
Advertising Contest Rules

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 2025 Georgia Press Association Convention.

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

CONTEST DEADLINE: All entries must be submitted and/or postmarked by January 24, 2025.

TO ENTER, LOGIN at www.newspapercontest.com/Georgia

Association Code is: GAPRESS

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

For questions please contact Sean Ireland at 770-454-6776 or sireland@gapress.org

1. Online entries must be submitted by January 25, 2024. 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, 2024, through December 31, 2024.

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 and pay with a credit card via telephone 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. Entries will be judged by a group of Illinois Press Association member newspapers. Their decisions are final. Entries must be judged, regardless of size and color, except where specifically designated in the categories.

9. Plaques or certificates 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.

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

11. Each first-place winner in each category of the Advertising Contest will be awarded one point to apply toward General Excellence in the Better Newspaper Contest, up to 18 points.

12. Advertising Contest Awards will be presented in June during the GPA Annual Convention. Better Newspaper Contest awards will be presented in June at the GPA Annual Convention.

13. The circulation figures printed in the 2025 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 of the contest year will be used to determine the entry division for the newspaper in that contest year.

DIVISIONS

Division A

Daily newspapers with a paid circulation of 8,000 or above

Division B

Daily newspapers with a paid circulation of 7,999 or less

Division C

Weekly newspapers with a paid circulation of 3,800 to 15,000

Division D

Weekly newspapers with a paid circulation of 2,000 to 3,799

Division E

Weekly newspapers with a paid circulation less than 2,000.

Division F

All Media Associate members

CATEGORIES

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 a photo/photos as part of the online entry for this category.

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. NEWSPAPER PROMOTION

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

13. 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. Submit as an online entry — either a PDF or a link to the section online.

14. CLASSIFIED SECTION/PAGE

Classifieds will be judged on general appearance and readability. Please include your entire section as your entry. Submit as online entry — either a PDF or a link to the section online.

15. SIGNATURE PAGE

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

16. 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.

17. 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. 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.”**

JUDGES

Entries will be judged by a group of Illinois Press Association member newspapers.

Their decisions are final.

Entries will be judged, regardless of size or color, except where specifically designated in the categories.

If you have any questions, please contact: Sean Ireland

770-454-6776

sireland@gapress.org

Rules for Entry Preparation

Online Submission

Submit entries in the following categories ONLINE at www.newspapercontest.com/Georgia. All pdfs must be full pages and include banner or flag of newspaper.

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

Each newspaper may designate ONLY ONE username and password to make entries in advertising contest. Username and password should be different from username and password for Better Newspaper Contest. Use only letters and numbers when naming files. Do not use symbols or spaces, which may cause errors. Compress PDFs using Adobe Acrobat if necessary.

**ADVERTISING CONTEST
BASIC ENTRY INSTRUCTIONS
www.newspapercontest.com/Georgia**

The electronic entry system will be online and open for entries **on Dec. 8, 2024.**

Step 1 — Register at www.newspapercontest.com/Georgia. Your association code is GAPRESS. Use one email address and password for all advertising entries. Use a different email address and password for making all entries to the Better Newspaper Contest for editorial entries. You will receive a confirmation email, which you will need to complete registration. Remember your password.

Step 2 — Login to <http://www.newspapercontest.com/Georgia>. You will see a page that is mostly blank. This is where you will start each time you log in. As you submit entries, this page will display a list of those entries. A complete set of rules is available on the contest home page. Some browsers, such as Safari, will open the rules in a new window; others will require you to download the PDF to your computer.

Step 3 — Click on the “Add New Entry” link. All submissions will also need to be added in this system.

Step 4 — On this page, select your newspaper name. Information will auto fill on this page. If that information is incorrect, please call GPA at 770-454-6776. **Your division will be selected for you based on**

your circulation from Line 16B (average) on your 2024 Statement of Ownership, Management and Circulation. Fill in the preparer's name.

Step 5 — Select “Advertising” from the contest type drop-down menu when entering Divisions A-F.

Step 6 — Select the contest category. This is a drop-down menu for your convenience. This field will clear each time you save an entry, so you must select a category for each new entry. When you select the category, special instructions will appear below it. A newspaper may submit multiple entries for a single category unless otherwise noted.

Step 7 — Below the rules is an explanation/cutline box. Some contest categories require an explanation. If an explanation is required, it will be specified within the special instructions. 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, and copy/paste into the explanation box. If a URL is required, fill in the URL box; there is no need to type http://. Some categories, such as Best Website, require a URL.

Step 8 — Include the name of the entry. It will be helpful if the entry name matches the advertiser or ad copy so the judge can find it easily. You may also want to name your files in the same manner. If a judge cannot tell what is to be judged, the entry could be discarded without a refund.

Step 9 — Add your file or files. You can drag and drop files or use the “Add files” button to navigate your files. Upload as many files as are necessary to complete your entry but refer to the special instructions for file type and any limitations. Compress PDFs using Adobe Acrobat if necessary and combine PDFs when possible. When dragging and dropping files, you may select multiple files and drop them all at once. **Use only letters and numbers when naming files. Do not use spaces or symbols.**

Step 10 — Click the “Save” button when you have completed your submission. 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 13 — Once you are finished submitting all entries, review the list. You may not change an entry, but you may delete it and resubmit it. Click on the magnifying glass to the left of the entry in the list of entries to see the full entry, including a thumbnail of any files that you uploaded. Clicking on the image will open a pop-up window showing the image larger.

Step 14 — Once all entries are submitted and finalized, click the “Billing” button on the list page. This will take you to a page where the entry fee is automatically generated. You may pay by phoning in a credit card or mailing payment. Please do not email your credit card information. The submission deadline for entering is Friday, Jan. 24, 2025.

Once payment is made, your access to the page will be disabled. If you find out later that you need access, you will need to call the GPA office at 770-454-6776 to have the account enabled.