



KENTUCKY PRESS
ASSOCIATION

2025 Excellence in Kentucky Newspapers Contests

BASIC INSTRUCTIONS FOR BOTH NEWS AND ADVERTISING CONTESTS

Step 1 — The Association Code needed to register is **KYCONTEST** (CASE SENSITIVE). Register on the contest website (www.newspapercontest.com/kentucky) and use your email address. You will receive a confirmation email, which you will need to complete registration. Links to register are at the top of that URL and also the link to log in, as well as a link to the CONTEST RULES.

Step 2 — Once you have registered, you can login to the URL listed in Step 1. You will see a page showing any entries you have already submitted. Complete rules are available above (click Contest Rules). 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 call David Thompson at 502-223-8821. Your Division will be selected for you based on your circulation. Fill in the preparer’s name.

Step 5 - Select Contest Type – Select “Editorial” if you are entering the News Contest. Select “Advertising” if you are entering the Advertising Contest.

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, and copy/paste into the explanation box. If a URL is required, fill in the URL box; there is no need to type <http://>. If you submit by URL, you must submit the entire page. Also, if your newspaper uses a paywall, you must supply a password that will allow free access to the page. Use **kpacontest25** as the password for each entry submitted as a URL.

Step 7 — Include the name of the entry. If uploading full-page PDF files, it will be helpful if the entry name matches the headline on the page so the judges can find it easily. 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 writer, reporter, photographer, graphic artist, cartoonist, etc. It is not necessarily the name of the person submitting the entry nor the person picking up the award at the convention.

FOR ADVERTISING CONTEST ENTRIES: Entries from advertising agencies are NOT eligible. The ad must have been sold by a local staff member but ads created by “hubs” associated with the member newspaper ARE eligible to be entered.

Step 9 — Add your file or files. You can drag and drop files or use the “Add files” button to navigate your files. For Photography categories, each entry must consist of a full-page pdf with photo on the page or a URL with photo in context with the story. If you submit by URL, you must submit the entire page. Also, if your newspaper uses a paywall, you must supply a password that will allow free access to the page. Use [kpacontest25](#) as the password for each entry submitted as a URL. 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. You may not change an entry, but you may delete an entry and resubmit it. As long as you have not submitted payment to KPA, you can continue adding entries for the contest. Once you submit payment to KPA, no further entries can be accepted for the contest.