

## KPA Advertising Contest Categories with Descriptions

### 01 - Department/Discount/Jewelry

Any ad for a department, jewelry or discount store (such as WalMart, K-Mart, JC Penney, etc.) but cannot include clothing, furniture, or items listed in other categories.

### 02 - Automotive

Any ad for new and used cars and trucks, tire store, auto supply store, repair service.

### 03 - Hardware/Appliance Stores

Any ad for items sold by hardware stores, including tools, building materials, electrical and plumbing supplies, paint, and any ad for dishwashers, dryers, washers, stereos, computer equipment.

### 04 - Financial

Any ad for a bank, savings and loan, stock broker or insurance company.

### 05 - Professional Services

Any ad for travel agencies, health spas and tanning salons, barbers/beauticians, funeral homes, attorneys, lawn services, plumbers, electricians, dry cleaners, florists, dance instructors, pet stores, veterinarians, etc. (Does NOT include the medical industry or political.)

### 06 - Food and Alcohol

Do not enter restaurant ads in this category. Entries would include grocery ads and liquor stores or any related food and liquor item. Restaurant ads must be entered in Category 12.

### 07 - Furniture

Any ad for home furnishings such as carpeting, couches, beds, TV sets, etc.

### 08 - Real Estate

Any ad for selling, renting, leasing of property or promoting a real estate company.

### 09 - Clothing Store

Any ad related to men's, women's or children's clothing items and apparel such as purses, billfolds, shoes, belts, etc.

### 10 - Multiple Advertiser/"Sig" Page

Any ad using two or more advertisers together to promote an event, public service or promotion but not related to a shopping center promotion, downtown sidewalk sale, etc. (For shopping center promotions, see Category 14.)

### 11 - Healthcare/Medical

This category is for any ad related to the medical field, including doctors, hospitals, nursing, pharmacies and drugs.

### 12 - Entertainment/Dining

Any ad featuring fine restaurants, fast food restaurants, specialty restaurants, theaters, movie/video stores, travel, TV and radio stations.

### 13 - Special Sections

Any special section that is published by the newspaper and inserted into the newspaper. Sections would include progress editions, school sports, bridal, back-to-school, automotive care, fashion merchandising, graduation, lawn and garden, etc.

#### **14 - Group Promotion**

This category is for businesses located within a specific shopping location; and promoting an event such as a downtown sidewalk sale, moonlight madness or other shopping center/mall/downtown promotion.

#### **15 - Political Advertising**

Any ad for a political candidate and any ad in support or defeat of a candidate or election issue.

#### **16 - Agriculture/Lawn and Garden**

Any ad for agricultural items/farm supply stores and any ad for lawn and garden including equipment and nursery items. (Lawn service ads should be entered in Professional Services.)

#### **17 - Preprints/Special Publications**

Entries in this category include newspaper preprints not eligible for Category 13, and Special Publications. Newspaper preprints must have been sold by staff members and inserted into the newspaper. Special Publications would include a publication for such things as or Chamber of Commerce, tourism publication or athletic event programs designed, composed and sold by the newspaper staff but that was NOT inserted in the newspaper. If publication was inserted in the newspaper, it must be entered in Special Sections.

#### **18 - Best Use of Color**

Submit any ad with color. Ads entered in this category may also be entered in any other category. Judging criteria will be on the effectiveness of the color(s) used in the ad.

#### **19 - Best Ad Series**

Enter a series of ads for any business, industry or the newspaper showing continuity or idea for a specific product or service. You may submit up to six tearsheets as one entry. Individual ads within the series may also be entered in any other category.

#### **20 - Holiday Greeting Ads and General/Miscellaneous**

This category is for any holiday greeting ad and any ad that cannot be classified in any above category, including schools, colleges/universities and churches but not revivals (see Special Events).

#### **21 - Sporting Goods/Athletics**

This category includes ads for sporting goods stores, athletic equipment and apparel as well as ads for athletic events.

#### **22 - Special Events**

This category is for special event advertising, including festivals, county and state fairs, church revivals, pageants, etc.

#### **23 - Creative Use of the Newspaper/Newspaper Promotion**

Submit a maximum of six individual tearsheets that includes only one newspaper industry promotion (such as First Amendment Contest or National Newspaper Week), if desired, which most effectively and originally promoted your newspaper or the newspaper industry during the year. Entries may consist of house ads, special newspaper promotions, news stories, editorials, photographs, graphics or feature stories. Entries in this category may have been published in the newspaper or on the newspaper's own website. If the promotion appeared on the newspaper's website, submit a pdf of the newspaper's website showing the promotion. One promotion/series is one entry. No more than three entries per newspaper.

#### **24 - Best Online/Digital Ad**

A newspaper may enter as many online/digital ads as it desires but a staff member's name may not appear on more than two individual entries. This category recognizes visual appeal, creativity in design, originality and content of a SINGLE ad appearing online at the newspaper's Web site or any form of Social Media. Screen shot should be captured and uploaded as one PDF or you may submit the ad as a jpg, gif, png or swf file. Ad must be created locally by the newspaper.

## **25 - Best Online/Digital Ad Series**

A newspaper may enter as many online/digital ads as it desires but a staff member's name may not appear on more than two individual entries. This category is defined as two or more ads (maximum of five) by the same advertiser using any or all forms of digital media. The series will be judged on creativity, effectiveness and impact. It may include button ads, banners and video. Screen shots should be captured and uploaded as one PDF or you may submit the ads as jpg, gif, png or swf files. Series must be created locally by the newspaper.