



# Better Newspapers Contest and Excellence in Advertising Contest

**DISCOUNT PRICE  
for 2021  
\$7 per entry\***

\*Good ONLY on BNC 9 - 26 categories;  
and Advertising 1-10 categories.  
May 1 to May 31.

**Accepting Entries  
May 1 – 31, 2021**

**2021**

Co-Sponsor:  
Arizona Associated  
Press Media Editors



# Instructions and Tips for BNC *and* Excellence in Advertising Entries

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The ACES contest system can accept entry files up to 100MB. Entries larger than 100MB should be uploaded to Google Drive, Drop Box, issuu.com, etc., or your own hosting site, BUT, the URL must remain active and accessible until September 30.

**ALL ENTRIES** must have an entry **RECORD** logged in the ACES contest system.

### ELIGIBILITY

Newspapers entering the 2021 contests must be in good standing and must be current on their dues. All entries must have been published in an ANA member newspaper or news website.

### CIRCULATION DIVISIONS:

#### Non-Daily Newspapers

- Div. 1 - Circulation More than 10,000
- Div. 2 - Circulation on 3,500 to 10,000
- Div. 3 - Circulation Less than 3,500

#### Daily Newspapers

- Div. 4 - Circulation More than 25,000
- Div. 5 - Circulation Less than 25,000

### CLEARLY INDICATE WHAT IS PART OF THE ENTRY

When you enter online, please give the title or an identifying name of the piece so the judges can easily find it on the tearsheet you uploaded.

### HOW TO MAKE PDF FILES SMALLER

1. Change the resolution to 72 dpi. This can reduce your file size up to 75%. This seldom affects the quality of the file, as most entries will be viewed online.
2. Color mode. Converting your file from CMYK to RGB will reduce the file size.

### WHAT PDF FILES DO I SUBMIT?

1. Only submit the pages that contain entry related content. For example, if your story jumps from page 1 to page 4, only submit tearsheets for page 1 and page 4. We don't need pages 2 and 3.
2. Make PDF files as small as possible.

### WHAT IS THE MOST EFFICIENT WAY TO COLLECT ENTRY FILES?

Collect all PDF files that contain entry-related pages. Extract the page(s) you need, giving each file a clear and descriptive name. If your entry contains multiple pages, combine those into one PDF. Once you've created all your entry-PDFs, redistill each file to reduce it to the smallest practical size.

### PLACES WON AND JUDGES' DECISIONS

The rulings of the judges are final. Judges reserve the right NOT to make an award in divisions, categories and places. Judges will not award Honorable Mentions.

You will be notified by August 5, 2021 if you have won an award.

This year the judges are your peers from the newspapers of the Oregon Newspaper Publishers Association.

### HOW CAN I GET MORE HELP?

Contact Julie O'Keefe at [j.okeefe@ananews.com](mailto:j.okeefe@ananews.com) for assistance.

## DEADLINE:

Entries must be received online by 5 p.m., Monday, May 31, 2021.

**\$7\* / REGULAR PRICE – May 1 to close of entries on May 31, 2021.**

**\*Good ONLY on BNC categories 9 - 26, and Advertising categories 1-10.**

**\$10 / LATE FEE**

**Late Entries – ACCEPTED BY APPROVAL ONLY. Fees apply.**



# Instructions for using the online contest system, ACES, for BNC *and* Excellence in Advertising Entries

Contest rules can be viewed and downloaded at:  
[www.newspapercontest.com/contests/ArizonaNewspapersAssociation.aspx](http://www.newspapercontest.com/contests/ArizonaNewspapersAssociation.aspx)

## NO MORE Mail-in Entries

The ACES contest system can accept entry files up to 100MB. Entries larger than 100MB should be uploaded to Google Drive, Drop Box, issuu.com, etc., or your own hosting site, **BUT, the URL must remain active and accessible until September 30.**

**ALL ENTRIES must have an entry RECORD logged in the ACES contest system.**

## HOW DO I CREATE AN ACCOUNT?

**Previous accounts and passwords are no longer valid.**

- ANA's Association code was emailed to all publishers, editors and ad managers. The code is case sensitive. If you have misplaced or lost the code, email Julie O'Keefe, [j.okeefe@ananeews.com](mailto:j.okeefe@ananeews.com).

**Step 1** — Use the link at top of this page to go to ANA's contest home page **during May 1- 31, 2021.**

- Select the "Register" tab.  
- Create your login profile and password.

You will then receive a confirmation email, which you need to complete the registration/login.

After confirming the account you will be taken to the "Entries" page.

## HOW DO I UPLOAD PDF FILES?

**Step 2** — Click on the "Add New Entry" link.

**Step 3** — Select your newspaper name. A lot of information will auto-fill. If that information is incorrect, please email Julie O'Keefe, [j.okeefe@ananeews.com](mailto:j.okeefe@ananeews.com).

Your Division will auto-fill for you based on your circulation.

Fill in the preparer's name.

**Step 4** — Select the contest category.

These are drop-down menus 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.

**Step 5** — If necessary, or required, provide an explanation of your 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 or Notepad and copy/paste into the explanation box. If a URL is required, fill in the URL box; there is no need to type "http://."

**Step 6** — Include the name of the entry. If uploading full-page PDF files, it will be helpful if the entry name matches the headline on the page so the judges can find it easily. If the judges cannot tell what is to be judged, the entry will be discarded without refund.

**Step 7** — Include the name of the person or people who should be credited for any award.

- For BNC Categories 1 - 9, enter the publisher's name.
- For BNC Categories 10-29 and all Advertising categories this is generally the writer, reporter, photographer, graphic artist, cartoonist, etc. It is not necessarily the name of the person submitting the entry.

**Step 8** — Add your file(s). You can drag and drop files or use the "Add files" button to navigate your files. Generally, files should be in PDF format except photos, which should be in JPG format. Other files and URLs may be acceptable as noted in the special instructions. Upload as many files as are necessary to complete your entry but refer to the special instructions for any limitations.

**Step 9** — When you have completed your submission, click the "Save" button. If you click the "Back to list" button, before you Save, you will lose the entry you just completed. After clicking "Save," you will be automatically directed back to the list of your entries.

**Step 10** — 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. You may log out and log back in later to continue adding entries. You will need to select your newspaper name each time you log in.

**Step 11** — When you are done submitting entries, please review the list carefully. Make sure you have YOUR newspaper's name is selected, and not mistakenly a different paper's name. You may not change an entry, but you may delete an entry and resubmit it.

## HOW DO I LOGIN AFTER LOGGING OUT?

After you have created an account you may log in at any time by using the link at top of this page.

## HOW DO I KNOW WHAT I'VE ALREADY UPLOADED?

Each time you start at login, you will be taken to the "Entries" page, there you will see a list of your entries.

## HOW DO I MAKE CHANGES?

Entries cannot be changed/modified once they are saved. However, there is a "Delete Selected" button on the "Entries" page. If you need to make changes/modify an entry - you will have to delete and resubmit it.



# Better Newspapers Contest - GUIDELINES

## NO MORE Mail-in Entries

The ACES contest system can accept entry files up to 100MB. Entries larger than 100MB should be uploaded to Google Drive, Drop Box, issuu.com, etc., or your own hosting site, BUT, the **URL must remain active and accessible until September 30th. ALL ENTRIES must have an entry RECORD** logged in the ACES contest system.

### DEADLINE

Entries must be received online by 5 p.m., Monday, May 31, 2021. LATE ENTRIES WILL BE ACCEPTED BY APPROVAL ONLY AND LATE FEES WILL APPLY.

### Qualifying Publication Dates of Entries:

May 1, 2020 to April 30, 2021.

### ENTRY FEES

#### a) NEWSPAPER CATEGORIES, 1 - 8:

**One-price entry fee covers all entries in the Newspaper categories 1 - 8.**

#### NON-DAILIES DIVISION:

Div. 1 - Circ. less than 3,500 . . . . . \$70

Div. 2 - Circ. 3,500 to 10,000 . . . . . \$105

Div. 3 - Circ. Greater than 10,000 . . . . \$135

#### DAILIES DIVISION:

Div. 4 - Circ. less than 25,000 . . . . . \$150

Div. 5 - Circ. greater than 25,000 . . . \$170

(Circulation divisions are based on data in the 2021 ANA Media Directory.)†

#### b) INDIVIDUAL CATEGORIES, 9-26:

- **\$7/ Regular Price** – May 1 to close of entries on May 31, 2021.

- **\$10/ LATE Fee** – Late entries **ACCEPTED BY APPROVAL ONLY AND LATE FEES WILL APPLY.**

### Guidelines for BNC Entries

a) Cat. 1, 2, 3 and 5 require complete editions.

**Exclude ad inserts / No national affiliate sections accepted.**

b) Cat. 4, submit the editorial page(s) or section only.

c) All entries must be submitted as PDF, or jpg for photos

with the story, column or photo(s) CLEARLY marked.

### ENTRIES UNLIMITED FOR INDIVIDUAL CATEGORIES†

A newspaper may submit as many entries in the **INDIVIDUAL CATEGORIES** as they like, at the structured fee, per date, per entry. Entries must come via the newspaper publisher's approval. Separate direct entries from individuals and former employees not accepted unless submitted with permission by the current publisher of the newspaper.

### IDENTIFICATION OF ENTRIES

Each entry that you upload will need to have the correct identifying information. Entries without this information may risk disqualification. Whenever possible submit ONE PDF of multiple pages combined, showing publication dates on folio.

**ADDITIONAL INFORMATION** — A letter from the publisher/ editor is required for categories 6, 25 and 26. You may attach a letter to any other entry, describing the entry and/ or your community, if you think it will help judges.

**GENERAL EXCELLENCE** — Newspapers must enter at minimum, Categories 1 through 5 to be eligible for General Excellence Awards. The total points earned in BNC Categories 1 through 8 determine General Excellence finalists.

General Excellence winners are determined by point totals from the first eight categories. Points: First Place, 20; Second Place, 15; Third Place, 10; No Honorable Mentions will be awarded.

**PLAQUES** will be awarded to all place winners in the **NEWSPAPER CATEGORIES ONLY.** For **INDIVIDUAL CATEGORIES,** certificates only will be issued.

**WINNER NOTIFICATION** — Winners will be notified by August 5, 2021 if they have placed and in which category.

†To ensure that all entries receive an opportunity to be judged, contest officials reserve the right to combine entries from varying divisions. Contest officials also reserve the right, without notice or refund, to disqualify any categories/divisions with insufficient entries.

## HOW DO YOU WIN NEWSPAPER OF THE YEAR?

### YOU HAVE TO ENTER BOTH CONTESTS

Newspaper of the Year is determined by total points earned in the Better Newspapers Contest (BNC) and Excellence in Advertising Contest. **Again, you MUST to enter BOTH contests to be eligible to win.** The more required categories that earn points you enter, the better your chances.

### THE POINT SYSTEM

Winning entries earn points in both the BNC and Excellence in Advertising Contest, so publishers should make sure the respective department heads enter both contests. For equity between the contests, there are eight categories in both contests that count toward total points for Newspaper of the Year.

### ONE DAILY WINNER AND ONE NON-DAILY WINNER

Two newspapers will be named "Newspaper of the Year". One daily newspaper and one non-daily newspaper, based on total points earned.

### POINTS ARE AWARDED ACCORDINGLY:

First Place, 20 points;  
Second Place, 15 points;  
Third Place, 10 points.

### IN CASE OF TIES

A tie-break system was developed in 2005. If there is a tie in one of the divisions, the newspaper with the most First Place points wins. If a tie remains, then Second Place points take precedence, and, if needed, then Third Place points.



# BNC - NEWSPAPER Categories 1-8

**ONE-PRICE ENTRY FEE COVERS ALL ENTRIES IN CATEGORIES 1 – 8. (see page 4)**

**The total points earned in BNC categories 1 – 8 determine General Excellence finalists.**

**Newspapers must enter, at minimum, categories 1 through 5 to be eligible for General Excellence Points. One price covers ALL - Enter ALL to improve your eligibility.**

**DEADLINE** Entries must be received online by 5 p.m., Monday, May 31, 2021. **LATE ENTRIES WILL BE ACCEPTED BY APPROVAL ONLY AND LATE FEES WILL APPLY.**

**DISQUALIFICATION:** Each entry that you upload will need to have the correct identifying information. Entries without this information may risk disqualification.

Contest officials reserve the right to disqualify, without notice or refund, any entry that does not comply with the rules and regulations.†

Judges reserve the right not to make an award in divisions, categories and places. Judges' decisions are final. In the case of a disqualification, all other winning entries may move up a place if available.

**ALL ENTRIES must have an entry RECORD** logged in the ACES contest system. Whenever possible, submit ONE PDF of multiple pages combined.

**Categories 1, 2, 3, 5, COMPLETE NEWSPAPERS**, submit a complete edition (**exclude advertising inserts and national affiliate sections**).

**Category 4, submit only the editorial page(s) or section.** All entries must have been published in an ANA member newspaper or news website. Submit full page tearsheet with folio.

**DAILIES:** Must use specified dates.

\*Newspapers not publishing on Sunday should submit the larger of the Thursday, Friday or Saturday newspapers.

**NON-DAILIES:** Dates are for one edition from the week (Sunday through Saturday) which includes the date.

## 1: REPORTING & NEWS WRITING EXCELLENCE

What the judges look for: Do the stories show enterprise and originality? Are they well organized? Do they have clarity and carry the reader to the end? Is language and vocabulary effective? Does the publication adhere to news style? Are the ledes effective, do they carry the reader into the story? Do the stories consistently draw relevant connections for readers? Do the stories appear to be balanced and fair? Are multiple sources used?

- 🕒 Thursday, September 3, 2020
- 🕒 Sunday, March 14, 2021\*
- 🕒 Any issue from the month of October 2020

## 2: DEPARTMENTAL NEWS & COPY EDITING EXCELLENCE

What the judges look for: Does the entry demonstrate excellence in all areas of news coverage? Do the stories appeal to a broad range of interests? How well do the stories read — their polish. Judges will make judgments based on the flaws they see as they casually scan through the stories as a reader would. The judges may score an entry with an absence of copy editing flaws higher than one with apparent flaws.

- 🕒 Wednesday, October 7, 2020
- 🕒 Sunday, April 4, 2021\*
- 🕒 Any issue from the month of March 2021

## 3: PAGE DESIGN EXCELLENCE

- 🕒 Sunday, November 1, 2020\*
- 🕒 Wednesday, June 3, 2020
- 🕒 Any issue from the month of April 2021

## 4: EDITORIAL PAGE EXCELLENCE

**EDITORIAL PAGE(S) ONLY - DOES NOT REQUIRE ENTIRE NEWSPAPER.**

- 🕒 Sunday, July 5, 2020\*
- 🕒 Monday, December 7, 2020
- 🕒 Any issue from the month of February 2021

## 5: BEST USE OF PHOTOGRAPHY

- 🕒 Tuesday, November 3, 2020
- 🕒 Wednesday, June 3, 2020
- 🕒 Any issue from the month of January 2021

## 6: COMMUNITY SERVICE/JOURNALISTIC ACHIEVEMENT

**DOES NOT REQUIRE ENTIRE NEWSPAPER**

Community Service and Journalistic Achievement is one category. Entries should show how the newspaper is a part of its community, the effect it has on the community, and the results it generates, through good journalism. Materials submitted can be any number of single stories, investigative or special project stories or series, on various topics during the qualifying period: **May 1, 2020 through April 30, 2021.**

A letter from the editor or publisher describing the newspaper's role in the community is required. You may also submit letters to the editor that show Community Service/Journalistic Achievement. Scrapbooks are not required. For Category 6, gather full tear sheets and other material, in sequence. If possible, submit ONE PDF of multiple pages combined, showing sequenced publication dates/folio dates.

## 7: SPECIAL SECTION OR MAGAZINE

Up to three pieces may be submitted as separate entries in this category. **Each piece must have an entry RECORD** logged in the contest system. **ONLY ONE may win a contest placement.** Entries must have been produced by the newspaper and must be from any time during the qualifying period: **May 1, 2020 through April 30, 2021.**

The ACES contest system can accept entry files up to 100MB. Entries larger than 100MB should be uploaded to Google Drive, Drop Box, issuu.com, etc., or your own hosting site, **BUT, the URL must remain active and accessible until September 30.**

## 8: NEWSPAPER WEBSITE

Judges will visit the newspaper's website on a predetermined date and choose the best based on the following criteria: news content, design and presentation, interactivity and connectivity to other sites of interest. **Site must be accessible, provide password for access past any existing paywall. Password must remain accessible and active until September 30.**

\*Newspapers not publishing on Sunday should submit the larger of the Thursday, Friday or Saturday newspapers.

†To ensure that all entries receive an opportunity to be judged, contest officials reserve the right to combine entries from varying divisions. Contest officials also reserve the right, without notice or refund, to disqualify any categories/divisions with insufficient entries.

Entries must have been published during qualifying period: May 1, 2020 to April 30, 2021 .

BNC - INDIVIDUAL Categories 9 - 26 are \$7, during May 1 to close of entries on May 31, 2020.

**DEADLINE:** Entries must be received online by 5 p.m., Monday, May 31, 2021.

**LATE ENTRIES: ACCEPTED BY APPROVAL ONLY.** Late Fees apply. \$10 / LATE FEE – after May 31, 2021

## BNC - INDIVIDUAL Categories 9 - 23

**DEADLINE** Entries must be received online by 5 p.m., Monday, May 31, 2021. **LATE ENTRIES WILL BE ACCEPTED BY APPROVAL ONLY AND LATE FEES WILL APPLY.** The ACES contest system can accept entry files up to 100MB. Entries larger than 100MB should be uploaded to Google Drive, Drop Box, issuu.com, etc., or your own hosting site, **The URL must remain active and accessible until September 30.**

**DISQUALIFICATION:** Each entry that you upload will need to have the correct identifying information. Entries without this information may risk disqualification.

Contest officials reserve the right to disqualify, without notice or refund, any entry that does not comply with the rules and regulations.†

Judges reserve the right not to make an award in divisions, categories and places. Judges' decisions are final. In the case of a disqualification, all other winning entries may move up a place if available.

**ALL ENTRIES must have an entry RECORD** logged in the ACES contest system.

**Unless otherwise noted: All entries must have been published in an ANA member newspaper or news website, between May 1, 2020 and April 30, 2021.**

Any number of individuals from a newspaper may enter. There is no limit to the number of entries from each individual. Entries in all categories are to be submitted as PDF or JPG files.

Whenever possible, submit ONE PDF of multiple pages combined.

If a writer/photographer is a former employee of a member newspaper, the current publisher/editor of that newspaper where the work was published must sign and submit the entry form. Entries not accepted directly from individuals.

### **HEADLINES**

#### **9: BEST HEADLINE**

In recognition of the editorial skill and judgment necessary to write a headline that draws the attention of the reader to a particular article. Judging is based on effectiveness of a headline (and subhead, if used) to engage the reader. In this individual category only, each author is charged a single entry fee and may submit unlimited headlines that he or she has written. Submit ONE PDF of multiple pages combined, showing publication dates on folio.

### **STORIES**

#### **10: BEST NEWS STORY**

This category is defined as the coverage of a single news event, planned and anticipated, or breaking, or spot news. The entry may include side bars published by the same writer in the same edition as the general news story. Entry will be judged on quality of writing, thoroughness of fact and continuity of thought.

#### **11: BEST SUSTAINED COVERAGE OR SERIES**

This category is defined as a series or package (Min. 3 -

Max. of 8) of stories on the same subject that combines the elements of news and/or feature writing. The series can be published in a single issue or a sequence of issues. The bulk of the series must have been published during the qualifying period. Entries will be judged on quality of writing, ability to hold readers' interest, enterprise, impact and thoroughness. Whenever possible, submit ONE PDF of multiple pages combined, showing publication dates on folio.

#### **12: INVESTIGATIVE REPORTING**

For a story or series of stories on the same subject that demonstrates the newspaper's ability to obtain hard-to-get information, facts and details and put them in compelling story form. Whenever possible, submit ONE PDF of multiple pages combined, showing publication dates on folio.

#### **13: BEST SPORTS STORY**

This category is confined to a news story dealing with a sports subject or personality. Entry judged on the quality or writing.

#### **14: BEST TEAM, SPORT OR SPORTS BEAT COVERAGE**

This category is defined as a series or package of (3-8 stories) sports stories covering a specific school, team or sport. Will be judged on quality of writing and completeness of coverage. Whenever possible, submit ONE PDF of multiple pages combined, showing publication dates on folio.

#### **15: BEST FEATURE STORY**

This category is defined as a single story in which the writer stresses the elements of feature writing. Entry will be judged on impact, quality of writing and ability of the writer to hold the readers' interest.

#### **16: ENTERPRISE REPORTING**

This category is for stories demonstrating creative ideas, innovative approach, initiative and reporting that goes beyond routine. Judging will be based on writing, style, enterprise and ability to hold readers' interest. Entry may be a single article or up to 3 parts in a series. Whenever possible, submit ONE PDF of multiple pages combined, showing publication dates on folio.

#### **17: BEST COLUMN, FEATURE OR COMMENTARY**

This category includes any byline, serious, issue-oriented commentary column that appears as a regular feature of the newspaper. Entries judged on quality of writing and style, and effectiveness of presentation.

#### **18: BEST MULTIMEDIA STORYTELLING**

Awarded for quality presentation of a single story or series, incorporating text, images and interactive elements. You must include the URL of the multimedia story. **The URL must remain active and accessible until September 30.**

†To ensure that all entries receive an opportunity to be judged, contest officials reserve the right to combine entries from varying divisions. Contest officials also reserve the right, without notice or refund, to disqualify any categories/divisions with insufficient entries.

Entries must have been published during qualifying period: May 1, 2020 to April 30, 2021 .

BNC - INDIVIDUAL Categories 9 - 26 are \$7, during May 1 to close of entries on May 31, 2020.

**DEADLINE:** Entries must be received online by 5 p.m., Monday, May 31, 2021.

**LATE ENTRIES: ACCEPTED BY APPROVAL ONLY.** Late Fees apply. \$10 / LATE FEE – after May 31, 2021

## BNC - INDIVIDUAL Categories 10 - 23 continued

### 19: ONLINE COVERAGE OF BREAKING NEWS

Submit coverage of a single breaking news event within a 24-hour news cycle during the qualifying period: **May 1, 2020 and April 30, 2021.** May include any multimedia or supplement coverage with social media elements (Twitter or Facebook); video, audio, photos or photo galleries, partial or full web pages, through which the story was developed and ultimately produced for web presentation. Entries must include URLs or screenshots.

Judging will be based on timeliness of initial news bulletin and extent of coverage; interactivity; use of headlines, photos, graphics and video; and creative use of technology. Whenever possible, submit ONE PDF of multiple pages combined, showing publication dates on folio. URLs must remain active and accessible until September 30.

### PHOTOS / Submit full-tear sheets 20 – 23

#### 20: BEST NEWS PHOTOGRAPH

This category includes photographs of general news value that are planned or unplanned. Entries judged on quality of photograph, composition, emotional impact and completeness. Submit a full page PDF-tear sheet with the photo's cutline and publication date in the folio.

#### 21: BEST SPORTS PHOTOGRAPH

This category is defined as any single photograph related to a sports subject. Entry judged on quality of photograph, composition, emotional impact and completeness. Submit a full page PDF-tear sheet with the photo's cutline and publication date in the folio.

#### 22: BEST FEATURE PHOTOGRAPH

This category includes any single photograph that demonstrates elements of feature photography, captures the essence of an individual personality or one that represents a portrait story. Entry judged on quality of photograph, composition and emotional impact. Submit ONE PDF, with the photo's cutline and publication date in the folio.

#### 23: BEST FEATURE PHOTO LAYOUT OR PHOTO STORY

This entry is defined as any series of photographs in any one issue on any subject. Entry will be judged on quality and effectiveness of presentation as well as layout, captions and text in telling the story. Submit multiple pages combined into ONE PDF, with the photo's cutline and publication date in the folio.

## INDIVIDUAL BEST of the YEAR Awards / Categories 24 - 26

**DISQUALIFICATION:** Each entry that you upload will need to have the correct identifying information. Entries without this information may risk disqualification.

Contest officials reserve the right to disqualify, without notice or refund, any entry that does not comply with the rules and regulations.†

The ACES contest system can accept entry files up to 100MB. Entries larger than 100MB should be uploaded to Google Drive, Drop Box, issuu.com, etc., or your own hosting site, **BUT, the URL must remain active and accessible until September 30.**

**ALL ENTRIES** must have an entry **RECORD** logged in the ACES contest system.

All entries must have been published in an ANA member newspaper or news website, between May 1, 2019 and April 30, 2020. Stories continued to another page count as one entry.

### BEST of CATEGORIES

#### 24: STORY OF THE YEAR

**All the first-place entries in categories 11 to 18 will automatically compete for outstanding story of the year.**

#### 25: PHOTOGRAPHER OF THE YEAR: DAILY AND NON-DAILY

Candidates must be nominated by the Publisher, Managing Editor or Editor. Nomination must include a letter explaining why candidate should be chosen. Each entry should include

6 to 10 samples of the nominee's work. Submit full tear-sheets combined into ONE PDF, whenever possible, with publication date in the folio.

There is no limit to how many nominations can come from a newspaper. All entries will be judged by a panel of at least three industry professionals. Judging based on creativity, quality and impact. Published during contest period. Published during qualifying period: May 1, 2020 to April 30, 2021

#### 26: JOURNALIST OF THE YEAR: DAILY AND NON-DAILY\*

Candidates (including editors, columnists, reporters, special section editors) must be nominated by the Publisher, Managing Editor or Editor. Nomination must include a one page letter explaining why their candidate should be chosen Journalist of the Year. Each entry packet should include 6 samples of the nominee's work (no sidebars, please), Submit full tear-sheets combined into ONE PDF, whenever possible, with publication date in the folio.

There is no limit to how many nominations can come from a newspaper. All entries will be judged by a panel of at least three industry professionals. Judging based on creativity, quality and impact. Published during qualifying period: May 1, 2020 to April 30, 2021

†To ensure that all entries receive an opportunity to be judged, contest officials reserve the right to combine entries from varying divisions. Contest officials also reserve the right, without notice or refund, to disqualify any categories/divisions with insufficient entries.



# Excellence in Advertising Contest - GUIDELINES

The ACES contest system can accept entry files up to 100MB. Entries larger than 100MB should be uploaded to Google Drive, Drop Box, issuu.com, etc., or your own hosting site, **BUT, the URL must remain active and accessible until September 30.**

**ALL ENTRIES must have an entry RECORD** logged in the ACES contest system.

## **QUALIFYING PUBLICATION DATES:**

**Entries must have been published for the first time between May 1, 2020 and April 30, 2021.** Tear sheets for some entries will no longer be required. Entries will be trusted to abide by the regulations that the file was a published during the qualifying dates. Previous entries are not eligible.

**A newspaper may win only one place per category in the Advertising contest.**

## **WHO CAN ENTER:**

a) Competition is open to all Arizona Newspapers Association member newspapers. Newspapers must be in good standing and must be current on their dues. All entries must have been published in an ANA member newspaper or news website.

**b) Ads published, produced and sold into multiple newspapers in a group must be submitted by the largest circulation newspaper in the group.**

**ORIGINALITY:** All advertising entries must be of original creation — conceived, written, designed and sold by employees of the newspaper submitting the entry at the time the material was published. Clip art ads where only a logo is added and there is not use of staff creativity should not be entered as staff prepared. **Entries judged on originality, copy, layout, typography and reader appeal.**

**GENERAL EXCELLENCE:** Points earned by winning a place in categories 1-3, 5-7 and 9-10 count toward a General Excellence determination.

**You must enter at least FIVE of those categories to be eligible.**

Point system:

First Place, 20;

Second Place, 15;

Third Place, 10.

**Categories 4 and 8 are excluded from points.**

**PLAQUES** will only be awarded to place winners in General Excellence. Certificates will be presented to First, Second and Third Place winners in each category.

**IMPROVE YOUR CHANCES:** You may enter unlimited entries per category with a fee for each entry.

**However, a newspaper may win only one place per category in the Advertising contest.**

**DISQUALIFICATION:** Each entry that you upload will need to have the correct identifying information. Entries without this information may risk disqualification.

Contest officials reserve the right to disqualify, without notice or refund, any entry that does not comply with the rules and regulations.†

Judges reserve the right not to make an award in divisions, categories and places. Judges' decisions are final. In the case of a disqualification, all other winning entries may move up a place if available.

**DEADLINE** Entries must be received online by 5 p.m., Monday, May 31, 2021. **LATE ENTRIES WILL BE ACCEPTED BY APPROVAL ONLY, AND \$10 LATE FEES WILL APPLY.**

## **ENTRY FEES/PER ENTRY FOR the ADVERTISING CONTEST:**

**\$7** – May 1 to close of entries on May 31, 2020

**\$10/ LATE Fee** – LATE ENTRIES WILL BE ACCEPTED BY APPROVAL ONLY AND LATE FEES WILL APPLY.

We are happy to invoice you, just ask!

When you have finished uploading all entries, you can print out an entry cover sheet that will display the total amount owed for entry fees. Please send the sheet to us along with your check. We are not accepting payments online.

Please make checks payable to:

**ARIZONA NEWSPAPERS ASSOCIATION  
1835 W. ADAMS ST.  
PHOENIX, AZ 85007**

†To ensure that all entries receive an opportunity to be judged, contest officials reserve the right to combine entries from varying divisions. Contest officials also reserve the right, without notice or refund, to disqualify any categories/divisions with insufficient entries.





# Excellence in Advertising Awards - CATEGORIES

Points are earned by winning a place in categories\* 1, 2, 3; 5, 6, 7 and 9, 10 count toward a General Excellence determination.

You MUST enter at least FIVE of those categories to be eligible.

The ACES contest system can accept entry files up to 100MB. Entries larger than 100MB should be uploaded to Google Drive, Drop Box, issuu.com, etc., or your own hosting site, **BUT, the URL must remain active and accessible until September 30.**

**ALL ENTRIES** must have an entry **RECORD** logged in the ACES contest system.†

\*Categories with a star indicate which category's points count toward General Excellence and **NEWSPAPER OF THE YEAR.**

## Revenue-Generating Ads

### 1: BEST BLACK & WHITE AD\*

Can be any size ad 10 col. Inches or larger. Entry form may include an explanation of why entry is a winning entry. Tear sheets are No Longer Required for this category. Entries will be trusted to abide by the regulations that the file was a published during the qualifying dates of May 1, 2020 through April 30, 2021. A single jpg or pdf of the advertisement is acceptable.

### 2: BEST COLOR AD\*

Can be any size ad 10 col. Inches or larger. Entry form may include an explanation of why entry is a winning entry. Tear sheets are No Longer Required for this category. Entries will be trusted to abide by the regulations that the file was a published during the qualifying dates of May 1, 2019 through April 30, 2020. A single jpg or pdf of the advertisement is acceptable.

### 3: MOST EFFECTIVE USE OF PAID SMALL SPACE\*

Any type of display advertising that is no larger than 10 column inches (1x2, 1x10, 2x2, 2x3). Tear sheets are No Longer Required for this category. Entries will be trusted to abide by the regulations that the file was a published during the qualifying dates of May 1, 2019 through April 30, 2020. A single jpg or pdf of the advertisement is acceptable.

### 4: BEST PUBLIC NOTICE SECTION

Judged on prominence, educational outreach to readers and visual appeal. Submit a full page tear sheet(s) with publication date.

### 5: BEST SPECIAL SECTION\*

Special advertising sections published during the qualifying period (**May 1, 2020 through April 30, 2021**). The ACES contest system can accept entry files up to 100MB. Entries larger than 100MB should be uploaded to Google Drive, Drop Box, issuu.com, etc., or your own hosting site, **BUT, the URL must remain active and accessible until September 30.**

### 6: BEST ONLINE AD (STATIC)\*

Ad must be fixed, with no moving parts. Buttons and banner welcome. Must be designed by member of newspaper staff. Can be paid or a house ad. Creativity and effectiveness of design and message will be criteria for judging. Upload file OR enter URL. **The URL must remain active and accessible URL until September 30.**

### 7: BEST ONLINE AD (ANIMATED)\*

Ad may be .jpg, .gif or Flash. Must have an animated or dynamic element. Must be designed by member of newspaper staff. Can be paid or a house ad. Creativity and effectiveness of design and message will be criteria for judging. Upload file OR enter URL. **URL must remain active and accessible until September 30.**

### 8: BEST CLASSIFIED SECTION

Submit one complete classified section from the week of **Sept. 7-11, 2020.** (Monthly newspapers may submit the issue published closest to that date.) Judged on overall design of pages, classification of items, appeal and ease of understanding by reader of how to submit ads.

## Non Revenue-Generating Ads

### 9: BEST NEWSPAPER PROMOTION AD, SERIES OR SECTION\*

Any ad, ad series (combine multiple pages into one PDF) or section promoting a newspaper's circulation, advertising, editorial or other departments. Include explanation if necessary. Tear sheets are No Longer Required for this category. Entries will be trusted to abide by the regulations that the file was a published during the qualifying dates of May 1, 2020 through April 30, 2021. A single jpg or pdf of the advertisement is acceptable.

### 10: BEST PRO BONO/PUBLIC SERVICE AD\*

Any size ad created at no charge for a local nonprofit organization or event. Public service ads sold on SIG, business card or logo pages are eligible. Tear sheets are No Longer Required for this category. Entries will be trusted to abide by the regulations that the file was a published during the qualifying dates of May 1, 2020 through April 30, 2021. A single jpg or pdf of the advertisement is acceptable.



†To ensure that all entries receive an opportunity to be judged, contest officials reserve the right to combine entries from varying divisions. Contest officials also reserve the right, without notice or refund, to disqualify any categories/divisions with insufficient entries.