

## Contest Rules

◆ Entries must have been published in a Pennsylvania Newspaper Association member newspaper between **Feb. 1, 2009 and June 30, 2010**.

◆ Only ads prepared by the newspaper's own staff will be eligible for competition in designated categories. Agency-prepared or camera-ready ads are not eligible. Use of service or clip artwork is acceptable in the building of an ad entered for competition.

◆ **There is a flat \$15 fee per paper to enter, per contest. Each entry costs \$1, and you may enter as many ads as you like.** Use a credit card or make checks payable to *PNA Foundation* and include when submitting entries. Entries without entry fees will be disqualified. A newspaper may elect to submit panels in each category or a variety of combinations.

◆ Exhibits of newspaper ads will be tearsheets with dateline only! No proof sheets or pdfs. Entries become the property of PNA and cannot be returned.

◆ All exhibits are to be mounted on individual white 22" x 28" lightweight poster boards (no foam core). Do not bind into book form.

◆ Explanatory information about the entry, including results should be typed or clearly printed on the entry form.

◆ Other materials, such as mailings, scripts, signs, etc. will be accepted on white 22" x 28" lightweight panels (no foam core).

◆ All entries must have newspaper's banner centered two inches from top of panel.

◆ All entries must have a properly completed Pennsylvania Newspaper Association entry coupon attached (see "How to Prepare Entries"). If coupons are not properly marked,

exhibits will be automatically disqualified. Please put the name of the ad on the exhibit label.

◆ All entries must be received by 5 p.m. on **July 30, 2010**, at PNA headquarters. Please mail or deliver to: Advertising Tearsheet Contest, PNA Foundation, 3899 North Front Street, Harrisburg, PA 17110. **Entries after this date will be disqualified.**

◆ **Please enclose any smaller publications (i.e. niche, tab, etc) in a clear plastic envelope and affix it to the board in place of where the ad should be.**

◆ **Any entry that does not comply with the rules will be disqualified.** The judges reserve the right to not award the number of specified awards per each category or give no awards at all based on the number of entries.

◆ Awards will be presented Sept. 16, 2010, during the annual awards banquet at the Yorktowne Hotel, York, Pa. **Winners are asked to make every effort to attend to receive their awards in person. Winners who do not attend the banquet will be charged a \$15 fee per plaque for shipping and handling.**

◆ If you have any questions regarding the contest rules, please contact the PNA Foundation at (717) 703-3003 or [foundation@pa-news.org](mailto:foundation@pa-news.org).

◆ Send entries with completed coupons and payment by July 30, 2010, to:

**Advertising Tearsheet Contest  
PNA Foundation  
3899 North Front Street  
Harrisburg, PA 17110**

### ABOUT THE COMPETITION

Judges will consider the objective, strategy and result as well as design and attractiveness for all ads. All the entered tearsheets will be on display at the PNA Advertising Conference on Sept. 15-17, at the Yorktowne Hotel in York, Pa. Plaques will be awarded to winners in each category and for Best of Show. Winners will be honored at an awards banquet during the conference, and we ask that winners or their representative(s) make every effort to attend this event. If you are unable to attend, you will be charged for the shipment of your plaques.



Deadline to enter is  
**July 30, 2010**

Awards will be presented at the  
**PNA Advertising Conference**  
Sept. 15-17  
Yorktowne Hotel  
York, Pa.

# Contest Categories

- CLASSIFIED -

## C1) BEST IN-COLUMN PRIVATE PARTY AD

Participation in this category is mandatory in order to qualify for contest awards. You must submit at least one entry in this category.

The private party ad is the foundation of Classifieds. In this category, the unique use of a private party line ad will be saluted. One award will be given in each circulation division.

## C2) BEST PROMOTION OF A CLASSIFIED SECTION

For this category, submit your best house ad promoting readership and/or the use of your classified section. Planned promotions will be judged on the basic idea of the program, continuity and thoroughness with which it is executed. Program may include any one of the following media: newspaper ads, radio, signs, direct mail, etc. First and second place awards will be given in each circulation division.

## C3) BEST CLASSIFIED BUSINESS-BUILDING IDEA

This category is wide open to new ideas. This category may include incentives, contests, promotions, design/format ideas and non-traditional revenue sources that have produced plus business. Five awards will be given for this category.

## C4) BEST AUTOMOTIVE/TRANSPORTATION AD

No advertising agencies please. One award in each circulation division will be given.

## C5) BEST REAL ESTATE/ BUILDERS/RENTERS AD

No advertising agencies please. One award in each circulation division will be given.

## C6) BEST CLASSIFIED RECRUITMENT OR COMMERCIAL AD

No advertising agencies please. One award in each circulation division will be given.

## C7) BEST NEW MEDIA/ MULTIMEDIA PIECE

This category spotlights your efforts with online classifieds, audiotext and other new ways of providing classified opportunities. Submit explanatory or promotional materials, printed examples of pages, scripts, etc. One award in each circulation division will be given.

## C8) "OOPS!"

Have some fun and send your best "blooper" to win the "oops!" award. One award will be "honored."

### CIRCULATION DIVISIONS

◆ Under 25,000

◆ 25,000 to 75,000

◆ Over 75,000

If submitting tearsheets from your daily as well as your Sunday editions, use your combined daily circulation only.

If submitting tearsheets from Sunday editions only, use the circulation of your Sunday edition. For weeklies, use your total weekly circulation.

### BEST OF SHOW

This year, all first place winners will be judged by attendees. One winner from each contest, Classified and Display, will be chosen for Best of Show.

# Contest Categories

- DISPLAY -

## D1) BEST TRADITIONAL SINGLE AD

Black and white only. Submit a full-page tearsheet for each entry. Entries will be judged on basic idea, layout, copy, typography, headline, use of white space and originality. Ad must be for a single advertiser. Include any tab from publications. No section covers.

## D2) MULTIPLE ADVERTISER AD

Black and white or color. Submit a full-page tearsheet for each entry. Entry may be any size up to double-truck size, featuring three or more advertisers under a common headline or theme. Entries will be judged on basic idea, layout, copy, typography, headline, use of white space and originality.

## D3) AD CAMPAIGN USING MULTIPLE NEWSPAPER PRODUCTS

Single advertiser using two or more newspaper products (i.e. online, other tie-in media) for ad campaign. ROP and niche publications can be included.

## D4) BEST USE OF COLOR

Submit a full-page tearsheet for each entry. Entries will be judged on basic idea, layout, copy, typography, headline, use of white space, color placement and originality. Ad may be for single or multiple advertisers. No section covers.

## D5) SPECIAL EVENT/VENDOR SUPPORT IDEA

Submit an entire section or page for each entry. Qualifying entries are separate, stand alone, pull-out sections or pages. Entries will be judged on basic idea, originality, organization, development of theme in ads and creativity in section or pages.

## D6) SPECIAL SECTION/NICHE PUBLICATION

Submit entire section or niche publication for each entry. Qualifying entries are separate, stand alone, pull-out sections or niche publications. Entries will be judged on basic idea, adaptability to other markets, organization and development of theme in the section and on the publication cover.

## D7) SELF PROMOTION ADVERTISING (INCLUDING MEDIA AND MARKETING MATERIAL)

Submit a full-page tearsheet for each entry and/or entire media or marketing materials. This category is for ads that demonstrate the way you promote your newspaper to generate new advertisers and revenue. Use of ready-made ads or materials is unacceptable. Entries will be judged on basic idea, layout, copy, typography, headline, use of white space and originality.

## D8) AD CAMPAIGN OR SERIES

Black and white or color. Submit a full-page tearsheet for each entry. Entries must have a minimum of three and no more than five ads for a single advertiser with a continuing theme. Entries will be judged on basic idea, layout, copy, typography, headline, use of white space and originality.

## D9) SMALL SPACE AD

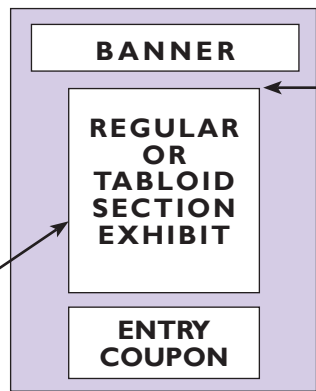
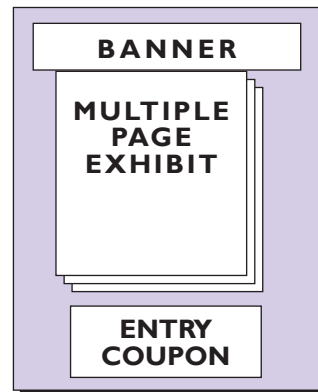
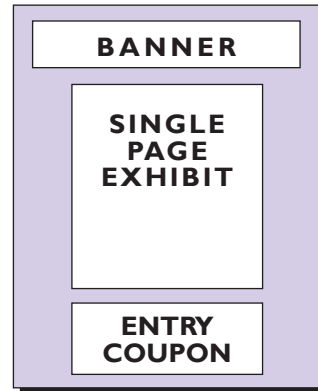
B&W or color. Any ad 2 column by 4" or smaller. Submit a full page tearsheet.

## D10) WILD CARD CATEGORY

Use this category to submit any ads that don't fit into any other category. Submit a full-page tearsheet and/or entire section for each entry. Entries will be judged on basic idea, layout, copy, typography, headline, use of white space, color placement and originality.

# How to Prepare Entries

- ◆ Entries will be tearsheets with dateline. No proof sheets veloxes or pdfs.
- ◆ Entries must be mounted on white 22" x 28" light weight board (no heavy boards or foam core).
- ◆ All entries must have the newspaper's banner centered two inches from the top of the panel.
- ◆ Entry coupon must be affixed to each entry.
- ◆ Explanatory information about the entry, including results, must be typed or printed clearly on the entry form. Entries without explanatory information will be disqualified.
- ◆ If additional collateral material or sales brochures company specific advertising campaign tearsheets, these should be enclosed in a 9" x 12" envelope and stapled to the entry board. (This is optional.)
- ◆ Multiple ads should be mounted on one panel. Do not bind into book form.
- ◆ Double-truck ads should be mounted on a single board.

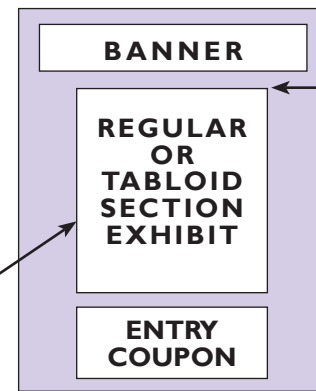
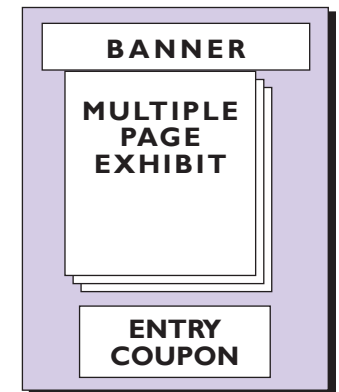
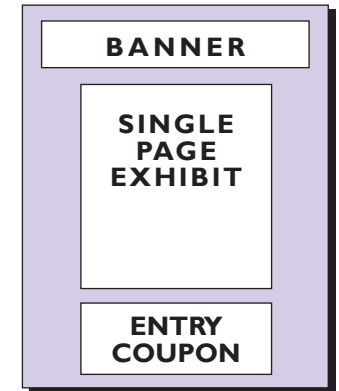


Cut entire left side of section through the gutter so pages may be lifted for viewing.

Special sections should be mounted between a strip of cardboard and panel with brads that are taped on the back to prevent damage to other panels.

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# Ad Contest Payment Form

◆ There is a flat \$15 fee per newspaper to enter, per classified and display areas. Each entry costs \$1 and you may enter as many ads as you like in each area.

*Example: The Local Gazette enters tearsheets in both classified and display areas. They include three classified entries and seven display entries. Total due = \$ 40 (\$15 + \$15 + \$3 + \$7).*

◆ Please include one copy of the Contest Payment Form when submitting tearsheets.

\_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Newspaper:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

Flat Fee - Classified @\$15.00 ..... \$ \_\_\_\_\_

Flat Fee - Display @\$15.00 ..... \$ \_\_\_\_\_

Number of classified entries submitted @\$1.00 each ..... \$1.00 x \_\_\_\_\_ \$ \_\_\_\_\_

Number of display entries submitted @\$1.00 each ..... \$1.00 x \_\_\_\_\_ \$ \_\_\_\_\_

Total enclosed ..... \$ \_\_\_\_\_

Check is enclosed. (Make payable to PNA Foundation.)

Charge my credit card. (Visa, Mastercard, AMEX are accepted.)

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Exact Name on Card \_\_\_\_\_

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Number of classified entries submitted @\$1.00 each ..... \$1.00 x \_\_\_\_\_ \$ \_\_\_\_\_

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Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Exact Name on Card \_\_\_\_\_

# Entry Coupon

- ◆ Make sure all entry coupons have been completed properly.
- ◆ Check off your newspaper circulation, and put the contest category number on the line to the right (D1, C1, etc.).
- ◆ Make sure the name of the ad as well as the explanatory message appears on the coupon.
- ◆ You may photocopy this page for additional coupons.

## 2010 PNA Advertising Tearsheet Contest Entry Coupon

*(Each entry must have a separate entry coupon.)*

**REMINDER:** To qualify for this contest, one of your entries, if entering for Classified, must be in category C1 (Best In-Column Private Party Ad).

**Contest Category:** (D1-D10 or C1-C8) \_\_\_\_\_

**Circulation:**     Under 25,000     25,000-75,000     Over 75,000

**Name of Ad:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Newspaper:** \_\_\_\_\_

**City:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Explanatory Message:** (objective, strategy, result, etc.)

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