Georgia Press Association

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www.gapress.org
e-mail: mail@gapress.org

December 1, 2014

MEMORANDUM
To: GPA Member Newspapers
From: Jennifer Labon
Re: 2015 Advertising Contest Rules

Enclosed are the rules for the 2015 Advertising Contest . There are many **major** changes to the contest this year. Please read this information carefully and thoroughly and call us with any questions. **Please note changes to the rules are emphasized in RED type** in the rules packet.

The major changes include:

1. The entry process will be done online at www.newspapercontest.com/Georgia. Specific instructions on how to enter online can be found on the **Basic Entry Instructions sheet** in this packet and by using the visual instruction guide at www.gapress.org/contests.html and www.newspapercontest.com/Georgia. To register, you will be asked for the association code "**GAPRESS**"
2. Most entries will be submitted online but some will be submitted in hard-copy form using the labels in the packet as in years past.
3. The categories that will require a hard copy submission are: Non-Traditional, Newspaper Promotion Out of Print, Special Sections, Classified Section or Page, and Advertising Campaign.
4. All digital files submitted must appear in their original form and not be altered after publication.

Entries must be entered online by January 28, 2015, and hard copies must be postmarked by the same date. After the deadline, the entry system will be deactivated. Hard-copy entries will need to be entered in the online system but shipped separately as they have been in the past to the GPA office at 3066 Mercer University Drive, Suite 200, Atlanta, Ga. 30341.

Members of Missouri Press Association will judge the contest during February and awards will be announced on April 30, 2015 during our Advertising Conference Awards Luncheon.

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 on April 30, 2015, during the GPA Advertising Luncheon. All entries must be submitted online unless otherwise noted in the rules.

CONTEST DEADLINE: All entries must be submitted and postmarked by January 28, 2015.

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

For questions please contact Jennifer Labon at 770-454-6776 or jlabon@gapress.org

1. Online entries must be submitted by January 28, 2015 and required hard-copy entries must be postmarked by January, 28, 2015 to Jennifer Labon, Georgia Press Association, 3066 Mercer University Drive, Suite 200, Atlanta, GA 30341-4137. 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, 2014 through December 31, 2014.

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. A series of thematically related ads will be treated as one entry. Newspapers must mount all ads in a series, or campaign, in the same manila folder. Double-trucks and facing pages count as one entry and must be in the same manila folder.

8. Each newspaper must enter all categories into the online system (even for hard-copy submissions) and pay with a credit card via telephone, with pay pal 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.

9. Hard-copy Entries should be mounted in one folder and submitted as one entry. Staple the entry to the upper right hand corner of a manila folder. (as held open vertically, like reading a book). Each entry should have an entry label attached to the outside front panel of the manila folder on the upper right hand corner.

10. Entries will be judged by a group of Missouri Press Association member newspapers. Their decisions are final. Entries must be judged, regardless of size and color, except where specifically designated in the categories.

11. Plaques 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.

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

13. Each first place winner in each category of the Advertising Contest will be awarded one point to apply towards General Excellence in the Better Newspaper Contest.

14. Advertising Contest Awards will be presented on April 30, 2015, during the GPA Advertising Contest Luncheon in Macon, Georgia. Better Newspaper Contest awards will be presented on June 5, 2015, during the GPA Annual Convention.

15. Hard-copy entries may be hand delivered on or before Friday, January 30, 2015, between the hours of 8:30 a.m.- 4:30 p.m.

16. The circulation figures printed in the 2015 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 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 to 29,999

Division B
Daily newspapers with a paid circulation of
8,000 to 29,999

Division C
Daily newspapers with a paid circulation under
7,999

Division D
All tri-weekly and bi-weekly newspapers

Division E
Weekly newspapers with a paid circulation of
4,000 to 14,999

Division F
Weekly newspapers with a paid circulation of
3,000 to 3,999

Division G
Weekly newspapers with a paid circulation under
2,999

Division H
Weekly Newspapers with Circulation of 15,000
or more and 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 this category as a hard-copy submission.

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. Ads must be submitted in hard copy form on a separate sheet or a printed page of the newspaper's 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. SPOT-COLOR AD
Any ad utilizing one or two colors in addition to black. Special section covers do not qualify. Submit as an Online Entry.

13. NEWSPAPER PROMOTION
Any ad featuring newspaper advertising, circulation, editorial, etc. In short, a "house ad." Submit as an Online Entry

14. NEWSPAPER PROMOTION OUT OF PRINT
Any promotional piece featuring newspaper advertising, circulation, editorial, etc. appearing outside the regular newspaper. This may include: flyers, rack cards, rate cards, umbrellas, hats, mugs, T-shirts, etc. No broadcast spots or billboards.
Please submit this category as a hard-copy submission.

15. 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/cookbook, 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.
Please submit this category as a hard-copy submission.

16. CLASSIFIED SECTION/PAGE
Classifieds will be judged on general appearance and readability. Please include your entire section as your entry. Please submit this category as a hard-copy submission.

17. SIGNATURE PAGE
Any ad sponsored by two or more advertisers, whose names appear in the ad. Submit as an Online Entry.

18. 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

19. 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.
Please submit this category as a hard copy submission.

AD IDEA OF THE YEAR
All first place-winning entries are used to select a Daily and a Weekly
"Ad Idea of the Year."

Rules for Entry Preparation

A. Hard Copy Submission

Submit entries in the following categories mounted in an 8 1/2" x 11" envelope as per the instructions below.

All entries must be full-page tearsheets and unaltered. Ads less than a full-page size should be indicated by a red arrow. Entries will not be returned.

Staple each tearsheet to the inside upper right-hand corner of the manila folder. Opens vertically as if you are reading a book.

The entry label must be attached to the outside front panel of the manila folder on the upper right hand corner.

Hard-copy submissions should be postmarked by Wednesday, January 28, 2015.
Please send them to:

GPA Advertising Contest
Attn: Jennifer Labon
Georgia Newspaper Service
3066 Mercer University Drive, Suite 200
Atlanta, Georgia 30341

8. Non-Traditional
14. Newspaper Promotion out of Print
15. Special Section
16. Classified Section/Page
19. Advertising Campaign

B. Online Submission

Submit entries in the following categories ONLINE at www.newspapercontest.com/Georgia. All pdf's must be full pages and include banner or flag of newspaper. Online entries must also be filled in on the paper-entry form. This form should be mailed to GPA along with any hard copy submissions.

1. Real Estate
2. Motor Vehicle
3. Health Care
4. Food
5. Service/Institutional
6. Home Furnishings and Appliances
7. Apparel Jewelry & Accessories
9. Miscellaneous
10. Online Banner Ad
11. Full Color Ad
12 Spot Color Ad
13. Newspaper Promotion Out of Print
17. Signature Page
18. Small Page Ad

2015 Advertising Contest Entry Form

Publisher: This form should accompany your entries in the 2015 Advertising Contest. Postmarked deadline for entering the contest is January 28, 2015. Fees should be included with this form. Awards will be presented on April 30, 2015, during the GPA Advertising Conference. Please refer to the contest rules for detailed instructions on how to prepare your entries. Enclosed are labels to be used in identifying each entry in the GPA Advertising Contest. Fill out the labels and attach to each entry. Division is determined by the circulation printed in the 2015 Georgia Press Association Newspaper Directory.

Daily Divisions	Weekly Divisions	Other Divisions
A - 30,000 or more	D - All Tri-weekly and Bi-weekly	H- All weekly newspapers of 15,000
B - 8,000 - 29,999	E - 4,000 - 14,999	or more and all Media Associates
C - Under 7,999	F - 3,000 - 3,999	
	G - Under 2,999	Entry Fee: $8.00 per entry

CATEGORY   NUMBER OF ENTRIES

	Online Entries	Hard Copy Entries
1. Real Estate	01. _____	
2. Motor Vehicle	02. _____	
3. Health Care	03. _____	
4. Food	04. _____	
5. Service Institutional	05. _____	
6. Home Furnishings & Applicances	06. _____	
7. Apparel, Jewelry & Accessories	07. _____	
8. Non-Traditional		08. _____
9. Miscellaneous	09. _____	
10. Online Banner or Tile Ad	10. _____	
11. Full Color Ad	11. _____	
12. Spot Color Ad	12. _____	
13. Newspaper Promotion	13. _____	
14. Newspaper Promotion Out or Print		14. _____
15. Special Section		15. _____
16. Classified Section or Page		16. _____
17. Signature Page	17. _____	
18. Small Page Ad	18. _____	
19. Advertising Campaign		19. _____

Total Number of Entries x Entry Fee ($8.00 each) = _____

AMOUNT ENCLOSED (check or money order) = _____

NEWSPAPER:_____

PREPARER'S NAME:_____   PHONE:_____

GPA Advertising Contest Entry Label

DIVISION: _____

Category name: _____

Newspaper name: _____

Name of ad designer: _____

Circle One: (Circle category number)

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20

GPA Advertising Contest Entry Label

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Category name: _____

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BASIC ENTRY INSTRUCTIONS
Advertising Contest Site: www.newspapercontest.com/Georgia
Advertising Contest Deadline: Wednesday, January 28, 2015

Hard-copy entries may be hand delivered on or before January 28 during office hours, 8:30 a.m.- 4:30 p.m.

Using the electronic entry system is as easy to use as sending an email.
The electronic entry system for both contests will be online and open for entries on December 1, 2014.

If you encounter problems, you may need to enable pop-up windows for your browser. Some browsers, such as Safari, will view the rules in a new window. Other browsers require that you save the files to your desktop and then open them in an application such as Acrobat or Preview.

For your convenience, rules for each contest category will appear when that category is selected. All required fields — boxes that must be filled in — will be marked with a red asterisk and the system will not allow you to continue without filling in those boxes.

Step 1 — Register at **www.newspapercontest.com/Georgia** using your email address. You will be asked for your association code. This code can be found in you registration packet that was mailed to you in November, or you can call or email GPA for the code. Once you have registered, you will receive a confirmation email, which you will need to complete registration. There will be a link in that email that will take you back to the contest website. Remember your password.

Step 2 — After successfully registering, you will need to log into the system at **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.

Step 3 —On the left, there's a button that reads **"Add new entry**." Click on the button. All hard-copy entry submissions will need to be added in this system even though you are not attaching the files. You will mail those to GPA as you have in the past.

Step 4 — This is where you will select your newspaper name. This is a very important part of the system because the address and circulation will automatically appear here. If any of that information is wrong, you will need to call the GPA at 770-454-6776 right away. The circulation listed here will automatically select your Division.

If you are submitting entries for multiple newspapers, you can do that, but, each time, you will need to change the name of the newspaper in the drop-down list of newspapers. Tip: When you click on the newspaper menu, you may begin typing the name of the newspaper for a faster search.

Be sure to include the preparer's name. This is a required field and tells us who to call if there is a problem.

Step 5 — Select "Advertising" to begin submitting entries. As you create entries, this field will not change unless you select to change it.

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 in the special rules.

Step 7 — Below the rules is an explanation/cutline box. This box is for any comments you wish to write concerning you 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.

Step 8 — Include the name of the entry/advertiser. Since you have to upload a full page, this will make it easier for the judges to find your entry.

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. When dragging and dropping files, you may select multiple files and drop them all at once.

Step 10 - When you have completed your submission, click the "Save" button. Do not click the "Back to list" button unless you do not want to save your submission. Clicking the "Back to list" button will not save the submission and it will be lost. 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. If you are uploading entries for multiple newspapers, please check to make sure the correct newspaper has been selected.

You may log out of the system and log back in later to continue adding entries. You will need to select your newspaper name each time you log in.

Please keep in mind that even all hard-copy entries must to be entered into the online system for accurate billing and reporting.

Step 13 — If you are done submitting entries, please review the list. You may not change an entry, but you may delete the entry and resubmit it. To the left of the entry in the list of entries, there is an image of a magnifying glass. Clicking on that will allow you to see the full entry including a thumbnail of any file that you uploaded. Clicking on the thumbnail image will open a pop-up window showing the image larger.

When done uploading all your entries, click the "Billing" button on the list page. This will take you to a page where the entry fee is automatically generated. You will have the option of paying by, phoning in a credit card payment or mailing in payment. The deadline for online entries and hard-copy entries is Wednesday, January 28, 2015.

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 Jennifer Labon or Rick Hammell at the GPA office at 770-454-6776 to have the account enabled.

After payment is made and the account is disabled, GPA staff will review your submissions to make sure they are ready for judging. If we have any questions we will give you a call.