

DISPLAY ADVERTISING



2009-2010 Florida Press Display Advertising Contest Rules



NOTICE

Next year's Display Advertising Contest (2010/2011) will be conducted completely online. All entries will have to be submitted as either a .pdf, .gif, .png, or .jpg file. Please begin compiling all entries for next year in these formats. Your entries do not have to be in these formats for this year's competition.

Eligibility: Entries must be solely the product of bona fide employees of the weekly newspaper. All entries must have been conceived, written, and designed by staff members and published in your newspaper. **Note: The Display Advertising Contest is no longer available to Daily Newspaper members of the Florida Press Association.** (Please consider the FNAME contest if you are a daily - www.fname.org.)

Postmark Deadline: Ship all entries prepaid (no COD packages accepted). Entries must be postmarked no later than **August 20, 2010**. Send entries with payment to: **Florida Press Association, Attn: Display Ad Contest, 336 E. College Avenue, Ste 203, Tallahassee, Florida 32301.**

Entry Dates: All entries must have been published between May 1, 2009 and June 30, 2010. (*Next year's contest entries for 2010/2011 must be published between July 1, 2010 and June 30, 2011.*)

Members Only: Competition is open to all weekly Florida Press Association members, active and affiliate, in good standing and whose 2010 dues are current by date of contest entry. **To verify membership please email kschubert@flpress.com.**

Circulation Divisions: Circulation is determined by the listing in the 2009 FPA On-Line Media Directory. Unless otherwise noted in the category the circulation divisions are:

Weekly Newspapers

Division A: Over 15,000

Division B: 7,000 – 15,000

Division C: under 7,000

Entry Fee: A \$10.00 entry fee, as defined in the categories of the contest, must accompany each entry. Entry fees will not be refunded. Payment can be made by check, Visa, MasterCard, Discover or American Express. **Please complete the attached method of payment form and return it with your entries.** If paying by check, make it payable to Florida Press Association. Send only one check for your total number of entries (**entries cannot be returned**).

Ready-Made Ads: While mat service illustrations are permissible, no "ready-made" ads from the services are eligible. The creative element should be stressed and mat service illustrations may be used to supplement original ideas. Statement of newspaper's original idea must accompany mat service illustration ads. Advertising agency and ready-made ads from the services will be automatically disqualified.

General Information: Newspapers are not limited to the number of separate entries they may submit in each category. Entries may be in black and white or in color. **An advertisement may not be entered in more than one category except in categories 18, 19 and 20.**

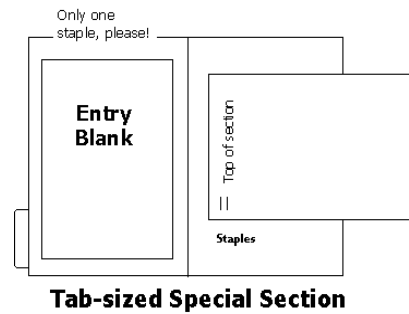
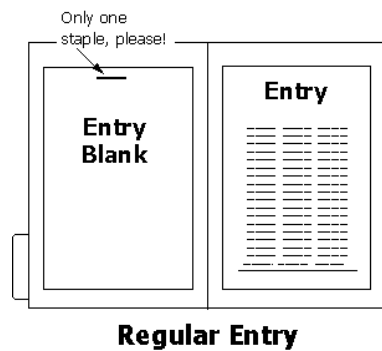
Judges: Judges will be professionals within the advertising industry or advertising professors from programs at accredited universities. Final decisions on value and applicability of all entries are up to the judges.

Criteria for Judging: All entries will be judged equally regardless of size. Judging will be based on originality, layout and design, headline, copy, use of artwork/photography and color, when applicable.

Awards: Judges will select First, Second and Third place winners and may select one Honorable Mention per category. They have complete discretion in making awards and their decisions will be final. Printed certificates of awards will be presented to all winning newspapers.

How to Prepare Your Entries

1. Staple the official entry blank to the inside left side of a standard 8 1/2" x 11" manila folder. Please make sure you fill in all required information on your entry blank or your entry will be disqualified. Do not use paper clips. Please use only one staple.
2. Staple the entry (or affix in an appropriate manner). You may fold entry. **Do not cut entry, please submit the whole tearsheet.**
3. For tab-sized special section entries, please follow the example below for how to submit the entry. **Do not cut the spine of the section.** Please limit the number of staples used to affix your section to the folder.
4. On the entry blank, check specific category. An entry will be considered in only one category.
5. Do not write, circle, highlight or use non-reproductive blue ink on any entry. Please use arrows to indicate entry to be judged.



What to Pay and Where to Send Entries

1. The contest fee is **\$10.00** per individual entry and is non-refundable. Full payment must accompany your entries or be received by FPA by the contest deadline, along with Method of Payment Form, or your entries will be disqualified. FPA will not invoice newspapers for their contest fees.
2. Please send all entries at one time and in one package, accompanied by one check payable to FPA, or complete payment form for credit card payments.
3. Because of the size of the contest, you will not be notified if your entry has been rejected, so please follow the rules carefully.
4. Submit only tearsheets.

Awards Presentation:

There will be an awards presentation and reception honoring the winners in Orlando on Thursday, October 14, 2010. The awards presentation will begin at 3:00 pm with the reception immediately following. Tickets to the presentation and reception will be available for \$25; however, if your newspaper submits 20 or more entries in the competition, you will receive one free ticket to the presentation and reception. Information regarding the location of the event and how to order tickets will be posted on our web site at www.flpress.com.

Copies of Winner's CD:

By entering this contest, you agree to allow Florida Press to make copies of your entries that may be used in a presentation made available after the awards presentation.

Questions:

Please email kschubert@flpress.com.

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Categories:

To help you in preparation for submitting entries, listed below are explanations of each category and the types of ads accepted for each category.

Category 1: Small Retailer—Any ad for a small retailer (such as a locally-owned gift shop, flower shop, book store, etc.) as long as the ad is not for clothing, furniture or other items listed in other categories.

Category 2: Automotive—Any ad for new and used cars and trucks, tire stores, auto supply stores and repair services.

Category 3: Hardware/Appliance Stores/Lawn & Garden—Any ad for tools and similar items sold by hardware stores, such as building materials, electrical and plumbing supplies, paint, and any ad for dishwashers, dryers, washers, stereos, computer equipment, lawn & garden (including equipment) and nursery items.

Category 4: Professional Services (Not medical)—Any ad for travel agencies, health spas, barbers/beauticians, politicians, funeral homes, attorneys, lawn services, plumbers, electricians, financial services and not-for-profit services.

Category 5: Professional Services/Medical—Any ad for doctors, hospitals or other medical services.

Category 6: Furniture—Any ad for home furnishings such as carpeting, couches, beds, stereos, TVs, etc.

Category 7: Clothing Store—Any ad related to men's, women's or children's clothing items and apparel such as purses, billfolds, shoes, belts, etc.

Category 8: Church and Religion—Any ad relating to places of worship such as churches, temples, synagogues, mosques, etc. and their services, programs, special events and other activities.

Category 9: School and Instruction—Any ad relating to schools and education, including services, programs, special events and other activities.

Category 10: Multiple Advertisers/"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 16.)

Category 11: Creative Use of the Newspaper—This category is for newspaper promotions and house ads.

Category 12: Entertainment/Dining—Any ad featuring fine restaurants, fast food restaurants, specialty restaurants, theaters, movie/video stores, TV and radio stations.

Category 13: Special Section: Best Cover—Any cover of a special section that is produced, published and inserted by the newspaper. Sections include, but are not limited to, progress, school sports, bridal, back-to-school, automotive care, fashion merchandising, graduation, lawn and garden, etc. Judges will consider originality of design and creative use of art work.

Category 14: Special Section: Best Overall—Any special section that is produced, published and inserted by the newspaper. Sections include, but are not limited to, school sports, bridal, back-to-school, automotive care, fashion merchandising, graduation, lawn and garden, etc. Judges will consider originality & flow of content, graphic design and creativity of advertisements to blend with subject.

Category 15: Special Section: Best Historical, Progressive, Anniversary — Any special section that is produced, published and inserted by the newspaper dealing with (a) historical, anniversary or with a community progress theme will qualify for this category. Judges will consider subject's relative importance to the community, graphic design and creativity of advertisements to blend with subject.

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Category 16: 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.

Category 17: Special Publication—This category is reserved for a publication conceived, sold, written, designed and produced by the newspaper advertising staff that is **not inserted** within the newspaper. It would include a publication for such things as the Chamber of Commerce or athletic event program that did not appear in the newspaper. (If publication was inserted in the newspaper, it must be entered in Special Sections, see Category 15.)

Category 18: Best Ad Series—Enter a series of ads for any business, industry or the newspaper showing continuity of 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.

Category 19: 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.

Category 20: Most Effective Use of Small Space (8 column inches or under)—May be any type of display advertising. Judging will be based on layout, originality and reader appeal. Ads entered in this category may also be entered in any other category.

Category 21: Best Use of Clip Art—Entries should show clever and creative use of art supplied by a clip service. Overall idea of theme should be original. Do not use “ready-made” ads. Judges will consider originality, appropriateness of art and other ad elements.

Category 22: Best Real Estate Ad— May be any type of display advertising featuring real estate services including, but not limited to apartment rentals, realtor listings, homes for sale, etc.

Category 23: Best Home Builders Ad—May be any type of display advertising that features a single home and/or development built by a home builder business. Advertisement can include multiple home builders.

Category 24: Free Standing insert (single-sheet/one customer)—Any free standing, single sheet insert that was designed, produced and inserted into the paper for one customer. Judges will consider the graphic design, ad content, and creativity.

Category 25: Free Standing insert (multiple pages/one customer)—Any free standing, multiple page insert that was designed, produced and inserted into the paper for one customer. Judges will consider the graphic design, ad content, and creativity.

Category 26: Blooper of the Year (Open division category)—Despite our best efforts, bloopers seem to occur. Share yours and see if it is worthy of the title, BLOOPER OF THE YEAR! (**NO ENTRY FEE REQUIRED.**)

BEST OF SHOW: All first place entries will be considered and one award will be presented.

REMINDER

The entry fee is **\$10.00 per entry**. The deadline to submit entries is **August 20, 2010**.
2010 MEMBERSHIP DUES MUST BE PAID FOR ENTRIES TO BE ACCEPTED.

The Random List of Winners will be posted in late September on the FPA Website at www.flpress.com.

Awards will be announced at a presentation and reception in Orlando on October 14, 2010.
Please refer to www.flpress.com for additional details when they become available.