

The Complete Guide

2017 New Jersey Press Association

Advertising Contest

Daily Division



New Jersey Press Association

850 Bear Tavern Road, Suite 102

West Trenton, NJ 08628-1022

(609) 406-0600 • www.njpa.org



2017 New Jersey Press Association Advertising Contest

Daily Division

The Essentials

CONTEST DEADLINE: Friday, January 12, 2018

All entries may be uploaded until 11:59 p.m.

CONTEST PERIOD: January 1 to December 31, 2017

CONTEST WEBSITE: www.betternewspapercontest.com

All entries must be entered on the website.

YOUR PASSWORD:

If this is the first time your newspaper will enter the contest, the temporary password is **bnc**. You will be asked to change it when you log on for the first time. However, if your newspaper entered last year, you already have a Contestant Manager who created a password. Please contact that person and request to be made an Authorized Entrant. If you don't know who your Contestant Manager is, call Peggy Arbitell at (609) 359-7381.

MAXIMUM NUMBER OF ENTRIES: 3 entries per category

Cost to Enter: Choose either \$399 per newspaper or \$11 per entry

Please total the number of your entries on the enclosed Contest Entry Form. Send the form and a check for the full amount to NJPA by the mail-in deadline. If entering multiple contests, a single check may be sent with the various contest entry forms.

FOR ADDITIONAL INFORMATION:

Peggy Arbitell

(609) 359-7381

parbitell@njpa.org

www.njpa.org



New Jersey Press Association

2017 Advertising Contest

850 Bear Tavern Road, Suite 102

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General Information



Pay Attention

when you see this icon. It could make the difference between winning an award and having your entry disqualified.

New Jersey Press Association's Advertising Contest encourages excellence by recognizing the achievements of NJPA member newspapers and digital news organizations. 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 and digital news organizations that are full members of New Jersey Press Association whose dues and assessments are paid in full through December 31, 2017.

Contest Period

January 1, 2017 – December 31, 2017

Deadline

Friday, January 12, 2018

The contest website will accept entries until 11:59 p.m.

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. In categories that receive fewer than four entries, the association encourages judges to award prizes only if the entries merit them.

Awards Presentation

Winners will receive their awards at the NJPA Spring Awards Celebration on **Thursday, April 26, 2018** at The Hamilton Manor, 30 Route 156, Hamilton.

Entry Criteria

All entries will be judged on uniqueness of idea, sales appeal 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 in listings.

Print ad entries will be judged in two divisions - dailies and weeklies.

Digital News Organizations may only enter the Online categories.



All entries must have been published between January 1, 2017 and December 31, 2017. Entries must have been published inside the newspaper except for Categories 13 21, 22, 25, and Online Ad Categories 27-33.

Each individual ad or project may only be entered in one category. However, multi-advertiser pages or sections may include ads that have been entered in other categories.

Previous winning entries are not eligible for this year's contest.

The maximum number of entries per category, per newspaper or digital news organization, is three.



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. Ads produced by agencies or accounts are not eligible.

Print “House” ads promoting advertising, readership contests, news content, NIE programs or newspaper circulation may be entered only in Categories 12 and 13. Promotional pieces may be entered only in Categories 12,13 and 25.

Each print entry must be submitted as a PDF tearsheet of the entire newspaper page, including the publication date. List each ad or section by its title or headline; do not use just the advertiser’s name. See **Making Entries** on Page 7 for more details.

All online category entries must have been created locally by you and must have appeared on your website. For each entry, submit a URL to a permanent location on your web server and a screenshot saved either as a PDF or JPEG. Online house ads may only be entered in Category 32.. Explanation cover letters are required in Categories 30, 31, and 33.

All entries will be examined by the committee prior to judging. Those that do not comply with these rules will be disqualified. If a newspaper’s ads are entered in the wrong category, they will be disqualified. If a newspaper’s entries exceed the stated number in any category, the association staff reserves the right to eliminate the excess at its discretion.



Special Sections - Complete Editions

Realview is no longer an option to e-publish large documents on the BNC website. In order to upload special sections and complete editions of your newspaper for categories that were mail-in only in prior years, please see third party upload suggestions on the Edit Entry page on the BNC website. It is possible that your newspaper already has an account with one of these third party companies or a similar one, so please check before subscribing to a new software. Alternatively, you can use Adobe to shrink your full-size edition and then upload it to the website. The size limit is 20 MB.

Simply upload your shrunken file, or generate a link to your publication online using the third party software. Once you e-publish your large document, then copy the link. Paste the link into the entry form (instead of uploading). When judges click your entry, they will be instantly taken to your e-published document. Check your work by navigating to “Manage Entries” where you can test the link.

Contest Instructions

All ad entries are submitted on the contest website:

www.betternewspapercontest.com.

For best results, the contest website recommends using Google Chrome browser; and Firefox for older PCs and Macs. Please have a recent version downloaded and installed for best contest experience.

Reminders for this year’s contest:

Username and Password

Each person submitting entries may have a unique username and password if assigned one by the Contestant Manager.

Contestant Manager

The Contestant Manager controls what is entered in a contest for your newspaper or website.

IMPORTANT: Your Contestant Manager is the same person year to year. The first person who logs into the contest and makes two entries becomes your Contestant Manager. (These first two entries may be test entries that are deleted after other entries are sub-

If you have any problems uploading your entries or have any questions about the process, please contact

Peggy S. Arbitell at 609-359-7381 or parbitell@njpa.org.



mited.)

If it is your first time logging into your account, use the temporary password: bnc (lower case). After you log in using the temporary password, the system will require you to update your password. Going forward (including future years if you remain the Contestant Manager) you will log in with the password you set. The password will be used by ALL departments at your newspaper to submit their entries in any of NJPA's contests (Advertising, Editorial Daily, Editorial Weekly, and Photography). We strongly suggest that your newspaper's Contestant Manager select the password and share it with the contest coordinators in each department.

If the designated Contestant Manager should leave your organization, please contact NJPA to have the contact info in your account updated.

- The Contestant Manager can choose to make entries exclusively or authorize others to make entries. To allow others to make entries, the Contestant Manager must create a separate account for each person.
- The Contestant Manager has access to all entries submitted to a contest for your newspaper or website, and can edit, disable or delete any entry.
- The Contestant Manager can access account information and passwords for every person he/she authorizes to make entries.

Authorized Entrant

Each person the Contestant Manager gives permission to make entries, is an Authorized Entrant.

While the Contestant Manager can see and edit all of the entries and account information, the Authorized Entrant only can see and edit the entries he/she made.

Scrapbooks

Potential contestants can save their work on the contest website in their own Scrapbook accounts. For this contest, once a contestant has been made an Authorized Entrant, he/she can upload content from his/her Scrapbook directly into an entry. Contestant Managers do not interact with user Scrapbooks.



Start early and become familiar with the process!

We strongly recommend that you start making your entries early. **Certainly don't wait until the day before the deadline!**

PAYMENT: You may pay either with check or credit card. Checks should be made out to NJPA. You can combine payments for the different contests into one check or pay separately for each contest. If paying by credit card, please select "Pay with credit card" at the bottom of the entry form, and NJPA will email you a link to pay with Paypal after we receive your entry form. **We are no longer collecting your credit card details so please do not send these to us.**

Step-by-step directions for setting up accounts and making entries are available on the contest website – www.betternewspapercontest.com. Under "Contestant Login", click on "Contestant Manager Help" or "Authorized Entrant Help".

Or use these links for PDFs of the directions:

- **Contestant Managers**


http://betterbncsupport.com/images/ContestantManager_Instructions_4_3.pdf

- **Authorized Entrants**

http://betterbncsupport.com/images/AuthorizedEntrant_Instructions_4_3.pdf

Color icons

Note the color icons shown for each category. Some categories are specifically for color ads. Some are just for black and white ads. And others allow both. Ads entered incorrectly will be disqualified.

 process or spot color ad

 black & white ad

If you have questions or problems, please contact Peggy Arbitell at (609) 359-7381, or parbitell@njpa.org.

For technical issues, go to the contest website – www.betternewspapercontest.com. Click on “contact BetterBNC”, then “Start Trouble Ticket”.

Contest definitions

Division: a specific contest, e.g., Advertising Daily, Advertis, Editorial Daily, Editorial Weekly or Photography

Category: a specific competition within a contest division, e.g., “Best Real Estate Ad” or “Best Special Section”. Each division has a number of categories, which have 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 three entries in the Advertising category “Best Use of Small Space”, each entry consisting of one ad. The contest rules provide specific information.

Some categories require multiple examples as part of each entry, e.g., several ads as part of an advertising campaign entry. In this case, ALL of the examples for the entry should be uploaded in a single PDF, e.g., three ad tearsheets as separate pages in one PDF. For information on how to combine multiple tearsheets into one PDF, see **Preparing your entries** below.

Preparing your entries



Keep the judges happy!

Don't make them wait for your PDFs to be displayed because a file is too large. Entries that the judges cannot view will be disqualified.

Maximum entry size

Each entry should be less than 5 MB. Smaller is better, faster.

- Eliminate extra pages. Upload only the page on which the entry is located.
- For multiple-example entries, combine all examples into one PDF.
- Reduce the size of each PDF.

Extract pages from multi-page PDFs

If your entry is part of a multi-page PDF, open the PDF and save it with a new name. Open the new PDF, go to “Document” menu, select “Extract Pages” and follow the directions. Eliminate all pages that are NOT part of your entry.

Combine multiple PDFs into one

Open the PDF that you want first in your entry and save it with a new name. Open the new PDF, go to the “Document” menu and choose “Insert Pages”. Navigate to the PDF that you want next in the entry and select it. Continue until you have inserted all of your pages. For more information on how to combine PDFs, go to www.wikihow.com/Merge-PDF-Files.

Make PDF files smaller

For printing, most newspaper PDFs include high-resolution grayscale or color images. However, contest entries will be viewed and judged on computer screens at low resolution (72–96 dpi) and in RGB color. Changing the resolution and color mode of images are the two most effective ways to reduce file size without sacrificing the screen viewing quality.

Use lower resolution

In PDFs, the text is clear regardless of resolution. Resolution only relates to photos and graphics. Reducing resolution by half can reduce an image file size by 75%. The recommended maximum resolution of 96 dpi can be enforced in your Adobe Distiller settings.

You might create an Adobe PDF Preset called “NJPA Contest” with the recommended settings, and share it with all the Contestant Managers and Authorized Users in your company.

Or simply use the “Smallest File Size” preset, instead of “High Quality Print” or “Press Quality”.

Convert images to RGB color mode

Converting images from CMYK color mode to RGB will reduce image files by about 25%. This color conversion can be enforced in your Distiller settings.

Embed all fonts

Regardless, how you make your PDFs, make sure ALL fonts are embedded. The judges will not have the same fonts as you have. If the PDF is missing fonts, your entry will not display properly.

Redistill PDFs

After making final adjustments to your PDF, redistill it to make it smaller.



Changes you made to your PDF may not yield the expected reduction in file size until you redistill the PDF. This is true even if you reduce resolution or change color mode using a PDF editor, like Enfocus Pitstop or Quite a Box of Tricks, or use the native profiling/editing tools in Acrobat 6 or later.

To redistill, open the PDF in Adobe Acrobat. Go to the “Advanced” menu, scroll down to “Print Production” and select “Acrobat Distiller”. Enter the settings recommended above or choose the preset that you created and be sure that ALL fonts are embedded.

Web and mobile entries

All web and mobile entries must be accessible online to the judges.

- Provide a direct URL for each entry, to a permanent location on your web server.
- If a username and password are required to view the page on your website, please enter those details in the “Comments” box on the entry page.
- If the judge cannot access your entry, it will be disqualified.

Also, upload a screenshot of each entry, in PDF or JPEG format, for the slide presentations of winning entries shown during the award banquets.

Making entries

Headline or Title of Entry

Remember that you are submitting full-page PDFs, so please make sure your titles accurately identify the items the judges need to locate on the pages!

- In the “Headline or Title of Entry” box, enter the headline of the ad, article or photo being uploaded, exactly as it appears on the page.
- Do NOT use just the name of the advertiser.
- For categories that require more than one example per entry, you may use the name of the advertiser, writer or photographer if it is obvious on every example in the entry.

Otherwise, list all of the headlines or titles, separated by double slashes like this:

Title1 // Title2 // Title3

- Do NOT use commas, semicolons, colons, dashes or single slashes to separate entry titles. Often they are used in headlines, but double slashes never are.



Credits

In the boxes labeled “Who should be credited for this entry?” you can enter up to four names of people who worked on the entry.

- In the box titled “First Name” list the FULL name: **Joe Green**
- In the box titled “Last Name” list that person’s title: **Sales Representative, Graphic Artist, Marketing Director**, etc.
- If more than four people worked on the project, enter: **Sales Staff, Staff Artists**, etc.

Official Entry Form

Once you have completed the entry form, click on the “Submit” button and you will be taken to the entry verification page, titled “This Page is Your Official Entry Form.”

- From the verification page, you can “Submit Another Entry”, “Manage Entries” or “Logout”.
- DO NOT hit the Back button or you may eliminate this entry!

Once the maximum number of entries is reached in a category, that category is no longer available unless an entry is “disabled” using “Manage Entries”.

You may print copies of the Official Entry Form for your use, but do not send them to NJPA.

Please send NJPA the **Contest Entry Form** that is included with this package.

Print Ad Categories – Open to member newspapers

- 1 Best Real Estate Ad**
Any ad (color or b+w) featuring real estate, development, condominiums, vacation, residential, farm, industrial or investment property. May have appeared in the classified section or the run of the paper.


- 2 Best Auto Ad**
Any ad (color or b+w) featuring sales and/or service of any motorized vehicle. Includes cars, trucks, motorcycles, boats, airplanes, ATVs, etc., as well as peripherals such as tires, parts, motors, etc. May have appeared in the classified section or the run of the paper.



- 3 Best Food Ad**
Any ad (color or b+w) featuring food and/or beverage, including grocery stores, pharmacies, convenience stores, etc. Restaurant ads may not be entered in this category.


- 4 Best Restaurant/Entertainment Ad, b+w**
Any black-and-white ad featuring fine restaurants, fast food restaurants, specialty restaurants, entertainment, festivals or sports.


- 5 Best Restaurant/Entertainment Ad, color**
Any color ad featuring fine restaurants, fast food restaurants, specialty restaurants, entertainment, festivals or sports.


- 6 Best Home and Garden Ad**
Any ad (color or b+w) featuring garden or household care and items, including hardware, pools, HVAC, appliances, furniture, flooring, paint/wall covering, moving services, flower shops, landscaping, fencing, lighting, remodeling, home services, or anything related to the interior and exterior of the dwelling.


- 7 Best Fashion and Personal Care Ad**
Any ad (color or b+w) featuring clothing, jewelry, shoes, bridal, boutiques, personal care salons, cosmetic surgery and services, or weight loss.


- 8 Best Ad for Professional and Technology Services**
Any ad (color or b+w) featuring political messages, banks/financial services, medical/convalescent services/hospitals, legal services, insurance, transportation, dry cleaning services, bridal venues, cell phone/internet/television services, optical centers, hearing centers, and the like.


- 9 Best Ad for Retail Business**
Any ad (color or b+w) featuring general merchandise not included in categories 6–8. Includes hardware, pet shops, sporting goods, windows, etc.


- 10 Best Use of Color**
Any ad using three or more colors in addition to black. Special section covers may only be entered in Category 16.


- 11 Best Use of Humor**
Any ad (color or b+w) using humor.



- 12 Best Newspaper Promotion or House Ad**
A house ad or campaign promoting your newspaper's products or services, including advertising, circulation, editorial, NIE, etc.
- 13 Best External Promotion Piece or Media Kit**
Any freestanding piece used to promote a special section or some segment of the newspaper's advertising business. This may include rate cards and media kit pieces, as well as flyers or mailers.
- 14 Best Special Section**
Any freestanding special section (color or b+w) that is published and distributed in the newspaper. This includes multi-advertiser, tabloid, mini tabloid, or broadsheet sections.
- 15 Best Special Section Cover**
Any freestanding special section cover (color or b+w) produced solely by the newspaper, that is published and distributed in the newspaper. To be judged on creativity, relation to section, color application and overall eye appeal.
- 16 Best Special Topic Page(s)**
One to four pages (color or b+w) published within the newspaper revolving around a single theme, such as school sports, bridal, back-to-school, lawn & garden, holiday, shopping center, downtown days, health, and the like. May have run in classifieds or ROP.
- 17 Best Community Service or Shared Ad**
Best single ad (color or b+w) featuring a public service or similar theme, sponsored by two or more advertisers, organized collectively around a single activity such as a downtown 5k run for charity, community garden farm market, salute to veterans, etc.
- 18 Best Use of Small Space - b+w**
To prove that bigger is not always better, this category is for any black and white ad that is smaller than ¼ page, tabloid or broadsheet.
- 19 Best Use of Small Space - color**
To prove that bigger is not always better, this category is for any color ad that is smaller than ¼ page, tabloid or broadsheet.
- 20 Best Large Space Ad - color**
Sometimes, size matters! This category is for any color ad that is ¼ page or larger, tabloid or broadsheet.
- 21 Best Niche Publication/Magazine**
Any advertising vehicle designed to target a specific audience, not necessarily distributed in a newspaper, but published by a newspaper and distributed to a target audience, such as telephone directories, real estate magazines, chamber directories, automotive magazines, and the like. Includes publications produced for public or private agencies supported by advertising revenue. May be printed on glossy paper or newsprint. Upload URL and a PDF of the front page.
- 22 Best Ad in a Niche Publication/Magazine**
Any newspaper-produced ad published in a niche publication/magazine.

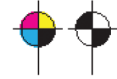


23 Best Advertising Campaign, Small Space

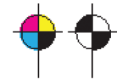
Any series of three or more ads (color or b+w) showing continuity of idea for a specific product or service. May be any type of ad: retail, institutional, automotive, etc. Each ad in the series should be different, but should be for a single advertiser, based on one dominant theme. Ads must be ¼ page or smaller, tabloid or broadsheet.

**24 Best Classified House Ad**

Any in-paper “house ad” (color or b+w) designed to promote the use of classified advertising or some aspect of the classified pages.

**25 Best New Project for 2017**

Includes booklets, other publications such as calendars, posters, newsletters, promotional materials, special rates or advertiser incentives, or a sample of materials, an entire section or other product that does not fit into any other category. Entries may include special publications not inserted into the newspaper, but produced by the newspaper, such as a themed magazine, including projects posted to member websites. Entries do not have to be printed on newsprint.

**26 Best Miscellaneous Ad**

Any miscellaneous ad that does not fit any other category, b&w or color.



Online Ad Categories

27 Best Digital Standard Unit Ad

Any ad – animated or static – appearing on a member’s website. Leaderboard, up to 728x90 pixels. Rectangle, up to 300x250 pixels. Double Rectangle, up to 300x600 pixels. Skyscraper, up to 160x600 pixels. Ad must have been created locally by publisher. Submit a screenshot saved as a PDF or JPEG. For animated ads, also submit a permanent link to the ad.

28 Best Digital Impact Ad

Any billboard, corner peel, take-over or wallpaper ad appearing on a member’s website. Ad must have been created locally by publisher. Submit a screenshot saved as a PDF or JPEG.

- 29 Best Rich Media Creative**
Any digital video ad or interactive digital campaign appearing on a member's active advertising. Must have been created locally by publisher. Submit permanent links (if available) to the campaign elements, and screenshots of the campaign components saved as a PDF or JPEG.
- 30 Best Multi-Media Online & Print Campaign**
Any campaign appearing on both the newspaper's website and inside the newspaper. Must have been created locally by publisher. Submit a permanent link, a screenshot saved as a PDF or JPEG, and the print component as a PDF. An explanatory letter (maximum 500 words) must accompany each entry explaining such things as: were there multiple components to the campaign? Impressions, search, email blasts? Submit images of each component and explain how and where they served.
- 31 Best Mobile Ad Campaign & Strategy**
Any strategic ad campaign consisting of at least one digital ad and a landing page, appearing on a member's mobile pages or app. Must have been created locally by publisher. Submit permanent links to the ad(s) and landing page, a screenshot of one ad saved as a PDF or JPEG, and a brief description of the strategy as a Word document or PDF. An explanatory letter (maximum 500 words) must accompany each entry explaining such things as: were there multiple components to the campaign? Impressions, search, email blasts? Submit images of each component and explain how and where they served.
- 32 Best Digital House Ad**
Any size ad – static or animated – promoting a member's newspaper or news website, or any of its sections, features or services. Must have been created locally by publisher. Submit a screenshot saved as a PDF or JPEG. For animated ads, also submit a permanent link to the ad.
- 33 Best Digital Ad Campaign**
Any digital campaign for a single advertiser created locally by the publisher. Campaign may include digital ads, interstitials, widgets, or other digital elements that appeared on your website. Submit permanent links (if available) to the campaign elements, and one screenshot saved as a PDF or JPEG. An explanatory letter (maximum 500 words) must accompany each entry explaining such things as: were there multiple components to the campaign? Impressions, search, email blasts? Submit images of each component and explain how and where they served.

NEW JERSEY PRESS ASSOCIATION 2017 Advertising Contest - Daily Entry Form

___ **DAILY** ___ **DIGITAL NEWS MEDIA**

Newspaper _____
 Address _____
 Contact Person _____ Title _____
 Telephone _____ Email _____

The fee is \$399 per newspaper or \$11 per entry. Maximum of 3 entries per category, per newspaper. You may pay by check or credit card. If paying by credit card, please select "Credit Card" below and submit this form via email to parbitell@njpa.org, fax to 609-406-0300, or mail to NJPA office. NJPA will then email you an invoice for the payment along with a link to pay online through PayPal.

Payment options: _____ Credit Card _____ Check enclosed (payable to NJPA)



Below, indicate the total number of entries per category that your newspaper or company is entering.

Group Weeklies: Complete one sheet for each newspaper in your group. Then complete the master sheet (on next page) totaling all entries in each category and attach them together.

CATEGORIES		# of Entries
1	Best Real Estate Ad	1 _____
2	Best Auto Ad	2 _____
3	Best Food Ad	3 _____
4	Best Restaurant/Entertainment Ad, b+w	4 _____
5	Best Restaurant/Entertainment Ad, color	5 _____
6	Best Home and Garden Ad	6 _____
7	Best Fashion and Personal Care Ad	7 _____
8	Best Ad for Professional and Technology Services	8 _____
9	Best Ad for Retail Business	9 _____
10	Best Use of Color	10 _____
11	Best Use of Humor	11 _____
12	Best Newspaper Promotion or House Ad	12 _____
13	Best External Promotion Piece/Media Kit	13 _____
14	Best Special Section	14 _____
15	Best Special Section Cover	15 _____
16	Best Special Topic Page(s)	16 _____
17	Best Community Service/Shared Ad	17 _____
18	Best Use of Small Space - b+w	18 _____
19	Best Use of Small Space - color	19 _____
20	Best Large Space Ad - color	20 _____
21	Best Niche Publication/Magazine	21 _____
22	Best Ad in a Niche Publication/Magazine	22 _____
23	Best Advertising Campaign - Small Space	23 _____
24	Best Classified House Ad	24 _____
25	Best New Project for 2017	25 _____
26	Best Miscellaneous Ad - b+w or color	26 _____
27	Best Digital Standard Unit Ad	27 _____
28	Best Digital Impact Ad	28 _____
29	Best Rich Media Creative	29 _____
30	Best Multi-Media Online & Print Campaign	30 _____
31	Best Mobile Ad Campaign & Strategy	31 _____
32	Best Digital House Ad	32 _____
33	Best Digital Ad Campaign	33 _____
TOTAL Number of ENTRIES		Total _____
AMOUNT Payment enclosed		\$ _____



Contest Entry Form MUST arrive at NJPA's office by 4 p.m. on January 12, 2018

Advertising Daily Contest, 850 Bear Tavern Road, Suite 102, West Trenton, NJ 08628-1022