

2012

ADVERTISING
ADVERTISING
ADVERTISING

CONTENTS



Contest Instructions

Below are directions for preparing and submitting entries. If you have questions, please contact Emilie Tucker at 304-353-1163, or etucker@wvpress.org.

IMPORTANT: Please make sure to use a recent version of Mozilla Firefox (3.0 or higher) or Internet Explorer, and that you have an updated Adobe Flash Player for the browser you will use to make entries.

The deadline for all entries is March 23, 2012.

1. Login:
 - a. Go to www.betterbnc.com.
 - b. Under "Are you a contestant?", click Login Here.
 - c. Select the appropriate Contest.
 - d. Select the appropriate News Organization.
 - e. Enter your temporary password: bnc (lower case), and click Login. When you first login, the system will prompt you to create a secure password (one per news organization). If you set the new password for your organization, please make sure to share it with others who may be making entries.
2. Submit Entries:
 - a. On the Manage Entries page, click Submit Entry (left side).
 - b. Select the appropriate Division (a larger grouping of categories).
 - c. Select the appropriate Category.
 - d. (If applicable) Read the corresponding Category Note (directly below the Category selection box), describing what is expected for the category's entry content.
 - e. Complete the Headline/Title field.
 - f. Based on the type of entry, add content:
 - i. To upload digital file attachments (other than audio/video), click Browse, navigate to the desired file, select Open, and click Upload. Allowed file types are PDF, DOC, TXT, JPG, GIF, and PNG. If more than one attachment is desired for this entry, repeat these steps. If you reach a point where you cannot add any more attachments to an entry, you may have reached the attachments limit, set by your contest administrator. Please try to keep file sizes to 5mb or less, to aid judges in accessing entry content. For larger files (between 5-50mb), you may upload your file(s) to www.issuu.com, and copy and paste the URL into the Web URL field.
 - ii. To add web/audio/video content, copy and paste the content's web address into the provided Web URL field. To host your content online, either upload it to a free streaming content website (e.g. YouTube) or talk to your IT person about adding it to your station's website. Make sure the content will be accessible on-line throughout the contest and awards process. Here are some examples of free streaming content websites where you can upload audio and video content:
Audio: www.kiwi6.com, www.tindeck.com
Video: www.youtube.com, www.vimeo.com
- iii. To create an entry for a mail-in, hardcopy-only category (e.g. tearsheets), DO NOT UPLOAD A FILE OR ADD WEBSITE URL CONTENT. Simply complete all other content fields.
 - g. Click Next.
 - h. Add Credits for those responsible for the entry content.
 - i. Add Comments (if available), but keep them brief (e.g. 100 words).
 - j. Click Submit.
 - k. For hardcopy/mail-in entry categories, print and attach the entry label (which automatically appears after each entry is submitted) to each hardcopy item and follow contest shipping instructions (contact the contest administrator for more info).

Rules

1. Only newspapers which are members in good standing of the West Virginia Press Association may enter.

2. Deadline for entries is March 23, 2012. Awards will be presented August 10, 2012 at Stonewall Resort in Roanoke, WV.

3. Newspapers must compete in the judging against others in their circulation division:

Division I:	Dailies over 16,000
Division II:	Dailies 16,000 and under
Division III:	Weeklies 4,000 and over
Division IV:	Weeklies under 4,000

- For all dailies that have a Sunday issue; Sunday circulation will determine circulation division.

- In the case of morning and afternoon newspapers in the same city under common ownership or in joint operating agreements, combined circulation determines division and entries would be considered the product of both newspapers.

4. Fee: \$5 per entry; must accompany entry. Limit on entries: seven (7) for any one category.

5. Awards will be made for First, Second and Third place in each of the 18 contest categories. Newspapers may enter any or all of the 18 categories listed. The Overall Advertising Excellence Awards will be made on the basis of points earned in the 18 basic categories, with a First Place worth three points; second, two; and third, one.

6. Contest Period: Material published from January 1, 2011 through December 31, 2011.

7. The complete competition shall be under the supervision of the West Virginia Press Association and all decisions by the judges shall be final. All rights and privileges of the competition, including cancellation, shall be retained by the West Virginia Press Association's Board of Directors.

8. Except for individual advertisements included in the categories of Best Special Section, Best Theme Page(s), Best Classified Section and Best Newspaper Promotional Campaign, individual entries may be made in only one category each.

9. All entries must be the original work of an employee of the eligible newspaper--except for "Best Agency Ad."

Categories

- 1. BEST SMALL AD CAMPAIGN:** a series of two or more advertisements each less than a half-page in size for the same company, product or service, based on a common theme.
- 2. BEST SPECIAL SECTION:** 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. Note: Progress Editions may be entered ONLY in their own category; not in Best Special Section.
- 3. BEST SINGLE AD, BLACK & WHITE:** Two size groups: 1/4 page or less; over 1/4 page.
- 4. BEST SPOT COLOR AD:** Also two size groups; 1/2 page or less; over 1/2 page. Any single advertisement using one or two spot colors in either of the size groups. Shall be judged on overall ad quality and the effective use of color.
- 5. BEST PROCESS COLOR AD:** Also two size groups; 1/2 page or less; over 1/2 page. Any single advertisement using one or two spot colors in either of the size groups. Shall be judged on overall ad quality and the effective use of color.
- 6. BEST THEME PAGE(S)-CLASSIFIED:** any classified advertising page or series of pages in a single issue not constituting a special section and based on a common theme.
- 7. BEST THEME PAGE(S)-RETAIL:** any page or pages (consecutive pages from the same issue) containing ROP Display ads not constituting a special section and based on a common theme.
- 8. BEST HOUSE AD:** any single ad promoting advertising, readership or circulation.
- 9. BEST NEWSPAPER PROMOTIONAL CAMPAIGN:** submit tearsheets, 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 SUBMITTED WITH ENTRY. (attach all devices to mounting sheet, if possible; otherwise, clearly label.)
- 10. BEST AGENCY AD:** any single advertisement prepared by an advertising agency.
- 11. BEST CLASSIFIED DISPLAY AD:** in this category, ONLY Classified Display ads may compete.
- 12. BEST CLASSIFIED SECTION:** a section of one or more pages containing classified line and display ads. Entry MUST be an issue published during the week of June 10-16, 2011.
- 13. BEST PROGRESS EDITION:** this is the ONLY category for special sections/editions devoted to "progress" as broadly defined.
- 14. BEST SPECIAL SECTION- SPORTS:** this is the only category in which Special sections on sports (competitive, outdoor, etc.) may be entered.
- 15. BEST RECRUITMENT AD:** Display or classified display ads may be submitted.
- 16. BEST WEBSITE AD:** online advertising including banners and sky scrappers. All newspapers will compete together. There will be no circulation divisions. This category will not count towards points for general excellence
- 17. BEST POLITICAL AD:** Display or classified display ads may be submitted.

Judging Criteria

The overall appearance, typography, design, copy writing quality, use and appropriateness of illustrations (including photos, graphics, artwork) shall be considered in all categories. Creativeness and originality will be given particular consideration. All entries will be judged in comparison only with other entries in the same category and the same circulation division. In the categories of Best Special Section and Best Theme Page Classified, the number of separate ads and the total volume of advertising shall be additional criteria.

Failure to comply with the rules of the contest shall result in automatic disqualification of entries, without entry fee refund.

Dates & Deadlines
**Deadline to
Submit Entries:
March 23, 2012**

**2012 Annual
Convention:
August 9-11, 2012**



Stonewall Resort • Roanoke, WV