



FALL CONFERENCE 2011
RENO, NV • SEPT. 29-OCT. 1

ADVERTISING & EDITORIAL
**AWARDS
COMPETITION**

**VIC JOSE GENERAL EXCELLENCE
AWARD**

Name of Paper _____

Town & State _____

Date Published _____

Publisher _____

DIVISION 1
5% or less editorial

DIVISION 2
More than 5% and
less than 25% news content

DIVISION 3
More than 25% news content

All entries in this category should be sent to Barbara Perry, 280 N. Main St., East Longmeadow, MA 01028

**Entries must have been published between
Aug. 1, 2010 and July 15, 2011**

DEADLINE IS AUG. 1, 2011

Send entries with \$5 fee per entry to the following:

All entries should be sent to:

IFPA Editorial Awards & General Excellence Awards

c/o Reminder Publications, Att. Barbara Perry

280 N. Main St., East Longmeadow, MA 01028

1-413-525-6661

Judging will be done by Western New England College

IFPA Fall Advertising & Editorial Awards Contest

CONTEST RULES

ADVERTISING

1. SINGLE AD, SMALL SPACE: Ad must be quarter page or smaller. Ad must appear as regular run of paper and show originality, good layout, good design, and quality printing.

Division 1: Ads using black ink only

Division 2: Ads using spot color or full process color.

2. SINGLE AD, LARGE SPACE: Ad must be larger than a quarter page. Ad must appear as regular run of paper and show originality, good layout, good design, and quality printing.

Division 1: Ads using black ink only

Division 2: Ads using spot color or full process color.

3. GROCERY, ANY SIZE AD: Ads in this category must show good layout, originality, good design, and quality printing.

Division 1: Ads using black ink only

Division 2: Ads using spot color or full process color.

4. AUTOMOTIVE, ANY SIZE AD: Ads in this category must show good layout, originality, good design, and quality printing.

Division 1: Ads using black ink only

Division 2: Ads using spot color or full process color.

5. RESTAURANT, ANY SIZE AD: Ads in this category must show good layout, originality, good design, and quality printing.

Division 1: Ads using black ink only

Division 2: Ads using spot color or full process color.

6. FURNITURE ADS, ANY SIZE AD: Ads in this category must show good layout, originality, good design, and quality printing.

Division 1: Ads using black ink only

Division 2: Ads using spot color or full process color.

7. SELF-PROMOTION, ANY SIZE:

Division 1: Advertisements run in your paper that promote the use of your paper by advertisers or acceptance by readers

Division 2: Promotion of your paper through printed material other than run in your paper, such as direct mail pieces, brochures, media kits, rate cards, etc.

8. ADVERTISING PROMOTION, GUIDE OR PLANNER:* Entries in this category will feature advertising from similar or related businesses targeted at a specific market or audience; or diverse advertisers centered around a common event, theme or holiday. The entries will be products distributed as sequential pages within the publication or special sections distributed as an insert in the paper. Such products might include centennial, Octoberfest, or community day sections; like vacation, home improvement or restaurant guides; or wedding planners. They may be on newsprint or on book stock.

Division 1: Promotion run as sequential pages in paper with or without editorial copy

Division 2: Promotion run as a separate section distributed with paper, with or without editorial copy.

Division 3: Freestanding niche or promotional publication, distributed either with or separately from general circulation of the free paper publication.

**Entries in this category should NOT be mounted. Place in a large envelope with the entry label firmly affixed to the front of the envelope.*

EDITORIAL

9. ORIGINAL WRITING:* Items must be personally written by the publisher or a member of the staff and used as a news, sports or feature article, an editorial, or a personal column published between Aug. 1, 2010 and July 15, 2011.

Syndicated or outsourced materials are not eligible. Judging is to be based on quality of writing, originality and layout.

Division 1-Personal Column: A column written by a publisher or member of the staff with a number of different topics as subject matter. Submit THREE different columns by a single writer. Include byline.

Division 2-Editorial: An article that gives the opinion of the writer on one particular subject only. All entries in this division will also be entered in competition for the "Joseph M. Sklenar Editorial Prize." Each fall, this award is presented to the best editorial on a subject of local community interest which best personifies Joe Sklenar's strong hometown allegiance and fearless expression of opinion. Include byline.

Division 3-News Story: A written rendering of a newsworthy event or an article concerning a particular item, product, place, or thing. Include byline.

Division 4-Feature Story: A human interest article where timeliness of reporting is not a factor. Include byline.

10. LOCAL BUSINESS COVERAGE:* One issue of the paper from the month of May and one other issue from the contest period with local business coverage designated by marker in each publication. Does not include business advertorial.

11. ORIGINAL PHOTOGRAPHY: Best original photo or series of photos in news or sports, taken by a member of the paper's staff or a regular photo stringer for the paper. Designate clearly the photo(s) to be judged by arrows or by outlining.

**Entries in these editorial categories should NOT be mounted. Mark entries on a full page tearsheet, fold and place in a 10X13" envelope with the entry label firmly affixed to the front of the envelope. Each entry must be in a separate envelope.*

GRAPHICS, GENERAL EXCELLENCE, AND MISCELLANEOUS CATEGORIES

12. FRONT PAGE DESIGN: This category is intended to showcase the front page of the member publication, not a special section. Choose two front pages from the month of March and one other front page from the contest period.

13. INTERNET SITE: Include a color printout of web page portal and website address. Entries will be judged on design, creativity, ease of use, and depth of content.

Division 1: Overall web site

Division 2: Online banner ad

14. VIC JOSE AWARD FOR GENERAL EXCELLENCE:* (One entry per company, per division). Submit two copies of the FIRST issue of June 2011. Entries will be judged on overall appearance, use of photographs, graphics and artwork, page organization, print and graphic quality, general readability, and overall look and design of the publication.

Division 1: 5 percent or less editorial

Division 2: Less than 25 percent and more than 5 percent news and editorial content

Division 3: More than 25 percent editorial content

**Entries in these editorial categories should NOT be mounted. Submit in a 10X13" envelope with the entry label firmly affixed to the front.*

All entries in the General Excellence division should be sent to Barbara Perry at the address shown on the previous page.

CONTEST RULES

1. Only regular IFPA member publications in good standing with current dues paid are eligible to enter. If status is in question, call 609-408-8000.
2. Entries for this contest must have been published in member papers between Aug. 1, 20010 and July 15, 2011.
3. Entries that have previously won awards for your company are ineligible.
4. Advertising agency or clip art agency creations and camera ready advertisements produced outside of member paper's composing, creative, or graphics department are not eligible for entry.
5. Mount a FULL PAGE TEARSHEET, showing publication date, on black or white poster board only, unless otherwise stated in contest rules for individual categories. If item to be judged is smaller than a full page, outline the items to be judged with a felt-tip marking pen. Entry blanks should be filled out completely and attached firmly to the upper right corner of the BACK SIDE of the mounting board.

- * Certain categories have specific instructions for submission that do not include mounting.
6. A one page printed explanation may be attached to the entry if necessary for clarification of the entry.
 7. Each member company (regardless of number of publications) is limited to THREE ENTRIES PER DIVISION OF A CATEGORY.
 8. All entries become the property of IFPA and will not be returned. Judges are to make available all entries of advertising categories after awards have been made at the conference. They may be claimed on a first-come, first-serve basis.
 9. No entries will be accepted after deadline or at the conference.
 10. An entry fee of \$5.00 for each entry must accompany entries. Make checks payable to IFPA and place in a business-size envelope within the entry package.

Category 1

Div. 1: Black Ink Only
 Div. 2: Spot or Full Process Color
Maximum 3 entries per division

**Single Ad
 Small Space
 (1/4 Page or Smaller)**

Ad Client Name _____
 Publication _____
 Town & State _____
 Date Published _____
 Credits _____

Category 4

Div. 1: Black Ink Only
 Div. 2: Spot or Full Process Color
Maximum 3 entries per division

**Automotive
 Any Size Ad**

Ad Client Name _____
 Publication _____
 Town & State _____
 Date Published _____
 Credits _____

Category 2

Div. 1: Black Ink Only
 Div. 2: Spot or Full Process Color
Maximum 3 entries per division

**Single Ad
 Large Space
 (Larger than 1/4 Page)**

Ad Client Name _____
 Publication _____
 Town & State _____
 Date Published _____
 Credits _____

Category 5

Div. 1: Black Ink Only
 Div. 2: Spot or Full Process Color
Maximum 3 entries per division

**Restaurant
 Any Size Ad**

Ad Client Name _____
 Publication _____
 Town & State _____
 Date Published _____
 Credits _____

Category 3

Div. 1: Black Ink Only
 Div. 2: Spot or Full Process Color
Maximum 3 entries per division

**Grocery
 Any Size Ad**

Ad Client Name _____
 Publication _____
 Town & State _____
 Date Published _____
 Credits _____

Category 6

Div. 1: Black Ink Only
 Div. 2: Spot or Full Process Color
Maximum 3 entries per division

**Furniture
 Any Size Ad**

Ad Client Name _____
 Publication _____
 Town & State _____
 Date Published _____
 Credits _____

Category 7

Self-Promotion Any Size

- Div. 1: Run in Paper
 - Div. 2: Printed Material
Other Than Run in Paper
- Maximum 3 entries per division*

Publication _____
Town & State _____
Date Published _____
Credits _____

Category 8

Promotion, Guide or Planner

- Div. 1: Sequential Pages
in Paper
 - Div. 2: Separate Section
 - Div. 3: Freestanding
- Maximum 3 entries per division*

Name of Section _____
Publication _____
Town & State _____
Date Published _____

Category 9

Original Writing

- Div. 1: Personal Column
 - Div. 2: Editorial
 - Div. 3: News Story
 - Div. 4: Feature Story
- Maximum 3 entries per division*

Story or Column Headline _____
Publication _____
Town & State _____
Date Published _____
Writer _____

Category 10 *Maximum 3 entries per division*

Local Business Coverage

Publication _____
Town & State _____
Date Published _____
Compiled By _____

Category 11

Maximum 3 entries per division

Original Photography (Sports or News)

Publication _____
Town & State _____
Date Published _____
Photographer _____

Category 12

Maximum 3 entries per division

Front Page Design

Publication _____
Town & State _____
Date Published _____
Artist(s)/Designer(s) _____

Category 13

Internet Site

- Div. 1: Overall Site
 - Div. 2: Banner Ad
- Maximum 3 entries per division*

Website Address _____
Publication _____
Town & State _____
Webmaster(s) _____

Category 14

Vic Jose Award for General Excellence

- Div. 1: Less than
5% editorial
 - Div. 2: 5%-25% editorial
 - Div. 3: More than
25% editorial
- Maximum 3 entries per division*

Publication _____
Town & State _____
Date Published _____