

2011 ADVERTISING

CONTEST RULES, CATEGORIES & ENTRY INSTRUCTIONS

CONTEST PERIOD

January 1, 2011 –
December 31, 2011

DEADLINE

Friday, January 13, 2012
no later than 4 p.m.

NJPA CONTEST COORDINATOR

Peggy Stephan Arbitell, NJPA
member services manager
(609) 406-0600, ext. 14
pastephan@njpa.org

New Jersey Press Association's Better Newspaper Contest encourages excellence by recognizing the achievements of NJPA member newspapers. The contest looks to the future by encouraging news organizations to find new ways to inform, entertain, enlighten and engage their readers.

ELIGIBILITY

This competition is open to newspapers that are full members of New Jersey Press Association whose dues and assessments are paid in full through December 31, 2011.

CONTEST PERIOD January 1, 2011 – December 31, 2011

DEADLINE **January 13, 2012 – no later than 4 p.m.**

- Register all entries online, including mail-in categories:
www.betternewspapercontest.com
- Contest Entry Form, payment and mail-in categories to NJPA's office:

New Jersey Press Association
2011 Better Newspaper Contest
840 Bear Tavern Road, Suite 305
West Trenton, NJ 08628-1019

Need directions? Call (609) 406-0600 or go to www.njpa.org

JUDGING

Entries will be judged according to the guidelines set forth in the category listings and rules. Judges who are independent of the New Jersey Press Association will select First, Second and Third place winners in each category. Awards will be granted only when judges believe that special recognition is warranted.

AWARDS PRESENTATION

Winners will receive their awards at the Spring Awards Banquet on Thursday, April 12, 2012 at The Hamilton Manor, Hamilton, N.J.

COST TO ENTER

Entries are \$10 each. Please total the number of your entries on the Contest Entry Form. Send the form and a check for the full amount to NJPA by the contest deadline. If entering more than one contest, a single check may be submitted with the various registration forms.

NJPA

NEW JERSEY PRESS ASSOCIATION

840 Bear Tavern Road, Suite 305
West Trenton, NJ 08628-1019
(609) 406-0600

Serving New Jersey newspapers since 1857, NJPA is a non-profit membership association formed to advance the interests of newspapers and to increase awareness of the benefits of newspaper readership.

CONTEST PERIOD

January 1, 2011 –
December 31, 2011

DEADLINE

Friday, January 13, 2012
no later than 4 p.m.

CIRCULATION BREAKS

Daily over 45,000
Daily under 45,000

**MAXIMUM NUMBER
OF ENTRIES** per category,
per individual newspaper
Retail Contest – 3
Classified Contest – 4

IMPORTANT GUIDELINES

All ads will be judged on uniqueness of idea, sales appeal of the ad and appearance. Color ads will be judged on the use of color in addition to the preceding. Additional judging criteria for specific categories are noted.

All entries must have been published between January 1, 2011 and December 31, 2011. Entries must have been published inside the newspaper except categories R-12, R-17 and C-11.

The maximum number of entries per category, per individual newspaper, is 3 for the Retail Contest and 4 for Classified.

Group weeklies must submit each entry under the name of an individual newspaper, not under the name of the group.

Only ads produced by a newspaper's own staff are eligible for competition. Service or clip art is acceptable. Agency or account-prepared ads will be disqualified, except for category C-4.

All Automotive, Real Estate and Recruitment ads *must* be entered in the Classified Advertising Contest in the appropriate category. No Auto, Real Estate or Recruitment ads will be accepted in the Retail Contest.

“House” ads promoting readership contests, news content or newspaper circulation may not be entered in the Retail or Classified advertising contests. Promotional pieces and house ads may be entered *only* in categories R-11, R-12 or C-11 and only if they promote some aspect of the newspaper's Retail or Classified business and are intended to increase advertising revenue.

Each entry – except for Mail-in Categories – must be submitted as a PDF tearsheet of the newspaper page, including the publication date. Identify the ad or section by its headline. See the Advertising Entry Instructions for more details.

Mail-in Categories are R-12, R-15, R-16, R-17, C-5, C-8 and C-11. The original printed pages or sections must be sent to NJPA. In addition, each entry must be registered online. Omit Steps 11 and 12 in the Entry Instructions. Print the Official Entry Form (Step 18) and attach to the full-page tearsheet or section. These entries must be received at NJPA's office by the deadline.

All entries will be examined by the committee prior to judging. Those that do not comply with these rules will be disqualified. If any newspaper's entries exceed the stated number in any category, the association staff reserves the right to eliminate the excess at its discretion. In categories that receive a total of fewer than four entries, the association encourages judges to award prizes only if the entries merit them.

Online Entry Process

New Jersey Press Association's Better Newspaper Contest is digital. All entries will be submitted using a web-based program at www.betternewspapercontest.com, including the mail-in category.

Start early and become familiar with the process!

We recommend your newspaper designate one person as the overall contest coordinator. This is the person we will contact if there are problems with any of your entries. This person should become very familiar with how to submit and manage entries, so he/she can help others who are making the entries. In addition, depending on the size of your company, you may want to name someone in each department who will coordinate those entries.

Below are directions for preparing, submitting and managing entries. We strongly recommend that you start making your entries early. Certainly don't wait until the day before the deadline!

Finally, we suggest you make some test entries to learn the process. Later, these test entries should be "disabled" so they are not part of your official entries.

If you have questions or problems, please contact Peggy Stephan Arbitell at (609) 406-0600, ext. 14, or pastephan@njpa.org.

Deadline for all entries: January 13, 2012 – no later than 4 p.m.

After this deadline, you have until midnight to manage your entries..

CONTEST DEFINITIONS

Division: a specific contest, i.e., Classified, Editorial Daily, Editorial Weekly, Online, Photography or Retail.

Category: a specific competition within a contest, i.e., "Best Special Section, Free Standing". Each contest has a number of categories that will be judged. Each category has specific requirements and limitations that are explained in the contest rules.

Entry: a submission in a category. Each category permits a specific number of entries. For example, a newspaper may submit 3 entries in the category "Best Single Ad, Black & White, Smaller than 16" SAU", each entry consisting of one ad.

Some categories may require multiple examples as part of each entry – i.e., several ads as part of an advertising campaign entry. In this case, all of the examples for the entry must be uploaded as **attachments** to that one entry. For example, you might upload 3 attachments for the first entry in a category, 2 attachments for the second entry and 4 for the third entry (depending on the maximum number allowed per entry for that category). Please review the description for each category to make sure you submit the correct number of examples per entry.

ENTRY INSTRUCTIONS

Logging in for the first time this year:

(Best done by your newspaper's contest coordinator.)

1. Visit www.betternewspapercontest.com.
2. Below "Are you a contestant?" click on "Newspapers Login".
3. Select "NJPA 2011 Better Newspaper Contest" from the drop-down list.
4. In the "News Organization" drop-down list, select your newspaper's name.
5. In the password box, enter the temporary password **bnc** (case sensitive).
6. Press "Login."

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DEADLINE

Friday, January 13, 2012
no later than 4 p.m.

**MAIL-IN
CATEGORIES**

For categories R-12, R-15, R-16, R-17, C-5, C-8 and C-11, submit original printed pages or sections, not PDFs. Register each entry online, omitting Steps 11 and 12 in the Entry Instructions. Print the Official Entry Form (Step 18) and attach to the full-page tearsheet or section. These entries must be received at NJPA's office by the deadline.

7. Enter a new password and the contact information for your newspaper's contest coordinator.
 - The password will be used by ALL departments at your newspaper to submit their entries to the contest. *We strongly suggest that your newspaper's contest coordinator select the password and share it with the contest coordinators in each department.*
 - Once the information is entered, press "Submit."
8. Now people at your newspaper can begin submitting entries.

To submit entries:

1. Go to www.betternewspapercontest.com.
2. Below "Are you a contestant?" click on "Newspaper Login".
3. Select "NJPA 2011 Better Newspaper Contest" from the drop-down list.
4. In the "News Organization" drop-down list, select your newspaper's name. (Tip: You can start typing your newspaper's name in the box and when it is highlighted, click "Enter".)
5. In the password box, enter your newspaper's password. (If you don't know it, check with your newspaper's contest coordinator.)
6. Press "Login."
7. Click "Submit Entry" link.
8. In the "Division" drop-down list, choose which contest you are entering: Classified or Retail.
9. In the "Category" drop-down list, select the specific contest category. These are listed in the same order as in the contest rules, by category ID and name.
10. In the "Headline or Title of Entry" box, enter the ad headline or special section title exactly as it appears on the page. *Please do not list just the advertiser's name.*
For categories that require more than one example per entry, you may use the name of the advertiser *if* it is prominent on every ad in the entry. Otherwise, list all of the headlines or titles, separated by two slashes like this: **Title1 // Title2 // Title3**
Remember that you are submitting full-page PDFs, not individual ads, so please make sure your titles accurately identify the items the judges need to locate on the pages!
11. To upload your entry attachment, click on "Browse."
 - Navigate to the PDF of your entry and click "Open" or "OK". *Be careful when selecting your attachment because there is no way to delete it once it has been uploaded. If you make a mistake, you will need to start over on this entry.* For details about entry preparation, see below.
 - Click "Upload".

**NJPA CONTEST
COORDINATOR**

Peggy Stephan Arbitell, NJPA
member services manager
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DEADLINE

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12. For categories that require more than one example per entry, repeat the upload step. *Note: Upload your attachments in the order in which the entry should be read by the judges.* As you upload attachments, the names will appear in an “Existing Attachments” list.
Better yet, combine all of the ad tearsheets for an entry in one PDF. As you upload attachments, the names will appear in an “Existing Attachments” list.
13. When you have finished entering attachments for that entry, click “Next>>”.
14. From the drop-down menu, choose the number of pages the entry was printed on.
15. In the boxes labeled “Who should be credited for this entry?” enter the names of those who worked on the entry. List each name, followed by the job *function*: Joe Green, sales representative, or Eliza Doe, marketing. *Do NOT list job titles like Director of Marketing.* If more than four people worked on the project, enter **Sales Staff** and/or **Staff Artists**.
16. Press “Submit.”
17. You will see an entry verification page titled “This Page is Your Official Entry Form.” For each mail-in entry, print this page and attach to the tearsheet or special section.
18. ***Do not hit the Back button or you may eliminate this entry!***
19. From the verification page, you can “Submit Another Entry”, “Manage Entries” or “Logout”.
20. Once the maximum number of entries is reached in a category, that category is no longer available unless you “Disable” an entry using “Manage Entries”.

To manage your entries:

1. Once the maximum number of entries is reached in a category, that category is no longer available unless you “Disable” an entry on the “Manage Entries” page.
2. Before the contest deadline, the department contest coordinator should review the entries listed under “Manage Entries”.
3. Make sure:
 - The correct number of entries are listed in each category.
You can have few entries than the number specified for that category, but not more.
 - The entries listed are the correct ones. You may remove an entry from the “Entries” list by clicking the “Disable” link to the right of the entry’s name. If an entry is listed under “Disabled Entries”, you may add it to the “Entries” list by clicking the “Enable” link next to the entry name.
 - The label shows the correct information. You can review the label by click the “Label” link next to each entry name. *(Continues on next page)*

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4. To edit any of the entry information, click the “Edit” link next to each entry name. However, if you need to change an attachment, you must create a new submission, disable the previous one and enable the new one.
5. Following the deadline, you have until midnight to manage your entries.

PREPARATION OF ENTRIES

All entries must be uploaded as electronic files, except as noted in the contest rules.

1. Upload the entire page on which the entry appears – not the ad alone. Make sure it includes the folio with publication date and page number.
2. Use the exact headline or title to *clearly identify your entry* for the judges — don’t make the judges guess what they are looking for! Please do not use the advertiser’s name, except for entries requiring multiple examples and then only if the advertiser’s name is prominent in each ad.
3. Submit your entries in PDF format.
4. The maximum size per entry is 5 MB, but smaller is better. Judges will read your files on their computer screens, so high resolution files are not needed or helpful — they take too long to download.
5. When making your PDFs, use Adobe’s “Smallest File Size” setting and make sure ALL fonts are embedded. Alternately, you can change each document’s resolution to 72 dpi and convert the color mode of your document from CMYK to RGB.
6. When uploading files, any filename may be used. The contest website uses information you entered (newspaper name, division, category, etc.) to assign a unique code to each file. These codes sort your entries into the proper circulation group, division and categories for judging.
7. For mail-in categories, send or deliver printed tearsheets and sections so they arrive at NJPA **no later than 4 p.m. on January 13, 2012:**

New Jersey Press Association
2011 Better Newspaper Contest
840 Bear Tavern Road, Suite 305
West Trenton, NJ 08628

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R-1. Best Single Ad – Black & White – Smaller than 16" SAU (Tab: smaller than 1/4 page)
One ad for a single advertiser.

R-2. Best Single Ad – Black & White – 16" to 31.5" SAU (Tab: 1/4 page to 1/2 page)
One ad for a single advertiser.

R-3. Best Single Ad – Black & White – Larger than 31.5" SAU (Tab: larger than 1/2 page)
One ad for a single advertiser.

R-4. Best Single Ad – Spot (1) Color – Smaller than 31.5" SAU (Tab: smaller than 1/2 page)
One ad for a single advertiser, with use of one color in layout.

R-5. Best Single Ad – Spot (1) or Process Color – 31.5" SAU or Larger (Tab: 1/2 page or larger)
One ad for a single advertiser, with use of one color or process color in layout.

R-6. Best Single Ad Any Size – Multi-Spot or Full Color
One ad for a single advertiser using two or more colors or full process color in layout.

R-7. Best Campaign for One Advertiser Using Multiple Products
Sold and produced solely for one advertiser but using a minimum of three but not more than five different advertising venues. Example: One single sheet, one ROP ad, one coupon book ad, and one signature ad.

R-8. Best Ad Campaign or Series – Black and White – Smaller than 31.5" SAU (Tab: smaller than 1/2 page)
An entry is at least three, but not more than five ads produced for a single advertiser or group of advertisers based on one dominant theme.

R-9. Best Ad Campaign or Series – Black & White – 31.5" SAU or Larger (Tab: 1/2 page or larger)
An entry is at least three, but not more than five ads produced for a single advertiser or group of advertisers based on one dominant theme.

R-10. Best Ad Campaign or Series – Color – All Sizes
An entry is at least three, but not more than five ads produced for a single advertiser or group of advertisers based on one dominant theme, using one or more colors or full process color in layout.

R-11. Best Newspaper Promotion Ad or Series – In Paper
House ad or series of ads, appearing in the newspaper, promoting a special section or some segment of its own retail advertising business. Ads promoting circulation sales or readership are not accepted.

R-12. Best External Special Promotion Mailing Piece or Media Kit
Advertising promotional piece used to promote a special section or some segment of the newspaper's own retail advertising business. Mail in Category

R-13. Best Special Page(s) Black & White ROP
Multi-advertiser page(s) revolving around a single theme. Examples: "Downtown Days," "Sidewalk Sale."

R-14. Best Special Page(s) Color, ROP
Multi-advertiser page(s) revolving around a single theme. Examples: "Downtown Days," "Sidewalk Sale."

R-15. Best Free Standing Insert Built by Newspaper for Single Advertiser or Group of Advertisers
Sold and produced solely by the newspaper for a single advertiser or group of advertisers. Can contain multiple ads but must all be to promote sales for the same advertiser. Including but not limited to single sheet or multiple page anniversary pubs, vendor support tabs, etc. Mail-in category.

R-16. Best Special Section – Free Standing
Multi-advertiser, tabloid, mini tabloid or broadsheet. Section must have appeared inside the newspaper. Recurring feature sections do not apply. Mail-in category.

R-17. Best New Product Development
Best advertising idea or service designed to produce new revenue for retail. Includes, but not be limited to, specialty or niche publications. Product must have premiered during this contest year. Entries must include a brief explanation, describing the idea, additional revenue gained and any promotional material used to sell. Development of product idea, presentation and application will be additional criteria used for judging. Mail-in category.

C-1. Best Automotive Display Ad - Black & White or Color - Any Size

Non agency produced.

C-2. Best Real Estate Display Ad - Black and White or Color

Single advertiser, any size, non-agency produced.

C-3. Best Recruitment/Miscellaneous Display Ad, Color or Black & White

Single advertiser, any size, non-agency produced.

C-4. Best Agency Produced Newspaper Ad - Color or Black & White

Single advertiser, any size, includes Automotive, Real Estate or Recruitment prepared by an Advertising Agency. Award is to be presented to the Advertising Agency and does not count towards the General Excellence Award.

C-5. Best Special Section

Includes any Special Section sold by the Classified/Telemarketing Department. Section must have run in the newspaper. Mail-in category.

C-6. Best Non-Newspaper Product

Product used to generate revenue in Automotive, Real Estate, Recruitment, Merchandise or Services. To include, but not limited to, Niche or Specialty publications not printed or distributed in the newspaper.

C-7. Best Telemarketing Pages or Directory

Theme or Directory pages sold by the Classified or Telemarketing Department. Maximum of three pages, Black and White or Color.

C-8. Best Classified Section

Submit one complete Classified Section from any one day during the week of October 3, 2011. Mail-in category.

C-9. Best Use of Small Space

Any one ad 8 inches or less that shows the best use of small space. Can be display or in-column.

C-10. Best Classified House Ad

Best in-paper house ad used to promote the use of Classified Advertising.

C-11. Best External Classified Promotion Idea

Best promotional piece(s) used to promote the use of Classified. Can include flyers, media kits, promotional items, etc. A letter describing the promotion can be attached to the tearsheet. Mail-in category.

NEW JERSEY PRESS ASSOCIATION

2011 RETAIL CONTEST ENTRY FORM

☐ DAILY OVER 45,000 ☐ DAILY UNDER 45,000 ☐ WEEKLY

NOTE: Circulation is based on your Daily circulation – not Daily & Sunday combined.

Newspaper: _____

Address: _____

Contact Person: _____ Title: _____

Telephone: _____ Email: _____

The fee is \$10 per entry. Maximum of 3 entries per category, per newspaper.

Below, please enter the total number of entries per category that your newspaper is entering.

Group Weeklies: Please complete one sheet for each newspaper in your group. Then complete a master form totaling all entries in each category and attach them together.

Table with 2 columns: RETAIL CATEGORIES and # of Entries. Rows include categories R-1 to R-17 and a Total row.

All entries (digital and print), registration forms and contest payments MUST arrive at NJPA's office no later than 4 p.m. on January 13, 2012

New Jersey Press Association
2011 Better Newspaper Contest
840 Bear Tavern Road, Suite 305
West Trenton, NJ 08628-1019

NEW JERSEY PRESS ASSOCIATION

2011 CLASSIFIED CONTEST ENTRY FORM

DAILY

WEEKLY

Newspaper: _____

Address: _____

Contact Person: _____ Title: _____

Telephone: _____ Email: _____

The fee is \$10 per entry. Maximum of 4 entries per category, per newspaper.

Below, please enter the total number of entries per category that your newspaper is entering.

Group Weeklies: Please complete one sheet for each newspaper in your group. Then complete a master form totaling all entries in each category and attach them together.

RETAIL CATEGORIES		# of Entries
C-1	Best Automotive Display Ad – B&W or Color	C-1 _____
C-2	Best Real Estate Display Ad – B&W or Color	C-2 _____
C-3	Best Recruitment/Miscellaneous Display Ad – B&W or Color	C-3 _____
C-4	Best Agency Produced Newspaper Ad – B&W or Color	C-4 _____
C-5	Best Special Section	C-5 _____
C-6	Best Non-Newspaper Product	C-6 _____
C-7	Best Telemarketing Pages or Directory	C-7 _____
C-8	Best Classified Section	C-8 _____
C-9	Best Use of Small Space	C-9 _____
C-10	Best Classified House Ad	C-10 _____
C-11	Best External Classified Promotion Idea	C-11 _____
TOTAL Number of RETAIL ENTRIES		Total _____
AMOUNT ENCLOSED for this contest		\$ _____

All entries (digital and print), registration forms and contest payments MUST arrive at NJPA's office no later than 4 p.m. on January 13, 2012.

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