notes: Submit PDFs, tear sheets, promotional pieces, surveys or any other materials both in-house and outside the newspaper used to promote your newspaper. A letter explaining the campaign and results must be included.

46. BEST SPECIAL SECTION: Judging criteria: Best effort to promote a topic or theme through the development of multiple pages. Use of space, design and message to create interest and draw attention will be considered. Entry notes: Any special section, series of sections in a single issue or series of pages in a regular issue devoted to a particular topic—with or without editorial content. This category is open to progress editions or similar themed sections. This category does NOT include sports special sections.

47. BEST SPECIAL SECTION – SPORTS: Judging criteria: Best effort to promote interest in a sports theme or topic through the use of multiple pages of advertising, editorial content, photos and graphics. Use of space, design and message to create interest and draw attention will be considered. Entry notes: This is the only category in which special sections on sports (competitive, outdoor, etc.) may be entered.

48. BEST ONLINE POLITICAL AD: Judging criteria: Visual appeal, creativity in design, originality and content of an online ad appearing on the newspaper's Web site or any form of Social Media to create interest and draw attention to a candidate or political issue will be considered. Entry notes: Screen shot should be captured and uploaded as one PDF, or a link may be provided.

49. BEST ONLINE STATIC AD: Judging criteria: Visual appeal, creativity in design, originality and content of an online ad appearing on the newspaper's Web site or any form of Social Media will be considered. Entry notes: Screen shot should be captured and uploaded as one PDF, or you may submit the complete URL of the ad.

50. BEST ONLINE MOTION AD: Judging criteria: Use of motion and/or animation, visual appeal, creativity in design, originality and content of an online ad appearing on the newspaper's web site or any form of Social Media will be considered. Entry notes: You may submit the complete URL of the ad.

51. BEST ONLINE ADVERTISING CAMPAIGN: Judging criteria: Examples of a continuing series of online ads to create interest and draw attention to the newspaper or an advertiser. Use of static, motion and/or animation, video, visual appeal, creativity in design, originality and content of an online ad campaign appearing on the newspaper's web site and/or any form of social media will be considered. Entry can include a mix of in-house and agency work. Entry notes: You may submit the complete URL of the ads.

52. BEST ONLINE NEWSPAPER PROMOTIONAL CAMPAIGN. Judging criteria: Visual appeal, creativity in design, originality and content of an online ad campaign appearing on the newspaper's Web site or any form of social media to create interest and draw attention to the newspaper or newspaper events will be considered. Entry notes: Screen shot should be captured and uploaded, or a link may also be provided. You may submit the complete URL.

53. BEST PROMOTION OF PUBLIC NOTICES: will recognize excellence in advertising in any form that attracts the readers' attention and promotes the presence of public notice advertising (legal advertising) in the newspaper. The ads can be print or online but must promote the presence of public notice in newspapers. The advertisements can include information or elements from national organization but must be primarily local design. Placing your logo on a national newspaper week ad would not qualify.

54. BEST COVID-19 RELATED ADVERTISING: Judging criteria: Examples of an individual or continuing series of print or print-and-online, or online ads related to the COVID-19 pandemic. The ads will be judged on informational value, visual appeal, creativity in design, originality and content. Entry can include a mix of visual elements with in-house, state and agency work. Entry notes: You may submit the complete URL of the ads. Entry notes: An individual entry may include up to five (5) related advertisements as well as relevant information and links presented in photo, graphic or video form. Newspapers may submit up to five (5) entries in this category.

CONTEST AWARDS

WVPA ADVERTISEMENT OF THE YEAR: Judging criteria: There is no need to send entries for this award. The winner will be selected from the first-place winners in all individual advertising categories — sections are excluded — in all circulation divisions.

GENERAL EXCELLENCE: Judging criteria: There is no need to send entries for this award. Awarded to the paper in each division that compiles the most points in categories 1-24. Three points are awarded for each first-place winner, two for each second place and one for each third. Entry notes: No separate entry necessary.

NEWSPAPER OF YEAR: Judging criteria: There is no need to send entries for this award. Awarded to the single newspaper, regardless of size, weekly or daily, that compiles the most points in the editorial and advertising contests combined.