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NEW ENGLAND NEWSPAPER ADVERTISING EXECUTIVES ASSOCIATION

A globe of the Earth is the central focus, showing continents and oceans. It is set against a dark blue square background that has been torn at the edges, with pieces of white paper-like material peeling away. The globe is surrounded by a light-colored, grid-like pattern of horizontal and vertical lines.

Advertising
Awards
Competition
2010

Submit ideas that worked for your newspaper in 2009/2010.

The success of NENAEA depends on participation from our members. Judges are looking for ideas for ads to create, design, sell, publish and generate revenue for our customers and our newspapers.

The program has been developed by the Advertising Awards Committee to achieve the ultimate benefit for NENAEA and to showcase the creativity of the newspaper to the advertiser.

The variation of categories, rules and regulations, and overall guidelines were established with the mission of presenting an effective tool to share our newspaper knowledge and have the ability to network new and challenging ideas with each other, to broaden our horizons in the newspaper industry beyond our traditional methods.

A special thanks to Metro Creative Graphics for all their years helping support this contest.

Regulations & Eligibility

Contest is open to members of the New England Newspaper Advertising Executives Association. Entries must be prepared by newspaper representatives.

- Entries submitted must have been published between August 1, 2009 and July 31, 2010.
- Previous winning entries must consist of new examples of the campaign for this year's entry.
- Entries that fail to conform to the regulations will be disqualified. NENAEA reserves the right not to judge or display entries that are deemed disqualified.

Classifications

- Entries may be submitted in one of the following circulation groups:
CLASS I: Newspapers under 22,000
CLASS II: Newspapers 22,001 - 60,000
CLASS III: Newspapers over 60,001
- Each newspaper may submit a maximum of four entries per category

Judging

- All entries in the NENAEA Advertising Contest will be judged on the following criteria:
 1. Originality - Unique sales idea promoting product or service.
 2. Adaptability - Can this ad be adapted and implemented at other newspapers?
 3. Copy & Design - Effective layout, art and copy.
 4. Case History - Method of sales presentation, results and revenue generated must accompany all entries.
- Any entry not meeting the above criteria will be disqualified.

Entry Instructions & Fees

- Enclose an entry fee of \$8.00 for each entry. Make check payable to NENAEA Advertising Contest.
- **Entries must consist of actual tearsheets or products; no laser printer copies accepted.**
- Entry forms should be secured by paper clip or fastener to entered ad/product. Please no stapling or display boards. No electronic versions please (except Category 14).
- All entries must be received by 5:00 p.m. August 2, 2010.
- Mail entries to: Wayne Chick, Vice President, Foster's Daily Democrat, 150 Venture Drive, Dover, NH 03820.
- For more information, please call Wayne Chick (603)740-3245.

ENTRY CATEGORIES

1. New Revenue Builder Idea

Submit an idea that brought new incremental revenue to your newspaper. It can be an event you developed/participated in to build revenue; a campaign sold to a non-traditional advertiser; a special section and/or new product the paper produced. Think “out-of-the-box” for this entry.

2. Best Display (full page ad)

Judging will be based on originality, creativity in the use of typeface and art work plus general reader appeal (no self-promotion house ads).

3. Best Display (less than full page)

Judging will be based on originality, creativity in the use of typeface and artwork plus general reader appeal (no self-promotion house ads).

4. Best Display Ad Series

Judging will be based on originality, creativity in the use of typeface and artwork plus general reader appeal (no self-promotion house ads).

5. Best Niche Publication

This special niche publication can be any printed product that is sold as a stand-alone product for a specific targeted market.

6. Best Regularly Scheduled Special Newspaper Section

This section should be published annually. Judging will be based on the concept, content, creativity, and reader appeal.

7. Best One Time Special Newspaper Section

Includes all sections that are not routinely published. A vendor-funded section is appropriate. Judging will be based on the concept, content, creativity, appearance and reader appeal.

8. Best Display Automotive Ad

Judging will be based on originality, creativity in the use of typeface and artwork, plus general reader appeal.

9. Best Business to Business and/or Services Ad, Publication and/or Campaign

Newspapers should submit individual, group pages, special sections and any other promotion that encourages business to promote other businesses. Judging will be based on creativity and general reader appeal.

10. Best Self-Promotion Ad

Entries should be examples of your newspaper’s self promotion, including classified, editorial advertising and the Internet.

11. Best Multiple Participant Advertisement

This award is presented for any group page with ads that are related either geographically or thematically. Judging will be based on originality, creativity in the use of typeface and artwork, use of color, plus general reader appeal.

12. Advertising Agency Award

This award is especially to showcase the creative acumen of our many advertising agencies. Submit single ads, ad series and complete campaigns created by an advertising agency.

13. Revenue Generating Event Marketing

(Example: job fair, bridal show, town fair, etc.)

Submit any event initiated or co-promoted by the newspaper that generated ancillary revenue and contributed to the success of the partnering party.

14. Best Web Site Idea

We are looking for successful examples of a newspaper designed and created Internet and/or web site revenue generating idea-banner, in-column, just about anything that helps generate new business. Please submit a URL, a static page or disc.

15. Judges’ “Best of Show”

Judges will select a “Best of Show” winner from all the first place winners in each category. Appearances and revenue producing value will be considered as well as the Judges’ individual considerations.

Awards Presentation

Presentation of awards will take place at the NENAEA Fall Conference in October.

1st, 2nd, and 3rd place winning entries will be published in a special awards booklet that will be distributed at the conference.

1st place winners will be awarded a plaque for their newspaper.

2nd and 3rd place winners will receive certificates.

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NEW ENGLAND NEWSPAPER ADVERTISING EXECUTIVES ASSOCIATION

'10 Advertising Awards Competition Form

Deadline August 2, 2010 5:00 p.m.

This form or an exact reproduction must accompany every entry and must be submitted in the form of a tearsheet as printed.
Mail entries to: Wayne Chick, Vice President, Foster's Daily Democrat, 150 Venture Drive, Dover, NH 03820.

NEWSPAPER NAME

ADDRESS

CITY

STATE

ZIP

MEMBER NAME

ARTIST NAME

PHONE

FAX

Circulation Category (check one)

Class I

(NEWSPAPERS UNDER 22,000)

Class II

(NEWSPAPERS 22,001-60,000)

Class III

(NEWSPAPERS OVER 60,001)

Entry Category (check one)

- | | | |
|---|--|--|
| <input type="checkbox"/> 1 New Revenue Builder Idea | <input type="checkbox"/> 7 Best One Time Special Newspaper Section | <input type="checkbox"/> 12 Advertising Agency Award |
| <input type="checkbox"/> 2 Best Display - Full Page Ad | <input type="checkbox"/> 8 Best Display Automotive Ad | <input type="checkbox"/> 13 Revenue Generating Event Marketing |
| <input type="checkbox"/> 3 Best Display Less than Full Page | <input type="checkbox"/> 9 Best Business to Business and/or Services ad, publication and/or campaign | <input type="checkbox"/> 14 Best Web Site Idea |
| <input type="checkbox"/> 4 Best Display Ad Series | <input type="checkbox"/> 10 Best Self Promotion Ad | <input type="checkbox"/> 15 Judges' "Best In Show" |
| <input type="checkbox"/> 5 Best Niche Publication | <input type="checkbox"/> 11 Best Multiple Participant Ad | |
| <input type="checkbox"/> 6 Best Regularly Scheduled Special Newspaper Section | | |

NAME OF PROMOTION

BRIEF EXPLANATION (OBJECTIVE, EXECUTION, RESULTS, ETC.):
