



**KENTUCKY PRESS
ASSOCIATION**

Advertising Excellence in Kentucky Newspapers - 2013

*For all issues published between
January 1, 2012 and December 31, 2012*

Deadline: March 14, 2013

Newspaper Divisions

Weekly Division

Class 1 - Paid Circulation up to 3,000

Class 2 - Paid Circulation of 3,001 to 4,600

Class 3 - Paid Circulation of 4,601 and Above

Multi-Weekly Division

Newspapers publishing two to three issues per week, regardless of circulation

Daily Division

(four or more issues per week)

Class 1 - Paid Circulation up to 6,000

Class 2 - Paid Circulation of 6,001 to 20,000;

Class 3 - Paid Circulation of 20,001 and Above

Associate Member Newspapers

For all publications, regardless of circulation and frequency, who have joined as and are designated as an Associate Member Newspaper

College and University Student Newspapers

Student publications at Kentucky colleges and universities that have paid 2013 dues

Rules

1. All entries must be uploaded no later than **Thursday, March 14, 2013..**
2. Contest is open only to paid-up members of the Kentucky Press Association. To be eligible, individuals must have been full- or part-time employees of the newspaper or under contract to provide graphic design services at the time the material was published. All entries, except in Category 18, must have been printed in the newspaper or on the newspaper's website. If published on the newspaper's website, submit a pdf of the ad showing the newspaper's URL (website address).
3. A newspaper's entry must be accompanied by payment in full for all entries in the contest.
4. Contest publication period for entries in the annual KPA Advertising Contest shall include all issues between January 1, 2012 and December 31, 2012.
5. All ads must have been sold by staff members. No agency or advertiser submitted ads prepared by the client may be entered. However, ads conceived and designed by an individual or company/newspaper under contract with the submitting newspaper to provide graphic design services may be enter. The creative element should be stressed and mat service illustrations can be used only to supplement original ad ideas.
6. All ads entered in the 2013 contest will be submitted by pdf and uploaded electronically into the KPA electronic entry format. Newspapers should anticipate submitting entries in the KPA contest by saving pdfs as prospective contest entries appear throughout the contest period. If an entry consists of more than one page, package all pages together into one pdf.
7. An entry may be submitted in one category only with the exception of Best Use of Color. Any ad submitted in another category may be entered in the Best Use of Color (with separate pdf). Ads having color will not be automatically entered in the Best Use of Color category.

8. Once you have selected your entries and properly identified them, upload all entries as directed on the Contest Entry Instruction Sheet on or before **Thursday, March 14, 2013**
9. A contest entry fee of \$10 is required for each newspaper entering the contest, regardless of group ownership. A fee of \$5 per entry is to be paid for each entry in each contest category. The entry form will calculate the contest fee for you. Print out the form, have it signed by the Publisher or Ad Manager, and mail the form to KPA.
10. Be sure to print out the entry form and mail it with a check to KPA. Contact Bonnie Howard or Buffy Sams if you need to pay by credit card or some other form.
11. Winning entries can be viewed at the KPA Advertising Contest Luncheon when judges' comments of winning entries and presentations of awards will be made.
13. The decision of the judges is final. All entries will be judged on merit by the discretion of the judges.
14. Appropriate plaques and certificates will be awarded to winners in each contest category; plaques will be presented to first place winners, and certificates to second, third and honorable mention. In the event only one entry is made in any category for a specific class, a certificate of merit will be awarded automatically. Judges will give first, second and third places in each category if there are at least three entries in that category. Honorable mention awards will be given at the discretion of the judges. Points will accumulate for each place to determine the General Excellence winners. The point basis will be: First Place - 5 points; Second Place - 3 points; Third Place - 1 point. If there is only one entry in any given category, that will be given a Certificate of Merit and awarded 1 point.



Advertising Excellence in Kentucky Newspapers - 2013

*For all issues published between
January 1, 2012 and December 31, 2012*

Deadline: March 14, 2013

Category Guidelines

To help you in preparing for submitting entries, listed below are explanations of each category and the types of ads accepted for each category. Any ad not fitting in one of the categories listed below, should be entered in "General/Miscellaneous." If you have questions, please contact Sue Cammack (scammack@kypress.com) or David T. Thompson (dthompson@kypress.com) at the Kentucky Press Association for further explanation. You may call KPA at 800-264-5721, or e-mail your questions. For technical questions on entering electronically, contact David Spencer (dspencer@kypress.com) or at 800-264-5721.

Category 1 – Department/Discount/Jewelry – Any ad for a department, jewelry or discount store (such as WalMart, K-Mart, JC Penney, etc.) but cannot include clothing, furniture, or items listed in other categories.

Category 2 – Automotive – Any ad for new and used cars and trucks, tire store, auto supply store, repair service.

Category 3 – Hardware/Appliance Stores – Any ad for items sold by hardware stores, including tools, building materials, electrical and plumbing supplies, paint, and any ad for dishwashers, dryers, washers, stereos, computer equipment.

Category Guidelines - ADVERTISING EXCELLENCE IN KENTUCKY NEWSPAPER - 2013

Category 4 – Financial – Any ad for a bank, savings and loan, stock broker or insurance company.

Category 5 – Professional Services – Any ad for travel agencies, health spas and tanning salons, barbers/beauticians, funeral homes, attorneys, lawn services, plumbers, electricians, dry cleaners, florists, dance instructors, pet stores, veterinarians, etc. (Does NOT include the medical industry or political.)

Category 6 – Food and Alcohol – Do not enter restaurant ads in this category. Entries would include grocery ads and liquor stores or any related food and liquor item. Restaurant ads must be entered in Category 12.

Category 7 – Furniture – Any ad for home furnishings such as carpeting, couches, beds, TV sets, etc.

Category 8 – Real Estate – Any ad for selling, renting, leasing of property or promoting a real estate company.

Category 9 – Clothing Store – Any ad related to men's, women's or children's clothing items and apparel such as purses, billfolds, shoes, belts, etc.

Category 10 – Multiple Advertiser/"Sig" Page – Any ad using two or more advertisers together to promote an event, public service or promotion but not related to a shopping center promotion, downtown sidewalk sale, etc. (For shopping center promotions, see Category 14.)

Category 11 – Healthcare/Medical – This category is for any ad related to the medical field, including doctors, hospitals, nursing, pharmacies and drugs.

Category 12 – Entertainment/Dining – Any ad featuring fine restaurants, fast food restaurants, specialty restaurants, theaters, movie/video stores, travel, TV and radio stations.

Category 13 – Special Sections – Any special section that is published by the newspaper and inserted into the newspaper. Sections would include progress editions, school sports, bridal, back-to-school, automotive care, fashion merchandising, graduation, lawn and garden, etc.

Category 14 – Group Promotion – This category is for businesses located within a specific shopping location; and promoting an event such as a downtown sidewalk sale, moonlight madness or other shopping center/mall/downtown promotion.

Category 15 – Political Advertising – Any ad for a political candidate and any ad in support or defeat of a candidate or election issue.

Category 16 – Agriculture/Lawn and Garden – Any ad for agricultural items/farm supply stores and any ad for lawn and garden including equipment and nursery items. (Lawn service ads should be entered in Professional Services.)

Category 17 – Classified Section/Page – Enter your classified section or page from any three separate issues of the newspaper.

Category 18 – Preprints/Special Publications – Entries in this category include newspaper preprints not eligible for Category 13, and Special Publications. Newspaper preprints must have been sold by staff members and inserted into the newspaper. Special Publications would include a publication for such things as or Chamber of Commerce, tourism publication or athletic event programs designed, composed and sold by the newspaper staff but that was NOT inserted in the newspaper. If publication was inserted in the newspaper, it must be entered in Special Sections.

Category 19 – Best Use of Color – Submit any ad with color. Ads entered in this category may also be entered in any other category. Judging criteria will be on the effectiveness of the color[s] used in the ad.

Category 20 – Best Ad Series – Enter a series of ads for any business, industry or the newspaper showing continuity or idea for a specific product or service. You may submit up to six tearsheets as one entry. Individual ads within the series may also be entered in any other category.

Category Guidelines - ADVERTISING EXCELLENCE IN KENTUCKY NEWSPAPER - 2013

Category 21 – Holiday Greeting Ads and General/Miscellaneous – This category is for any holiday greeting ad and any ad that cannot be classified in any above category, including schools, colleges/universities and churches but not revivals (see Special Events).

Category 22 – Sporting Goods/Athletics – This category includes ads for sporting goods stores, athletic equipment and apparel as well as ads for athletic events.

Category 23 – Special Events – This category is for special event advertising, including festivals, county and state fairs, church revivals, pageants, etc.

Category 24 – Creative Use of the Newspaper/Newspaper Promotion – Submit a maximum of six individual tearsheets that includes only one newspaper industry promotion (such as First Amendment Contest or National Newspaper Week), if desired, which most effectively and originally promoted your newspaper or the newspaper industry during the year. Entries may consist of house ads, special newspaper promotions, news stories, editorials, photographs, graphics or feature stories. Entries in this category may have been published in the newspaper or on the newspaper's own website. If the promotion appeared on the newspaper's website, submit a pdf of the newspaper's website showing the promotion. One promotion/series is one entry. No more than three entries per newspaper.

Category 25 – Best TMC Product – Submit three separate issues as one combined pdf of your TMC/shopper product. This category will be judged in only two divisions – weekly and daily – and not in separate classes by circulation. First, second, third and honorable mention awards will be given in the weekly and the daily division but no points will be awarded toward General Excellence.

KPA AD CONTEST UPLOADING INSTRUCTIONS

Step 1

Register . . .

Go to kpacontest.com and click on Register - fill out the resulting form and click "register for contest" Then you will receive an email from dspencer@kypress.com with the specifics of your account such as user name and password and ftp information along with member id and division id.

Step 2

Prep files for upload . . .

Find the pdfs that contain your entries If any entry spans more than one pdf (ie, a front page and a jump, three front pages, entries that require three columns) combine all of the pages into ONE pdf. This can be done with the full version of adobe acrobat or a free service at www.pdfmerge.com Only the pages with entry items should be included in the file. Do NOT send an entire issue if the category does not call for it!

Step 3

Naming files . . .

Once you have all your pdfs you need to name them using the following naming convention. Member id dash division id dash letter c then 2 digit category number dash 3 digit number unique from the rest of your entry files. Please note there is a letter c before the category number. Also note that after the c for category there is to be 2 characters, so please use a leading zero for categories 1 to 9.

For Example: wn108-w3-c03-005.pdf is the file name for the following paper newspaper name is The Kentucky Press member id is wn108 division is weekly class 3 category is 3 Hardware/Appliance Store and it's the fifth pdf file

VERY IMPORTANT!! IF YOUR FILE IS MISNAMED, IT COULD BE LOST OR DISQUALIFIED. The registration confirmation email will include your personal examples of how your files should be named.

Step 4

Uploading files . . .

Once you have all your files prepped and named properly you will need to upload them via ftp. This requires using an FTP program (such as cyberduck, transmit, wsftp, ect.. web page based ones are also available for use)

The FTP address is [ftp.kpacontest.com](ftp://kpacontest.com) and the connection mode is passive. Use your user name and password sent to you when you registered at www.kpacontest.com

Step 5

Submit information for each entry . . . Electronic version of the entry tag.

You will be using your browser (safari, internet explorer, firefox, chrome, etc..) After all your files have been uploaded you will need to tell us the specific information for each file. To do this you will go to www.kpacontest.com and click on "Contestants". At that point you will be given a list of newspapers Click on your newspaper You will be prompted to enter a username and password (given to you in your registration reply email) Once logged in you can begin to submit entry information You will have a menu with the option "Submit Individual Entry Information" click this. The page will have a list of categories Click on a category to submit an entry The following page will have much of your information already filled out for you You will need to supply the 3 digits of the pdf's name (this connects your information to the pdf file you uploaded) Then the names of the reporter(s)/photographer(s)/designer(s) if it is a staff entry then only click on the check box by "staff" instead of filling out the names next you will fill out the date(s) the entry was published now it's time to tell the judge what it is they are to judge - for example list the title of the article and what pages it's on or describe the picture and its location. Please be very descriptive so the judge can easily find and review your entry. Next the name, title, and email address of the person actually typing out this information Then hit "submit entry to KPA" you will get a page recognizing you submitted an entry and you will be given a couple options - to add another entry or review the entries you have submitted.

Step 6

Reviewing your entries and letting KPA know you are done submitting entries.

You will go to kpacontest.com and choose "Contestants". You will get a list of papers - choose yours to continue. (if you are asked for a user name and password, use the set already supplied) This will bring you back to your customized menu. You will have an option to review entries - this list will show you all the information you submitted to go along with your pdf files. You will have the option to delete any if you wish - such as duplicates. Or if any are incorrect - delete the entry and submit another one. Once you are satisfied with the entries submitted choose "Submit all entries to KPA for judging" This will notify KPA that your entries are ready to be judged.

Step 7

Printing Registration Form

Go to Printable Entry Form listed on your customized menu and you will find the entry form already completed and calculated for you. Print out that form, have the Publisher or Ad Manager sign the form and send the form to KPA and include a check for the amount shown on Total Contest Fee.

If you need to make arrangements to pay by credit card or some other form of payment, contact Bonnie Howard or Buffy Sams at KPA at 800-264-5721.