

ENTRIES

1. Submit all entries mounted in an 8-1/2" x 11" manila folder as per the instructions below. All entries must be full page tearsheets and unaltered in any way. Ads less than a full page in size should be indicated by a red arrow. Entries will not be returned. Competition is open to all Georgia Press Association member newspapers in good standing at the time the entry was published.
2. Each entry must be accompanied by a **\$8 ENTRY FEE** in the form of a check or money order made payable to Georgia Press Association.
3. Entries can be judged in only one division, and no newspaper may submit an entry outside its division.
4. Entries submitted in an incorrect category will be disqualified.
5. 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.

MOUNTING AND MAILING METHODS

1. Staple your tearsheets to the inside upper right-hand corner of the manila folder.
2. Campaigns should be mounted in one folder and submitted as one entry.
3. The entry label must be attached to the outside front panel of the manila folder on the upper right-hand corner.
4. Be sure to pack your entries securely. Packages should be postmarked no later than January 21, 2005 to:

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

JUDGES

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

AWARDS

Winners in all categories will receive plaques for first place and certificates for second place. If there are less than five entries in a category, only first place will be awarded. Additional copies may be purchased from GPA.

AD IDEA OF THE YEAR

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

SPECIAL NOTE

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. Better Newspaper Contest awards will be given on June 17, 2005, during the Georgia Press Association Annual Convention.



Advertising at its Best.

For questions, please contact
Jennifer Labon or Rick Hammell
at 770-454-6776 or 800-454-0224

GEORGIA PRESS ASSOCIATION ADVERTISING CONTEST



RULES & REGULATIONS

ENTRY DEADLINE FRIDAY, JANUARY 21, 2005

**ALL ENTRIES MUST HAVE BEEN PUBLISHED BETWEEN
JANUARY 1, 2004 AND DECEMBER 31, 2004
AND
MUST HAVE BEEN CONCEIVED, WRITTEN, DESIGNED,
AND SOLD BY NEWSPAPER STAFF MEMBERS.
(ADS CREATED BY ADVERTISING AGENCIES WILL BE DISQUALIFIED)**

DIVISIONS

Division A

daily newspapers with a paid circulation of 30,000 or greater.

Division B

daily newspapers with a paid circulation of 12,001 to 29,999.

Division C

daily newspapers with a paid circulation of 8,000 to 12,000.

Division D

daily newspapers with a paid circulation of less than 8,000.

Division E

all tri-weekly and bi-weekly newspapers.

Division F

weekly newspapers with a paid circulation of 5,000 or greater.

Division G

weekly newspapers with a paid circulation of 3,001 to 4,999.

Division H

weekly newspapers with a paid circulation of less than 3,000.

1. REAL ESTATE (Black and White)

Any ad or campaign featuring real estate, development, mobile homes, condominiums, vacation homes, residential, farms or investment properties.

2. REAL ESTATE (Color)

Any ad or campaign using full or spot color featuring real estate, development, mobile homes, condominiums, vacation homes, farms, and residential or investment properties.

3. MOTOR VEHICLE (Black and White)

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.

4. MOTOR VEHICLE (Color)

Any color 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.

5. HEALTH CARE

Any ad featuring the medical or health-care profession. Includes pharmacies, eye care, hospitals, assisted living, etc. *(This may include color ads.)*

6. FOOD

Any ad featuring food or beverage. Grocery stores, convenience stores, restaurants, taverns, etc. are included. *(This may include color ads.)*

7. SERVICE/INSTITUTIONAL

Any ad featuring a non-retail business. Banks, attorneys, accountants, schools, plumbers, veterinarians, spas, etc. *(This may include color ads.)*

8. HOME FURNISHINGS AND APPLIANCES

Any ad featuring home furnishings and/or appliances including furniture, carpeting, kitchen appliances, etc. *(This may include color ads.)*

9. APPAREL, JEWELRY & ACCESSORIES

Any ad featuring clothing, jewelry, handbags, belts, watches, etc. for men, women or children. *(This may include color ads.)*

10. NON-TRADITIONAL

Any ad or product produced in a non-traditional format, such as polybags, post-it-notes, wraps, pictorial history books, etc. *(This may include color ads.)*

11. MISCELLANEOUS

Any ad featuring general merchandise not relating to the previous categories. *(This may include color ads.)*

12. FULL-COLOR AD

Any ad utilizing three or more colors in addition to black. *(Special section covers do not qualify.)*

13. SPOT-COLOR AD

Any ad utilizing one or two colors in addition to black. *(Special section covers do not qualify.)*

14. NEWSPAPER PROMOTION

Any ad featuring newspaper advertising, circulation, editorial, etc. In short, a "house ad." *(This may include color ads.)*

15. 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, umbrellas, hats, mugs, t-shirts, etc. *No broadcast spots or billboards.*

16. 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, etc.

17. CLASSIFIED SECTION/PAGE

Classifieds will be judged on general appearance and readability. Please include your entire section as your entry.

18. SIGNATURE PAGE

Any ad sponsored by two or more advertisers. *(This may include color ads.)*

19. SMALL-PAGE AD

To prove bigger is not always better, this category is for your best 1/8 page (16") or smaller ad. *(This may include color ads.)*

20. 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 seven pieces for each entry; weeklies must submit a minimum of four pieces for each entry. *(This may include color ads.)*