

NEW YORK PRESS ASSOCIATION

# BETTER NEWSPAPER CONTEST



## 2021 RULES AND INSTRUCTIONS

- This contest is open only to active members in good standing of NYPA. To be considered in good standing, 2021 and all past dues must be paid in full by December 1, 2021. **Contest participants must upload a copy of their 2021 U.S. Postal Statement of Ownership, Management & Circulation form.** (The form you publish in October.) Newspapers without periodicals permits must submit three consecutive weeks of printing bills from the month of October, 2021. Entries will be accepted only from members meeting these criterion. Entrants must have been members prior to, or accepted by, end of November, 2021 to be eligible to participate in this contest.
- The contest year extends from January 1, 2021 through December 31, 2021. Entries must be submitted only from print and/or online newspapers published during that period.
- Deadline for RECEIPT of entries is close of business Tuesday, January 11, 2022 (Both electronic and/or hard copy). Entries not received by 5:00pm Tuesday, January 11, 2022, will NOT be entered into the contest.

### ELIGIBILITY —

- NYPA members, daily, weekly, twice weekly, monthly, and digital may submit entries in any/all contest categories.
- **All Digital-Only Newspapers MUST Be Submitted in Division 1**

### RULES —

- Circulation divisions will be based on the total average distribution figure taken from your U.S. Postal Statement of Ownership, Management, and Circulation, line 15-F on form 3526, or from your printing bills, for the year ending September 30, 2021.

- Entries from newspapers will be entered in the circulation division matching the total average distribution of that single newspaper **UNLESS** an entry in a specific contest category actually ran common in multiple newspapers. In those instances, such entries must be entered in the circulation division matching the **COMBINED CIRCULATION** of the papers that the entry appeared in.

### PLEASE NOTE —

- There is NO limit on the number of entries newspapers can submit in any category unless specifically indicated. **All entries must be submitted via our online contest system, however, those entries that also require actual hard copy(ies) must be mailed in separate envelopes for each entry in every category.** All entries must be individually marked and each entry will be charged as a separate entry.
- No cover letters are permitted except where noted.
- Contest fee of **\$12.00 per entry** is required via online credit card form.
- All entries in the “Better Newspaper Contest” become property of the New York Press Association. The Association is not responsible for returning any entries.
- When there are fewer than ten entries in a circulation division, that division will be dropped and those entries will be included in the next highest circulation division.
- First, second, and third-place awards will be made in each category and circulation division. Honorable mention will be awarded at the judges’ discretion.
- Judges’ decisions are final unless it is subsequently discovered that a winning newspaper entered in the wrong category or circulation division.
- Winners will be announced at the New York Press Association Spring Conference, April 29th and 30th.
- All entries must be the work of local staff.
- Upload entries at <https://contest.nynewspapers.com>
- Mail entries to:  
**New York Press Association**  
**Attn: Better Newspaper Contest**  
**621 Columbia St. Extension, Ste. 100**  
**Cohoes, NY 12047**

**DEADLINE: JANUARY 11<sup>TH</sup>**

**ENTRIES MUST BE RECEIVED NO LATER THAN 5:00 PM**

**All entries in ALL categories must be submitted via our online contest system, however, those entries requiring hard-copy (displayed in RED) must be placed in separate envelopes for each entry — NOT EACH CATEGORY.**

# ONLINE ENTRY INSTRUCTIONS

All entries must be submitted via our online contest system, however, some categories will require hard copy(ies) to be mailed to the NYPA office.

Below are the directions for submitting your entries. We strongly recommend that you start making your entries early. You do not have to submit all entries at one time. You are able to continue to add more entries up until the deadline date.

**Deadline for all entries is January 11, 2022.**

If you have any questions or problems, please contact Jill Van Dusen at: [jill@nynewspapers.com](mailto:jill@nynewspapers.com) or call **518-464-6483** ext. 25.

## ONLINE ENTRY INSTRUCTIONS

1. Go to: <https://contest.nynewspapers.com>
2. Download the BNC Contest Rules and Entry Forms.
3. Click on "Enter Contest Online" in the Member Newspaper Box.
4. Create User Account (you will receive an email with a link that you must click on in order to activate your account).
5. Log into your account.
6. Select your "Newspaper" from the drop-down list.
7. Select the "Category" that you are submitting from the drop-down list. **ALL entries** must be logged into the online system, including entries that require that a hard copy be mailed to NYPA. If you are mailing in hard copy of the entry, you do not need to upload a file for that entry.
8. In the "Article/Photo Description" box, please enter the headline of the article or a description of the photo so that we know what the correct entry is. For online categories, please enter the URL of the page.
9. In the "Author" box, please enter the writer, photographer, or designer's name.
10. The "Division" box will automatically fill in with your newspaper's correct division. If the division needs to be changed due to your entry running in multiple newspapers or due to another reason, please over-ride the division number and enter a explanation in the "Reason for Division" box (a separate box will appear).
11. Click on the "Browse" button to upload your pdfs. If the category requires hard copies to be sent to the NYPA office, you can skip this step.
12. Select the file(s) that correspond with your entry. **Please submit only ONE entry at a time (you may select multiple files for that one entry).** Please keep the file size to 15MB or less to aid judges in accessing your entry.
13. For entries that require cover letters and/or headshots, please upload them at the same time.
14. Enter your name in the appropriate box.
15. Click on the "Submit Entry" button. Please allow time for the file to upload. It can take a few minutes for a large file.
16. Your entry will appear in your "cart" at the bottom of the page.
17. Once uploaded, you can view what you just uploaded. If it is not correct, you can click on the "Delete" button to remove that entry.
18. To submit your next entry, go back up to the "Newspaper" name box if you need to change to a different newspaper; otherwise select from the "Category" drop-down list again.
19. When you have completed submitting this round of entries, please click on the "Enter Payment Information" button. You will not be charged until after the January 9th deadline but payment information must be entered before your entries will be submitted to the contest.
20. You will be redirected to a secured page to enter your credit card information.
21. Enter your credit card information.
22. Click on the "Return to Entry Screen" button if you want to continue to add/change your entries. Otherwise, click on the Logout button at the top right of your screen.
23. Those entries are now officially submitted. You may still add more entries at a later time as you will be able to view what has previously been entered into your shopping chart. If you need assistance, please contact Jill Van Dusen.

Completed entry forms can be faxed to 518-464-6489 to the attention of Jill Van Dusen, or email to: [jill@nynewspapers.com](mailto:jill@nynewspapers.com)

## PREPARATION OF HARD COPY ENTRIES

For categories 3, 10, 11, 12, 50, 51, 52 and 53 that require hard copies to be sent to NYPA, please put only ONE complete contest entry in an envelope. Please mark in the top right hand corner, your newspaper name, the category name and/or number, and the appropriate division number.

- Mail entries to:  
**New York Press Association**  
**Attn: Jill Van Dusen / BNC**  
**621 Columbia St. Extension, Ste. 100**  
**Cohoes, NY 12047**



# EXCELLENCE AWARDS

## Newspaper of the Year Award

The Newspaper of the Year Award will be presented to the newspaper which accumulates the greatest number of total contest points.

## The Stuart C. Dorman Award for Editorial Excellence

The Stuart C. Dorman Award will be given for editorial excellence, based on the following point system:

Each 1st place award .....	20 points
Each 2nd place award .....	10 points
Each 3rd place award .....	5 points

The paper with the highest point total for categories 3-11, 15-37, and 42-47 at the end of the contest is the winner.

## John J. Evans Award for Advertising Excellence

The John J. Evans Award will be given for best overall newspaper advertising. The winner of this award will be the newspaper which has accumulated the greatest number of points in categories 12, 52-58, 61-64.

Each 1st place award .....	20 points
Each 2nd place award .....	10 points
Each 3rd place award .....	5 points

## 3. Past Presidents' Award for General Excellence

**Attention newspaper groups:** Newspapers belonging to a chain or group of newspapers must contain substantially different content if multiple newspapers from the same group enter this category. Judges will have the discretion to disqualify entries if the content is largely common to multiple newspapers.

Two circulation divisions — (1) under 6,000; (2) 6,000+

Submit one complete issue from three separate months within the contest year.

Judging will be on the following basis:

News (coverage; quality of writing; headline language) .....	20 points
Use of pictures and artwork, reproduction .....	10 points
Community Engagement .....	10 points
Editorial page(s) .....	10 points
Front page .....	10 points
Family/Life/Feature pages .....	10 points
Sports Section .....	10 points
Advertising design and layout; quality and technique of copywriting; handling of classifieds and/or reader ads .....	10 points
Graphic design & typography .....	10 points

## 4. "Rookie" Reporter of the Year

This award is to honor an entry-level staffer who has been employed by the newspaper for eighteen months or less as of December 31, 2018, and who has had no previous employment in the newspaper industry. Submit pdf of pages of five examples of the reporter's work, along with a cover letter specifying when the reporter joined the paper and what his or her responsibilities have been during that time. **Entries must be accompanied by a sworn statement from the publisher certifying the reporter has less than eighteen months of professional experience.** You **must** also upload a headshot (as a high-resolution jpeg) and a biographical sketch of the nominee (as Word.doc or pdf). Entries received without a headshot and bio will be disqualified.

## 5. Writer of the Year

Submit pdf of pages of five examples of the work of one writer. This award is to honor a staff member and to recognize outstanding writing during the contest year. Entrant is to demonstrate versatility in writing both news and feature stories. You **must** also upload a headshot (as a high-resolution jpeg) and a biographical sketch of the nominee (as Word.doc or pdf). Entries received without a headshot and bio will be disqualified.

## 6. Sports Writer of the Year

Submit pdf of pages of five examples of the work of one writer. This award is to honor a staff member and to recognize outstanding writing. Entrant is to demonstrate versatility in writing both sports news and sports feature stories during the contest year. You **must** also upload a headshot (as a high-resolution jpeg) and a biographical sketch of the nominee (as Word.doc or pdf). Entries received without a headshot and bio will be disqualified.

## 7. Photographer of the Year

This award honors a staff member and recognizes outstanding work in photojournalism during the contest year. Entrant is to submit 12 PHOTOS taken during the past year. This will include both news and feature photos of varied topics. Submit a pdf of tearsheet for each picture as proof of publication, as well as a jpeg of each photo. You **must** also upload a headshot (as a high-resolution jpeg) and a biographical sketch of the nominee (as Word.doc or pdf) detailing the photographer's experience with the newspaper. Entries received without a headshot and bio will be disqualified.

## 8. Best Front Page

Four circulation divisions — (1) Tabloid, under 4,000; (2) Tabloid, 4,000-8,000; (3) Tabloid, over 8,000; (4) Broadsheet of any circ.

Submit pdf of page from three editions, all from separate months within the contest year.

Entries will be judged on the following basis:

Makeup design, typography, general appearance .....	40 points
Story presentation and writing .....	30 points
Headline quality and relation to story .....	15 points
Effective use of photography .....	15 points

## 9. Best Editorial Page

Submit pdf of complete editorial page(s) from three issues, all from separate months within the contest year. Entries will be judged on the following basis:

Editorial writing (variety, effectiveness, writing quality) .....	35 points
Other writing (letters to the editor, columns, commentary, cartoons) .....	35 points
Makeup design, original art, typography, general appearance .....	20 points
Headlines .....	10 points

## 10. Photographic Excellence

**Attention newspaper groups:** Newspapers belonging to a chain or group of newspapers must contain substantially different content if multiple newspapers from the same group enter this category. Judges will have the discretion to disqualify entries if the content is largely common to multiple newspapers. Submit two complete editions from two separate months within the contest year.

Judging will be on the following basis:

Photos (how they are displayed, cropped, etc.) .....	30 points
Originality and quality of photos .....	30 points
Local interest .....	20 points
Repro quality .....	10 points
Captions .....	10 points

## 11. Richard L. Stein Award for Overall Design Excellence

**Attention newspaper groups:** Newspapers belonging to a chain or group of newspapers must contain substantially different content if multiple newspapers from the same group enter this category. Judges will have the discretion to disqualify entries if the content is largely common to multiple newspapers. Submit two complete editions from two separate months within the contest year.

Limited to one entry per newspaper. Judging will be on the following basis:

Front page .....	15 points
Editorial pages .....	15 points
Typical inside page layout .....	15 points
Feature, lifestyle, or sports page(s) .....	15 points
Photography, graphics .....	15 points
Advertising design .....	15 points
Headline and text typography, including standing heads .....	10 points

## 12. Advertising Excellence

Submit complete edition from two separate months within the contest year. Copy generated by an agency must be marked by writing the word "AGENCY" in bold red letters.

Judging will be on the following basis:

Layout and format of ad pages .....	30 points
Originality and quality of ad design .....	30 points
Quality and technique of copywriting .....	30 points
Classified and/or reader ads .....	10 points

## 13. Sharon R. Fulmer Award for Community Leadership

This prestigious award will be presented in recognition of local leadership initiatives which were launched, promoted and encouraged by the newspaper. Leadership actions may have caused something positive to happen or may have prevented something negative from happening. General reports on local government and organizations are not eligible. Any editorials, exhibits, meetings sponsored by the newspaper, house ads, or flyers relating to the effort may be submitted. If entry ran common in multiple newspapers, it must be submitted in the circulation category matching the combined circulation of those newspapers. Cover letter allowed. The project must have either started or ended within the contest period. The winner of this award will receive a plaque and \$500 contribution to the community project or charity of their choice.

## 14. Best News Web Site

Judged on the complete Web site (including blogs, multi-media, audience engagement, advertising, design, ease of navigation, quality of content, email alerts, as well as use of the Web site to drive people to the print product, and vice versa. Provide newspaper Web address (url link) and any login and password if required.

## 15. Thomas G. Butson Award for Investigative/In-depth Reporting

Three circulation divisions — (1) under 4,000; (2) 4,001-12,000; (3) over 12,000

Submit pdf of page of a single story or series of stories on the same subject, such as environmental, health, crime or social issues, which could combine elements of news and/or feature writing and which indicate a considerable degree of research and/or investigation. The series must have either started or ended within the contest period. Excellence and depth of research, quality of presentation, and the overall impact of the topic of the story or series will be taken into account by the judges.

You may submit a letter of explanation. (**Maximum limit of up to 10 entries per paper**)

The first-place winners in each circulation division will be awarded a \$250 cash prize, courtesy of Elizabeth M. Butson, who established this award in memory of her late husband, a retired New York Times assistant news editor, former assistant managing editor of the Toronto Star, and editor of the Villager and Downtown Express.

## EDITORIAL COVERAGE

### 16. Coverage of Local Government

Two circulation divisions — (1) under 6,000; (2) 6,000+

Submit a maximum of five articles from within the contest year. Reporting on governmental affairs must be by members of the newspaper's own staff. Emphasis is on quality coverage of the town or village board or similar local government agencies. Entries will be judged on thoroughness of reporting and enterprise of reporter in uncovering facts not included in government handouts. Focus is on overall coverage, not on one specific article. All stories to be included in this category must be clearly marked.

### 17. Coverage of Education

Two circulation divisions — (1) under 6,000; (2) 6,000+

Submit a maximum of five articles from within the contest year. Emphasis is on quality coverage of local education, school news, educational matters and school board business. Entries will be judged on thoroughness of reporting and enterprise of reporter in uncovering facts not included in school board and school handouts. Focus is on overall coverage, not on one specific article. All stories to be included in this category must be clearly marked.

### 18. Coverage of Business, Financial & Economic News

Submit a maximum of five articles from within the contest year. Emphasis is on quality coverage of local business and economic news. Entries will be judged on thoroughness of reporting and the newspaper's enterprise in covering the subject. Focus is on overall coverage, not on one specific article. All stories to be included in this category must be clearly marked. If appropriate, judges may elect to award separate first, second and third place awards to non-business publications.

### 19. Coverage of the Arts

Two circulation divisions — (1) under 6,000; (2) 6,000+

Submit a maximum of five articles from within the contest year. Emphasis is on quality coverage of local arts. Judges will consider depth and breadth of coverage, packaging, including typography and design, and thoroughness of reporting. Focus is on overall coverage, not on one specific article. Judges may elect to award separate first, second and third place awards if appropriate, to non-arts publications.

### 20. Coverage of the Environment

Submit a maximum of five articles from within the contest year. Emphasis is on quality of coverage. Entries will be judged on the thoroughness of reporting and the newspaper's enterprise in coverage. Focus is on overall coverage, not on one specific article.

### 21. Coverage of Health, Health Care & Science

Submit a maximum of five articles from within the contest year. Emphasis is on quality coverage of hospital, health department and health agency news. News of a scientific nature may be included. Entries will be judged on thoroughness of reporting and the newspaper's enterprise in covering this subject. Focus is on overall coverage, not on one specific article.

### 22. Headline Writing

Submit a maximum of five articles from within the contest year. Emphasis is on quality of headline writing throughout the newspaper. Entries will be judged on how accurately, succinctly and creatively content of stories are conveyed to readers. Focus is on overall headlines, not on one specific headline.

### 23. Coverage of Crime / Police / Courts

Two circulation divisions — (1) under 6,000; (2) 6,000+

Submit a maximum of five articles from within the contest year. Emphasis is on quality of local coverage of crime, police and courts. Entries will be judged on thoroughness of reporting and quality of writing. All stories to be included in this category must be clearly marked in red.

### 24. Coverage of Elections / Politics

Submit a maximum of five articles from within the contest year. Emphasis is on quality of local coverage of elections and politics. Entries will be judged on depth of coverage, balance in reporting and quality of writing. Focus is on overall coverage, not on one specific article. All stories to be included in this category must be clearly marked.

### 25. Coverage of Agriculture

Submit one edition from each of two months. Emphasis is on quality coverage of agriculture. Entries will be judged on thoroughness of reporting, enterprise, and knowledge and understanding of subject matter. Focus is on overall coverage, not on one specific article. All stories to be included in this category must be clearly marked.

### 26. Coverage of Religion

Submit marked tearsheets from each of two months with entries clearly marked. Emphasis is on quality of coverage. Entries will be judged on thoroughness of reporting and enterprise. Focus is on overall coverage, not on one specific article. Judges may elect to award separate first, second and third place awards to non-religious publications if appropriate.

### 27. Sports Feature

Three circulation divisions — (1) under 4,000; (2) 4,000-8,000; (3) over 8,000

Submit pdf of page of any feature of local sports subject, item, person or group. If feature is provided in installments, submit tearsheet from each issue in the series.

## EDITORIAL DEPARTMENT

### 28. Solutions Journalism Project

This award recognizes excellence in a solutions, evidence-based journalism project that includes coverage of a widely shared problem, as well as evidence-based solutions reporting with a newsworthy response. Judges will look for rigorous and compelling editorial work that creates awareness and impact on a social problem in the community.

### 29. Sports Coverage

Submit one set of sports pages or section from each of two months of the contest year. Emphasis is on quality and breadth coverage of local sports. Focus is on overall coverage, not on one specific article. Entries will be judged on thoroughness of reporting, enterprise, and breadth of coverage.

### 30. Spot News Coverage

Three circulation divisions — (1) under 4,000; (2) 4,000-8,000; (3) over 8,000

Submit pdf of page, showing coverage of a single news event (such as a fire, flood, windstorm, etc.), or any event where the paper has provided extensive coverage. Consideration will be given to deadline pressure and other spot news problems. You may submit a letter of explanation. (Maximum limit of up to 10 entries per paper)

### 31. News Story

Five circulation divisions — (1) under 4,000; (2) 4,000-6,000; (3) 6,001-8,000; (4) 8,001-12,000; (5) over 12,000

Submit pdf of page with story clearly marked. Consideration will be given for timeliness, difficulty in obtaining story, use of sources (including documents), completeness of coverage, sentence and paragraph structure, and impact of lead. You may submit a letter of explanation. (Maximum limit of up to 10 entries per paper)

### 32. Feature Story

Six circulation divisions — (1) under 3,000; (2) 3,000-4,000; (3) 4,001-6,000; (4) 6,001-8,000; (5) 8,001-9,000; (6) 9,001-12,000; (7) over 12,000

Submit pdf of pages of any feature on any local subject, item, person or group. If a feature is covered in more than one issue, submit tearsheet of each installment. Entries will be judged on quality of writing, originality, style, and human interest. (Maximum limit of up to 10 entries per paper)

### 33. Best News or Feature Series

Three circulation divisions — (1) under 4,000; (2) 4,001-12,000; (3) over 12,000

Submit pdf of pages of a series of feature stories or news stories on the same subject, such as people, places, business, recreation, fashion, sports, hobbies, etc. The series must have started and/or ended within the contest period. The emphasis is on writing, breadth of coverage, presentation, and supporting art or photos. (Maximum limit of up to 10 entries per paper)

### 34. Best Obituaries

Submit pdf of obituary pages from two separate issues with entries clearly marked. Emphasis is on quality of writing, reader interest and presentation.

### 35. Editorials

Two circulation divisions — (1) under 4,000; (2) over 4,000

Submit one editorial from three separate months within the contest year. Editorials may be of any length but must be written by a regular staff member and should explicitly indicate the newspaper's stance or leadership role on local issues. Entries will be judged on subject matter, timeliness, writing ability and effectiveness. You may submit a letter of explanation.

### 36. Best Column

Three circulation divisions — (1) under 4,000; (2) 4,001-12,000; (3) over 12,000

A locally-written, issues oriented column. It need not appear on a regular basis. Judging will be based on issue treatment, local appeal, originality and writing quality. Each entry will consist of three columns by the same writer.

### 37. Editorial Cartoon

Submit pdf of the page showing cartoon. It must be locally drawn. Consideration will be given to timeliness and visual impact as well as artistic techniques. Submit name of cartoonist. You may submit a letter of explanation.

## DIGITAL

### 38. Best Use of Video

Judges will consider creativity, innovation and impact as well as how effectively the video content delivers the intended message. The video can be either for advertising or news/event coverage.

### 39. Best Podcast

This category recognizes journalistic storytelling told through a podcast on newspaper websites. Judges will consider quality of subject matter that educates, inspires and/or entertains. Entries may be an individual episode or a series of stories within the contest period.

### 40. Best Sponsored Content

Entries can be a single article or a series of articles that draw the reader in with a commercial destination in mind. Delivering content that is informative, relevant and entertaining that it is part of readers' consumption of editorial content.

### 41. Best Newsletter

Recognizing newsletters that grow, support, and enhance news products. Judges will be asked to consider if the product increases audience engagement while sharing value-added content. Submit three (3) editions of your newsletter with a letter describing your strategy, targeted audience, and reader engagement details.

## PHOTOGRAPHY AWARDS

### 42. Feature Photo(s)

Three circulation divisions — (1) under 4,000; (2) 4,000-8,000; (3) over 8,000

Submit pdf of tearsheet showing an unusual event, item or person, or any unusual photo (or photos) of a commonplace event, item or person (as distinguished from a spot news photo). Entries should include the name of the photographer and any technical or other information deemed helpful. You may not submit the same entry in Category #45 (Art Photo). Entry can include more than one photo of the same event. You may submit a letter of explanation.

### 43. Sports Action Photo(s)

Three circulation divisions — (1) under 4,000; (2) 4,000-8,000; (3) over 8,000

Submit pdf of tearsheet of any single subject photograph(s) of an actual sports event or competition in progress, and in which the action of the event is the prime interest. Entry can include more than one photo of the same event.

### 44. Sports Feature Photo(s)

Submit pdf of page of any single subject photograph(s) of a sports event, individual competitor or group of competitors, or unusual occurrence in which action is not necessarily the prime interest. Entry can include more than one photo of same event.

### 45. Art Photo

Two circulation divisions — (1) under 6,000; (2) 6,000+

Submit pdf of page of a local scene or landscape. Entries will be judged on photographic composition and must be of local interest. You may not submit the same entry in category #42 (Feature Photo).

### 46. Picture Story

Submit pdf of pages of any series of feature pictures that tell a story of other than a breaking news event. Other than an introduction, the only copy should be captions. Include the name of the photographer(s) and any technical or other information deemed helpful.

### 47. Spot News Photo(s)

Three circulation divisions — (1) under 4,000; (2) 4,000-8,000; (3) over 8,000

Submit pdf of page(s) of actual news event. Judging factors will be timeliness, technique and quality. Entry should include the name of the photographer(s) and any other information deemed helpful. Entry can include more than one photo of same event.

## DESIGN AWARDS

### 48. Graphic Illustration / Infographic

Submit pdf of page of an illustration supporting a single story. Entries may be drawn freehand or be computer-produced. Charts, graphs, maps, line-drawings, digitally manipulated photographs and paintings are all eligible. The entry must be clearly marked.

### 49. Best Special Section Cover

To be judged on creativity, relation to section, color application and overall eye appeal, produced solely by the newspaper. You may not submit the same entry in category #48 (Graphic Illustration).

**If an entry runs common in multiple newspapers, it must be submitted in a circulation category matching the COMBINED CIRCULATION of those newspapers.**



## SPECIAL SECTIONS

### 50. Special Sections / Niche Publications - Newsprint

Two circulation divisions — (1) under 8,000 (2) over 8,000

Any section on a special subject or theme printed on **newsprint** qualifies for this category. Judges will take into account quality of editorial content and graphic design. Special consideration will be given to locally prepared editorial and ad content, as well as particular interest or importance to the community. **If an entry runs common in multiple newspapers, it must be submitted in a circulation category matching the COMBINED CIRCULATION of those newspapers.** You may submit a letter of explanation.

### 51. Special Sections / Niche Publications - Glossy

Any section on a special subject or theme printed on **glossy stock** qualifies for this category. Judges will take into account quality of editorial content and graphic design. Special consideration will be given to locally prepared editorial and ad content, as well as particular interest or importance to the community. **If an entry runs common in multiple newspapers, it must be submitted in a circulation category matching the COMBINED CIRCULATION of those newspapers.** You may submit a letter of explanation.

### 52. Magazine

Any free standing magazine or niche publication published at regular intervals during the contest year (eg. monthly, business magazine, quarterly health and fitness, woven, home, etc). Judges will consider design, depth and breadth of local content, photography, advertising. You may submit a letter of explanation describing distribution, staffing, profitability, publication cycle.

### 53. Best Real Estate / Home Section or Magazine

Any section, regularly published or special edition, devoted to real estate, homes, building, furnishing, decorating, garden, etc. Judges will consider quality of editorial content, graphic design, advertising layout and design, use of color, and overall reader appeal. Special consideration will be given to locally prepared editorial content. You may not submit the same entry in category #50, 51 and/or 53.

**If an entry runs common in multiple newspapers, it must be submitted in a circulation category matching the HIGHEST CIRCULATION of those newspapers.**

### 54. Best Special Section — Advertising

Multi-advertiser section revolving around a single theme, produced solely by the newspaper. Judged on uniqueness of idea, volume of representation and overall layout. You may not submit the same entry in categories 50 and 51 and/or 54 and 58. **If an entry runs common in multiple newspapers, it must be submitted in a circulation category matching the COMBINED CIRCULATION of those newspapers.**

## ADVERTISING AWARDS

### 55. Best Advertising Campaign

A series of ads, three or more different ones, conceptualized and executed solely by the newspaper for a single advertiser or a single group of advertisers. **All ads must be created and produced by the newspaper. Emphasis will be on the cohesiveness of the campaign.**

### 56. Best Large Space Ad

Three circulation divisions — (1) under 4,000; (2) 4,000-8,000; (3) over 8,000

Judges will consider the creativity of layout and copy, along with originality and impact. Ad must be conceptualized and executed solely by the newspaper. Ads must be a half-page or larger. **All ads must be generated by the newspaper. If an entry runs common in multiple newspapers, it must be submitted in a circulation category matching the HIGHEST CIRCULATION of those newspapers.**

### 57. Best Small Space Ad

Three circulation divisions — (1) under 4,000; (2) 4,000-8,000; (3) over 8,000

Same as Category #59 (Best Large Space Ad), except the ads must be less than half-page. **All ads must be generated by the newspaper. If an entry runs common in multiple newspapers, it must be submitted in a circulation category matching the HIGHEST CIRCULATION of those newspapers.**

### 58. Best Multi-Advertiser Pages

Multi-advertiser page or pages (not a special section — no cover, and minimal editorial) revolving around a single theme: shopping center, seasonal merchandise, specialty stores, holiday, etc. Judged on uniqueness of idea, volume of representation, and overall layout. **If an entry runs common in multiple newspapers, it must be submitted in a circulation category matching the HIGHEST CIRCULATION of those newspapers.**

### 59. Best Media Kit/Sales Collateral Material

Recognizes the quality of promotional piece(s) including market books, rate cards, research pieces or pamphlets used to support the sale of advertising in any or all the newspaper's advertising products. Judges will be asked to consider the potential effectiveness of the material as sales ammunition that positions the paper for success.

## ADVERTISING AWARDS

### 60. Audience Development Promotion

Entries should consist of marketing/ activities that promote newspaper sales and readership of the paper's print or digital products, including advertising that directly solicits newspaper subscriptions or newsstand purchases and digital product usage/ subscriptions, newspaper-sponsored events, contests, public relations, etc. Judges will be asked to consider originality of the messaging strategy and presentation, as well as results obtained.

### 61. Best Local Business Support Campaign

Best innovative and creative campaign appearing in print or online that directly supported local businesses in community. IMPORTANT! Entry should include a one-page summary of how the campaign helped the local business, and the results of the campaign.

### 62. Best House Ad / Ad Campaign / Sales Promotion

Three circulation divisions — (1) under 6,000; (2) 6,000+

Ad produced by staff to promote an aspect of the newspaper. This may be for circulation, advertising/ marketing, editorial positioning or general image enhancement. **If an entry runs common in multiple newspapers, it must be submitted in a circulation category matching the HIGHEST CIRCULATION of those newspapers.**

### 63. Innovative Ad Project

An innovative project or idea initiated by the a paper's advertising department that resulted in additional revenue for the newspaper. Entries should include a short description of the project or idea, information on actual or projected revenue generated, and the product itself, which may have appeared online, in print, or both. All entries will be included in NYNAME's 2018 Innovative Ideas book.

### 64. Classified Advertising

Submit classified page(s) from any one issue during the contest 2021 year. Judged on organization, design, readability, and in-house promotion.

### 65. Bloopers of the Year

Despite our best efforts, bloopers seem to occur. Share yours with your fellow association members.

## BONUS COVID AWARDS

### Best COVID-19 News Story

### Best COVID-19 Feature Story

### Best COVID-19 Infographic

**\*\*You may not submit the same entries in News Story, Feature Story or Infographic categories in the main contest.**

Entries in these categories will be eligible to earn 20 points for 1st place; 10 points for 2nd place and 5 points for 3rd place.

All entries in ALL categories must be submitted via our online contest system, however, those entries requiring hard-copy (displayed in RED) must be placed in separate envelopes for each entry — NOT EACH CATEGORY — all envelopes packaged in one (or more) box(es).