

2021 NEW ENGLAND BETTER NEWSPAPER COMPETITION

ADVERTISING/CIRCULATION/PROMOTION DIVISION

Welcome to the 2021 Better Newspaper Competition - New England's largest and most comprehensive journalism recognition program. NENPA member newspapers from Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont are invited to enter.

In this packet you will find all of the information necessary to prepare your **advertising, circulation and promotion** entries, including a list of competitive categories, complete rules and guidelines, the criteria that each contest category will be judged upon, entry forms and labels.

Work published by daily, weekly and specialty newspapers during the **August 1, 2020 to July 31, 2021** contest year is eligible for this competition.

The Better Newspaper Competition includes two divisions:

- Editorial/Multimedia/Photography
- **Advertising/Circulation/Promotion**

There is a separate packet of information for each division with specific rules that you can refer to when preparing your entries.

The deadline to submit entries is **Friday, December 3, 2021**.

Awards will be presented during the annual New England Newspaper Convention, which will be held in Spring 2022.

We wish you the very best of luck in this year's competition! If questions come up while preparing your entries please email l.conway@nenpa.com.



2021 NEW ENGLAND BETTER NEWSPAPER COMPETITION

ADVERTISING/CIRCULATION/PROMOTION RULES AND GUIDELINES

To submit entries, go to www.newspapercontest.com/nenpa and register.
Please enter association code: NENPA

1. COMPETITION YEAR

The competition is open to all NENPA member newspapers. Work published between August 1, 2020 and July 31, 2021 is eligible. An initiative or campaign that started before the cut off date but continued beyond that date is eligible in its entirety.

2. DEADLINES

Entries should be uploaded by **November 26, 2021**.

3. ELIGIBILITY

All NENPA member newspapers in good standing are eligible to enter the competition. ***Please be sure that your NENPA dues are up to date in order to enter.***

4. NEWSPAPER GROUPS

Newspaper groups entering an item that appeared in more than one of its newspapers may enter it only once. If the item ran in newspapers in different circulation classes, it should be entered by the newspaper in the highest circulation class.

5. CIRCULATION CLASSES

Circulation class is determined by your most recently published circulation figure.

Circulation classes are defined as:

Daily 1 - up to 14,999 weekday circulation

Daily 2 - 15,000+ weekday circulation

Weekly 1 - up to 4,999 weekly circulation

Weekly 2 - 5,000+ weekly circulation

Specialty and Niche publications

News Services and Online News Sites

6. INDIVIDUAL ENTRIES

Individuals whose work was published in a NENPA member publication may submit their own additional entries if the newspaper has not already submitted the work.

7. COST

- An overall competition entry fee of \$25 per newspaper is required, plus \$22 for each entry.
- If your paper is entering multiple divisions the \$25 newspaper entry fee only has to be paid once.

NENPA will generate and send an invoice after the final contest deadline.

8. INSUFFICIENT ENTRIES

If not enough entries are received in any category, the staff reserves the right to combine circulation classes and/or change the number of awards given.

NOTE: All ads submitted **must have been prepared by the paper submitting them.** Mats, artwork, or other previously prepared parts may be used as long as the advertisement is written and composed by the newspaper. Awards in this category will be made in the newspaper's name; therefore, individual names are not required on the entry labels.

Questions? Call the NENPA Office (617) 794-4537 or email L.Conway@nenpa.com.

2021 NEW ENGLAND BETTER NEWSPAPER COMPETITION
ADVERTISING/CIRCULATION/PROMOTION DIVISION

The Advertising/Circulation/Promotion division consists of **38** competitive categories.
Newspapers are eligible to compete in six classes:

- ◆ Dailies with circulation under 15k;
- ◆ Weeklies with circulation under 5k;
- ◆ Specialty and niche publications
- ◆ Dailies with circulation more than 15k
- ◆ Weeklies with circulation more than 5k
- ◆ News Services and Online News Sites

ADVERTISING

Local Display Ad, Black and White
Local Display Ad, Color
Local Online Ad
Most Creative Use of Small Print Space
Advertiser Campaign
Themed Multiple Advertiser Page(s)

Best Sponsored Content
Best Native Advertising

Automotive Display Ad
Real Estate Display Ad
Best Holiday Ad
Best Health Ad

Newspaper Designed Advertising Insert
Best Integrated Campaign for an Advertiser

Special Section / Advertising Supplement
Events
Online/Virtual Events

Business Innovation
Best Digital Revenue Building Idea
Excellence in Revenue Collaboration and Partnerships
Best Idea for Generating Revenue

SPECIAL RECOGNITION

Best Ad Designer
Advertising Director/Manger of the Year
Advertising General Excellence

NEWSPAPER MARKETING AND PROMOTION

Advertising Sales Media Kit
Audience Building Promotion
Classified Promotion
Specialty Publication Promotion
Digital Product Promotion to Advertisers
Digital Product Promotion to Readers
Advertiser Promotion for Special Section
Niche Publication
Pure Ad Niche Publication
NIE Program / Promotion
Newspaper-Sponsored Event Promotion

Subscription Sales Promotion
Subscriber Retention Program
Contests

PLEASE NOTE: There is no limit on number of entries per category, except in Advertising General Excellence

2021 NEW ENGLAND BETTER NEWSPAPER COMPETITION

ADVERTISING/CIRCULATION/PROMOTION COMPETITIVE CRITERIA

ADVERTISING

Local Display Ad, Black and White - Entries should be paid print ads created by your newspaper for one of its advertisers. Black & white ads are eligible. Judges will be asked to consider the basic idea, layout (including typography, art work, organization), copy and originality.

Local Display Ad, Color - Entries should be paid ads created by your newspaper for one of its advertisers. Color ads (print or digital) are eligible. Judges will be asked to consider the basic idea, layout (including typography, art work, organization), copy, use of color and originality.

Local Online Ad - Entries can be a single ad or campaign that the paper developed for one of its advertisers. Judges will be asked to consider the basic idea, layout (including typography, art work, organization), copy, use of color and unique capabilities the digital format offers, as well as originality. Please submit any evidence that's available regarding the response generated (i.e., click-through rate, coupon redemption, advertiser testimonial, etc.)

Most Creative Use of Small Print Space - Judging will be based on creativity and effectiveness of the advertiser message in an ad that is 10" or smaller.

Advertiser Campaign - Recognizing an outstanding advertising campaign that the paper developed for one of its advertisers. The campaign must consist of at least three ads. Ads may appear in a single issue or over several issues and/or on multiple platforms. Judges will be asked to consider content, design, impact, originality and development of a powerful theme or value proposition. NOTE: Individual ads from this series may also be entered into the single ad categories.

Themed Multiple Advertiser Page(s) - Entries should consist of multiple ads grouped in print and/or online to focus on a single shopping area, concept or theme, such as graduation, Happy New Year, homecoming, drunk driving awareness, etc. Judges will be asked to consider originality, design, clarity, organization, audience and advertiser appeal, and effectiveness.

Automotive Display Ad - Newspaper-generated print or digital ads promoting a local dealership are eligible. Judges will be asked to consider layout (including typography, art work, organization), copy, impact and originality.

Real Estate Display Ad - Newspaper-generated print or digital ads promoting homes for sale or rent by a realtor, builder or complex are eligible. Judges will be asked to consider layout (including typography, art work, organization), copy, impact and originality.

Best Holiday Ad - This award celebrates a holiday ad (or series of ads) of your choice. Judging will be based on originality, creativity in the use of typeface and artwork and reader appeal. No house ads. Paid advertising only.

Best Health Ad - Any ad pertaining to health or healthcare. Judges will consider content, design and impact.

Newspaper Designed Advertising Insert - Print ads that run with or in the paper, but are not printed on pages of the paper are eligible. Judging will be based on creativity and effectiveness of the message. Must be designed for and promote a single advertiser.

Best Integrated Campaign for an Advertiser - This award is for a multi-faceted solution for a client that does not restrict itself only to print or only to digital, but embraces the whole audience. Print can be a newspaper and/or inserted magazine or special section. Digital is not platform-specific. This campaign must be from a single advertiser and include two or more advertising platforms.

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.

Best Native Advertising - Entries should show how you managed to engage and excite an audience while promoting a brand, product or service in a relevant, informative or entertaining way.

Special Section / Advertising Supplement - Please submit the entire section. Entries should be an insert with a theme or environment designed to encourage consumer purchases. The supplement may cover any subject as long as it is run as an addition to the usual edition of the newspaper, but yet still a part of the newspaper (publications that are not run as a part of the newspaper are not eligible). The entry may or may not have editorial copy. Judges will be asked to consider the basic idea, originality, design (including the cover, overall presentation and individual ads), impact and ad volume.

Events - Entries should consist of a description of an event that the newspaper produced in an effort to generate revenue. Judges will be asked to consider the success of the event in generating revenue, as well as its strategic orientation, originality, size and scope. Please include supporting materials and promotion that will help the judges fully understand the event and how it fits into the new organization's marketing mission.

NEW—Online/Virtual Events - Entries should consist of a description of a revenue-generating event that the newspaper produced and executed with a virtual audience. Judges will be asked to consider the success of the event in generating revenue, as well as its strategic orientation, originality and audience. Please include supporting materials and promotion that will help judges full understand the event and how it fits into the news organization's marketing mission.

Business Innovation - This category highlights new approaches to traditional business practices (i.e., a new twist on an old idea) or a completely new business model or idea. Entries should be accompanied by a cover letter that outlines the business objective and financial results of the innovation. Supporting materials, such as URLs to relevant web pages, tear sheets, ads, series, sections, special publications, etc., must be included with entry. Judges will consider originality, scope and the effectiveness of the new initiative.

Best Digital Revenue Building Idea - Submit the new programs you've developed to increase digital revenue. New digital products or digital ad environments, native advertising online, special sales deployment and incentive programs, promotional activities, digital service sales, or any other strategies that increased your digital revenue are eligible. The bottom line is that the program successfully generated more digital ad revenue for your paper. Include a cover note that outlines the program, results and key components that made it so successful. Judges will be asked to consider originality, scope of the program, and the amount of digital advertising revenue generated through the effort.

Excellence in Revenue Collaboration and Partnerships - This award honors news organizations who have formed partnerships or collaborations to generate revenue and better serve customers. A winning entry should show creativity and innovation through a partnership that resulted in new or increased revenue opportunities.

Best Idea for Generating Revenue - All revenue programs are eligible for this award whether they include

new print or digital products, sales incentives, promotional activities, events, digital services, alternate forms of distribution, or any other strategies. The bottom line is that the program successfully generated more revenue. Include a cover note that outlines the program, results and key components that made it so successful. Judges will be asked to consider originality, scope of the program, and incremental revenue generated.

SPECIAL RECOGNITION

Best Ad Designer - Judging will be based on a minimum of 6 pieces by a single designer that shows work for a variety of clients, creativity, and truly effective presentation of advertiser messages.

Advertising Director/Manager of the Year - The purpose of this award is to recognize an exceptional advertising director who fully embraces the challenges newspapers face in today's competitive media environment, and finds ways to truly help his/her customers grow their business while generating substantial revenue for the newspaper. The **New England Advertising Manager/Director of the Year** will be chosen based on outstanding accomplishments during the course of the past year. Please submit a letter of nomination that describes the extraordinary contribution the nominee made to the success of the newspaper this year. Please be specific, including for example yr/yr revenue increases, digital sales progress, new revenue initiatives, leadership style, new sales strategies, etc.

Advertising General Excellence - Entry should consist of **two (2)** issues from the contest year, no two of which can be from the same month, plus your website URL. Judges will be asked to consider quantity of advertising (both print and online), structure and format of ad pages and classified section, originality and quality of locally-produced copywriting and ad design.

NEWSPAPER MARKETING AND PROMOTION

Advertising Sales Media Kit - Recognizes the quality of promotional piece(s) used to support the sale of advertising in any or all of 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.

Audience Building Promotion - Entries should consist of marketing/activities that promote newspaper sales and readership of the paper's print or digital products.

Examples might include advertising that directly solicits newspaper purchases and digital product usage/subscriptions, newspaper-sponsored events, contests, public relations, etc. Judges will be asked to consider originality of the message strategy and presentation, as well as results obtained.

Classified Promotion - Recognizing newspaper promotions that encourage the use of classified ads that run in the paper or online (promoting buying from or selling with the classified ads). Please provide examples and evidence of results.

Specialty Publication Promotion - This category recognizes promotional ads or material that encourages the growth of a newspaper's niche/specialty publication audience. Please provide examples.

Digital Product Promotion to Advertisers - Recognizing outstanding marketing strategies, promotional materials, PR and sales efforts used to help grow a newspaper's digital advertising base. Please provide examples and evidence of results.

Digital Product Promotion to Readers - Recognizing outstanding marketing strategies, promotional ads, PR and sales efforts used to grow a newspaper's digital audience. Please provide examples and evidence of results.

Advertiser Promotion for a Special Section - Recognizes highly-effective promotional sales material and other types of ammunition the newspaper produces to help sales reps sell advertising in a special section (i.e., wedding or dining guide, home improvement section, etc.)

Niche Publication - Recognizing a publication (print and/or online) that is distributed outside the newspaper and whose target audience may be different than the regular newspaper audience (i.e. college guide, phone directory, tourism guide, service directory, etc.) Along with copies of the product, the entry should include a letter with a brief description of the target audience, the frequency and method of distribution, audience response and amount of advertising generated. Judges will be asked to consider the value of content, advertising ratio (profitability), uniqueness, and overall presentation.

Pure Ad Niche Publication - Recognizing a publication (print and/or online) that specifically targets shoppers and is distributed outside the newspaper (i.e. coupon books, free shoppers, auto traders, classified publications, service directory, etc.) Along with copies of the product,

the entry should include a letter with a brief description of the strategy, the target audience, the frequency and method of distribution, audience response and amount of advertising generated. Judges will be asked to consider the value of content, profitability, uniqueness, and overall presentation.

Newspapers in Education Program/Promotion - Entries in this category should consist of educational projects and promotions to increase NIE circulation, including sponsorship drives, programs for teachers, and all activities and partnerships to benefit the NIE program. Entries may include ads, fliers, feature stories, newsletters and examples of teacher workshops, in-paper features, teacher guides, etc.

Newspaper-Sponsored Event Promotion - Recognizing outstanding special events that a paper produces or co-sponsors to support the community and enhance public perception of the newspaper. This category can include single events and longer-term sponsorships, such as support of a sports team or school education program. Send a brief description of the event and audience, attendance, coverage of the newspaper's role, promotional material, etc. Judges will consider how the sponsorship benefitted the newspaper, including how it was leveraged editorially for the benefit of readers, brand enhancement, etc.

Subscription Sales Promotion - Entries in this category may include sales promotions, pricing schemes, promotional advertising, direct marketing and other programs used to attract subscribers to your print and/or digital products. Please provide examples and evidence of results.

Subscriber Retention Program - Recognizing effective promotions that papers use to retain subscribers over time -- including price structures, incentives, bundling strategies, CRM, stop-saver programs, easy-pay programs, points programs and other types of rewards that build loyalty and encourage extended subscriptions.

Contests - This award will recognize newspapers' exceptional use of contests as part of their strategy to increase audience and revenue. Entries will be judged on the creativity and strategy involved in the idea for the contest, as well as effective implementation and results. Please submit a description of the contest, examples of the execution and evidence of results