

THE VOICE OF THE NEWSPAPER INDUSTRY SINCE 1869

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ADVERTISING CONTEST

2017



CALL  
FOR  
ENTRIES

Hi everyone,

It's time for the 2017 West Virginia Press Association Newspaper Contests. This packet contains all of the information you should need to enter your newspaper's best work. If you need help or have questions, please give me a call – 304-342-1011 – or email at [donsmith@wvpress.org](mailto:donsmith@wvpress.org).

I hope your staff has excellent work to enter and can attend the 2017 WVPA Convention at Canaan Valley Resort in Tucker County on Aug. 3-5. We expect to have an outstanding program and fun weekend.

I hope to see you there,

Don Smith  
WVPA Executive Director

**Here are the basic instructions and the contest rules and categories.**

NOTE: Deadline for submitting advertising and editorial entries is Monday, April 3, 2017.

Step 1 — Acquire the Association Code from the WVPA. The code is included on the WVPA contest email you received with this packet, or contact Don Smith at 304-342-1011.

Register: [www.newspapercontest.com/Contests/WestVirginiaPressAssociation.aspx](http://www.newspapercontest.com/Contests/WestVirginiaPressAssociation.aspx) on our contest site. They need your name, newspaper and your email address. You will receive a confirmation email, which you will need to complete registration. Use the link above to register.

Step 2 — Login to the site. You will see a page to submit entries. Your newspaper is already listed on the site. Complete rules for both advertising and editorial contests are available on the site. Some browsers, such as Safari, will open the rules in a new window; others will require you to download the PDF file to your computer.

Step 3 — Click on the “Add New Entry” link.

Step 4 — On this page, select your newspaper name. A lot of your newspaper's information will autofill. If that information is incorrect, please call Don Smith at (304)-342-1011. Your Division will be selected for you based on your circulation. Fill in the preparer's name.

Step 5 — Select the contest class. There are drop-down menus for your convenience. This field will clear each time you save an entry, so you must select a class for each new entry. When you select the class, special instructions will appear below it.

Step 6 — If necessary, 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, and copy/paste into the explanation box. If a URL is required, fill in the URL box; there is no need to type "http://." However, if your website has a pay-wall or requires a login and password, you will need to have your IT person create a contest login and password and provide it in the explanation box for each URL entry.

Step 7 — Include the name of the entry. If uploading full-page PDF files, it will be helpful if the entry name matches the editorial or advertising submission 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 8 — Include the name of the person or people who should be credited for any award. This is generally the ad staffer, writer, reporter, photographer, graphic artist, cartoonist, etc. It is not necessarily the name of the person submitting the entry nor the person picking up the award at the convention.

Step 9 — Add your file or files. 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 high-resolution 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. Again, if your website has a pay-wall or requires a login and password, you will need to have your IT person create a contest login and password and provide it in the explanation box for each URL entry.

Step 10 — When you have completed your submission, click the "Save" button. If you click the "Back to list" button, you will lose the entry you just completed. After clicking "Save," you will be directed back to the list of your entries.

Step 11 — 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 12 — If you are done submitting entries, please review the list. You may not change an entry, but you may delete an entry and resubmit it.

Step 13 — Complete the billing information. You may pay by check to the WVPA, 3422 Pennsylvania Ave., Charleston, W.Va. 25302, or by credit card by calling Dalton Walker at 304-342-1011.

## The Annual West Virginia Press Association Newspaper Contest

Deadline for submitting advertising entries is Monday, April 3, 2017.

### ADVERTISING RULES

- 1 The WVPA Newspaper Contest's Advertising Competition is limited to West Virginia newspapers of general interest circulation and qualified associate member newspapers. Only WVPA members in good standing are eligible. No others will be judged. Failure to comply with contest rules will result in automatic disqualification of entries.
- 2 Deadline for entries is Monday, April 3, 2017. Awards will be presented Aug. 3-5, 2017, in Canaan Valley Resort, W.Va.
- 3 Newspapers must compete in the judging against others in their circulation division:
  - Division I: Dailies over 16,001 and over
  - Division II: Dailies 16,000 and under
  - Division III: Weeklies 4,001 and over
  - Division IV: Weeklies 4,000 and under
- 4 Circulation divisions will be based on the daily circulation number used when calculating WVPA annual dues. Dailies must compete with dailies and weeklies must compete with weeklies. Newspapers can opt to enter a larger circulation division. All of a newspaper's entries, in both advertising and editorial, must be entered into the same circulation division. Editors and Advertising Directors should coordinate the entry division.
- 5 In the case of morning and afternoon newspapers in the same city and under common ownership or in joint operating agreements, combined circulation determines the division and the advertising entries are considered the product of both newspapers. Note: All of a newspaper's entries, in both advertising and editorial, must be entered into the same circulation division.
- 6 Fee: \$6 per entry; must accompany entry. Limit on entries: seven (7) for any one category. Entries using a URL will need to include a login and password, if the website has a pay-wall. Include the login and password and provide it in the explanation box for each URL entry. All entries, including special sections, should be loaded as PDF files. If the rare entry can't be uploaded, mail it to WVPA, 3422 Pennsylvania Ave., Charleston, W.Va. 25302

- 7 Contest Period: Material published from Jan. 1, 2016, through Dec. 31, 2016.
- 8 A newspaper may compete in as many categories as desired. The same individual entry may be made in only one category. For example, the same advertisement may not be entered in Best Political Advertisement and Best Color Advertisement. However, individual advertising entries can be included in the categories of Best Special Section, Best Theme Page(s), Best Classified Section and Best Newspaper Promotional Campaign. Judges may declare no contest if there are insufficient entries in a category.
- 9 All entries must be the original work of an employee of the eligible newspaper — except for “Best Agency Ad.”
- 10 Awards will be made by first, second, and third place. Honorable mentions may be awarded at the judges’ discretion.
- 11 Winners of the General Excellence Award will be determined by compiling points received for first, second, and third-place awards won in all other categories. (First place awards are worth three points; second place, two points; third place, one point.) No points will be given for Honorable Mention or Advertisement of the Year.
- 12 Announcement of winners will be made at the annual WVPA convention, Aug. 3-5, 2017, in Canaan Valley Resort, W.Va. It’s the hope of the contest committee that there will be increased participation on the part of member newspapers. To encourage this, the committee urges that entries for advertising awards be on an individual rather than just a newspaper basis. The individual winners of advertising awards will be listed on plaques and certificates along with the name of the newspaper employing them. When there is more than one winner for first place, one plaque will be awarded to the newspaper listing all the names. Certificates will be issued to each person sharing in a first place award.
- 13 The complete competition shall be under the supervision of the WVPA office. Decisions of the judges selected by WVPA must be regarded as final. The West Virginia Press Association Board of Directors retains all rights and privileges in the conducting of the competition, including cancellation for cause.

#### AD AWARDS JUDGING CRITERIA:

- 1 BEST SINGLE BLACK & WHITE AD – QUARTER PAGE OR LESS: Judging criteria: Use of space, design and message to create interest and draw attention in small space. Entry notes: Quarter page size or less.
- 2 BEST SINGLE BLACK & WHITE AD – LARGER THAN A QUARTER PAGE: Judging criteria: Use of space, design and message to create interest and draw attention

- in larger space with only B&W effects. Entry notes: Larger than a quarter page.
- 3 BEST SPOT COLOR AD: Judging criteria: Use of spot color in design and presentation. Use of space and message to create interest and draw attention will be considered. Entry notes: Any single advertisement using one or two spot colors. **Entry should not include process color.**
  - 4 BEST PROCESS COLOR AD – HALF PAGE OR LESS: Best Process Color Ad: Judging criteria: Use of process color, space, design and message to create interest and draw attention. Entry notes: Any single advertisement using process color.
  - 5 BEST PROCESS COLOR AD – LARGER THAN A HALF PAGE: Judging criteria: Use of color, space, design and message to create interest and draw attention. Entry notes: Any single advertisement using process color.
  - 6 BEST POLITICAL AD: Judging criteria: Use of space, design and message to create interest and draw attention to a candidate or political issue will be considered. Entry notes: Display ads in color or black and white may be submitted.
  - 7 BEST HOUSE AD: Judging criteria: Use of space, design and message to create interest and draw attention to the newspaper, its events or promotions. Entry notes: Any single ad promoting advertising, readership, circulation or related topics.
  - 8 BEST AGENCY ADVERTISEMENT: Judging criteria: Use of space, design and message to create interest and draw attention to an advertisement. Entry notes: Any single advertisement prepared by an advertising agency, government office or other outside entity. Newspaper must identify the advertising agency when making the submission.
  - 9 BEST CLASSIFIED DISPLAY AD: Judging criteria: Use of space, design and message to create interest and draw attention. Entry notes: In this category, only display advertisements placed in the classified section may compete.
  - 10 BEST RECRUITMENT AD: Judging criteria: Use of space, design and message to create interest and draw attention to the jobs/employment market will be considered. Entry notes: Display or classified display ads may be submitted.
  - 11 BEST CLASSIFIED SECTION: Judging criteria: Best effort to promote interest in classified advertising through the development of multiple pages. Use of space, design and message to create interest and draw attention will be considered. Entry notes: A section of one or more pages containing classified line and display ads.
  - 12 BEST THEME PAGE(S) – CLASSIFIED: Judging criteria: Best effort to promote theme through the development of multiple pages. Use of space, design and

- message to create interest and draw attention will be considered. Entry notes: Any classified advertising page or series of pages in a single issue not constituting a special section and based on a common theme.
- 13 **BEST THEME PAGE(S) – RETAIL:** Judging criteria: Best effort to promote theme through the development of multiple pages. Use of space, design and message to create interest and draw attention will be considered. Entry notes: Any page or pages (consecutive pages from the same issue) containing ROP display ads based on a common theme but not constituting a special section.
  - 14 **BEST SMALL AD CAMPAIGN:** Judging criteria: Use of space, design and message in a continuing series to create interest and draw attention to the advertisement. Entry notes: A series of three or more advertisements each less than a half-page in size for the same company, product or service, based on a common theme. Color or black and white ads may be submitted.
  - 15 **BEST FULL-PAGE AD CAMPAIGN:** Judging criteria: Use of space, design and message in a continuing series to create interest and draw attention to the advertisement. Entry notes: A series of three or more full-page advertisements for the same company, product or service, based on a common theme. Color or black and white ads may be submitted.
  - 16 **BEST NEWSPAPER PROMOTIONAL CAMPAIGN:** Judging criteria: Use of space, design and message in a continuing series to create interest and draw attention to the newspaper or its events. Entry notes: Submit PDFs, tear sheets, promotional pieces, surveys or any other materials both in-house and outside the newspaper used to promote your newspaper. A letter explaining the campaign and results must be included.
  - 17 **BEST SPECIAL SECTION:** Judging criteria: Best effort to promote a topic or theme through the development of multiple pages. Use of space, design and message to create interest and draw attention will be considered. Entry notes: Any special section, series of sections in a single issue or series of pages in a regular issue devoted to a particular topic—with or without editorial content.
  - 18 **BEST PROGRESS EDITION:** Judging criteria: Best effort to promote interest in a theme or topic through the use of multiple pages of advertising, editorial content, photos and graphics. Use of space, design and message to create interest and draw attention will be considered. Entry notes: This is the only category for special sections/editions devoted to progress, growth or change or a related topic.
  - 19 **BEST SPECIAL SECTION – SPORTS:** Judging criteria: Best effort to promote interest in a sports theme or topic through the use of multiple pages of advertising, editorial content, photos and graphics. Use of space, design and

message to create interest and draw attention will be considered. Entry notes: This is the only category in which special sections on sports (competitive, outdoor, etc.) may be entered.

- 20 BEST ONLINE POLITICAL AD: Judging criteria: Visual appeal, creativity in design, originality and content of an online ad appearing on the newspaper's Web site or any form of Social Media to create interest and draw attention to a candidate or political issue will be considered. Entry notes: Screen shot should be captured and uploaded as one PDF, or a link may be provided.
- 21 BEST ONLINE STATIC AD: Judging criteria: Visual appeal, creativity in design, originality and content of an online ad appearing on the newspaper's Web site or any form of Social Media will be considered. Entry notes: Screen shot should be captured and uploaded as one PDF, or you may submit the complete URL of the ad.
- 22 BEST ONLINE MOTION AD: Judging criteria: Use of motion and/or animation, visual appeal, creativity in design, originality and content of an online ad appearing on the newspaper's Web site or any form of Social Media will be considered. Entry notes: You may submit the complete URL of the ad, or screen shots should be captured and uploaded as PDFs or other format.
- 23 BEST SINGLE NEWSPAPER ONLINE PROMOTIONAL AD. Judging criteria: Visual appeal, creativity in design, originality and content of an online ad appearing on the newspaper's Web site or any form of Social Media to create interest and draw attention to the newspaper or newspaper events will be considered. Entry notes: Screen shot should be captured and uploaded as one PDF, or a link may also be provided. You may submit the complete URL and headline of ad.
- 24 WVPA ADVERTISEMENT OF THE YEAR: Judging criteria: There is no need to send entries for this award; the winner will be selected from the first place winners in all individual advertising categories — sections are excluded — in all circulation divisions.
- 25 GENERAL EXCELLENCE: Judging criteria: Awarded to the paper in each division that compiles the most points in categories 1-24. Three points are awarded for each first- place winner, two for each second-place and one for each third. Entry notes: No separate entry necessary.

NEWSPAPER OF YEAR: Judging criteria: Awarded to the single newspaper, regardless of size, weekly or daily, that compiles the most points in the editorial and advertising contests combined.