



## KENTUCKY PRESS ASSOCIATION

February 1, 2013

TO: Alabama Press Association Selected Members  
FROM: David T. Thompson  
RE: Judging Kentucky Press Association Advertising Contest

On behalf of the members of the Kentucky Press Association, I thank you for agreeing to help judge our Advertising Excellence in Kentucky Newspapers - 2013 competition. This is the first time we've had our entire advertising contest entered electronically. Last year, we allowed our newspapers to enter online or with physical tearsheets as we began the transition to totally online. The system was built by KPA staff member David Spencer. If you have any questions or issues about the technical/online process, please contact David at [dspencer@kypress.com](mailto:dspencer@kypress.com) or by phone at 502-223-8821.

Please complete the judging and submit the results to us (electronically) by Friday, April 12!! That gives you almost three weeks to complete your part of the contest assignment.

First, read through the "Instructions for Judges" that is included. Then look through the entries for a category and set aside those you are impressed with. When you've considered all the entries in that category go back and select those you believe are best. As you look through a second time, you can begin picking your winners. If there are four or more entries in the category, we need a first place, a second place and a third place; if there are three entries, we need at least a first place and a second place; if there are two entries, we need at least a first place. Honorable mentions are possible for entries that deserve some recognition but don't finish first, second or third. Ties are possible, though not encouraged, if two entries are of the same quality.

Please submit each category as you finish judging it. That will help speed up the process on our end.

Everything you do will be done online, including comments. And as for comments, brief, constructive comments are welcomed. If any entry finishes in second or third, what might have been done to help that entry finish higher. If an entry wins first place, what made it better than the others.

We appreciate your willingness to help judge our Advertising Excellence in Kentucky Newspapers - 2013. If you have any questions at all, do not hesitate to contact:

- David Spencer – [dspencer@kypress.com](mailto:dspencer@kypress.com) - 502-223-8821 - for anything "technical" about judging
- David T. Thompson - [dthompson@kypress.com](mailto:dthompson@kypress.com) - 502-223-8821 - for category or entry questions

Thanx!!



## KENTUCKY PRESS ASSOCIATION

### INSTRUCTIONS FOR JUDGES

- Go to [www.kpacontest.com](http://www.kpacontest.com)
- Click on Judges.
- Enter the Judge Number you were given in your information in the box and click submit.
- You will be asked for a user name/password -use the ones supplied in your information.
- This will put you at your Menu/List of divisions/categories you have been assigned.
- To begin any category click on "View Entries & Review Decisions."
- This will take you to a list of all the electronic entries.
- Each entry is listed with its file name and you have action options for each one.
- The first is "view full info and entry."
- Clicking this link will give you the full information for that entry along with a link to the pdf file to download/view.
- The next action option is "remove from list."
- Clicking this link will allow you to remove an entry from your list -such as one that you have decided will not win any award and want it out of the way to see the other entries.
- After the Actions options are the Judging options.
- Here you have the ability to make an entry a first, second, third, or honorable mention. Honorable Mentions are permitted for special recognition of an entry that does not finish in the top three.
- Once you have clicked a judging option that you want to record the "win" fill out the resulting form with your comments, name, paper, and email information.
- After any entry has been designated any place it will appear at the top of the list separate from the other entries.
- Also once you have chosen any place the option will be removed from the remaining entries list.
- After any "win" has been recorded you have the ability to remove the "win" - there is a link labeled "Remove X Place."
- Using the "Remove X Place" option will remove all your comments and information so that the entry will go back into the remainder list as if it had not won anything.
- Once you have finished judging, please email David Spencer ([dspencer@kypress.com](mailto:dspencer@kypress.com)) .
- Thank you for helping with our Advertising Excellence In Kentucky Newspapers - 2013 contest Judging!



**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*

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# 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 or of the newspaper or undercontract 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.



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### *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](mailto:scammack@kypress.com)) or David T. Thompson ([dthompson@kypress.com](mailto: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](mailto: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.



KENTUCKY PRESS  
ASSOCIATION

If you have any  
questions or problems  
please contact  
David Spencer

[dspencer@kypress.com](mailto:dspencer@kypress.com)  
1-800-264-5721