

2008 Rules

Best Ad Ideas Contest

REGISTER ONLINE at www.orenews.com
Click "Contests", then "Online contest registration"

GENERAL INFORMATION

A. CONTEST PERIOD: Entries must have been published during the period from April 9, 2007 to May 12, 2008.

B. ELIGIBILITY: The contest is open to all 2007 dues-paid, Oregon Newspaper Publishers Association (ONPA) General Press Members and Associate Member Publications. Entries must be produced by full- or part-time employees of the newspaper/publication.

C. DIVISIONS: There are four circulation divisions (A, B, C and D):

Division A: Circulation of 20,001 and above

Division B: Circulation of 5,001-20,000

Division C: Circulation of 2,001-5,000

Division D: Circulation of 2,000 or below

In each category, divisions that receive insufficient entries will be merged.

D. DELIVERY: All entries must be postmarked or received at the ONPA office by **5 PM, Monday, May 12, 2008. No exceptions will be allowed.** Mail or UPS is preferred. Our address is 7150 SW Hampton St., Suite 111, Portland OR 97223; phone is (503) 624-6397.

E. DUPLICATES: The same ad may be submitted in more than one category, but you must enter a separate tearsheet for each category.

F. JUDGING: Judging will be done this year by mem-

bers of the Colorado Press Association.

G. ENTRY FEE: An entry fee of **\$35 per newspaper plus \$6 per entry per category** should be sent in a separate envelope along with a copy of the completed registration form (printed from the online registration facility). A copy of the registration form should also be delivered to ONPA along with your contest entries.

H. AWARDS: Whenever possible, a first and second place will be given in each category. Awards will be announced at a special awards dinner during AdCon 2008, September 24-26th at Kah Nee Ta Resort, Warm Springs.

I. CONTENT: All ads must be conceived, written, designed and sold by regular staff members during the contest period. No agency or canned ad layouts will be allowed. You may incorporate artwork or ideas from other sources, but ads using mat service material exclusively, or entries not meeting individual category specifications, are subject to disqualification.

J. VIOLATIONS: **Violations of these rules, INCLUDING PACKAGING RULES (below), may disqualify the entry from competition.** Written complaints of alleged violations must be submitted to ONPA c/o Contest Committee within 10 days following AdCon 2008. Only written complaints will be considered. The decision of the Contest Committee will be final.

PREPARING AND PACKAGING ENTRIES

PREPARATION

Entries will not be returned, so please submit only expendable tearsheets and materials. **ENTRIES MUST BE UNMOUNTED.**

All items in every entry must be submitted as **full-page tear sheets** of published pages, or complete sections or issues where noted for individual categories. Sidebar material may be included. Photocopies may be submitted if absolutely necessary, but images of them may be omitted from presentations at the awards ceremony and online. Tearsheets must include the dateline/folio.

Please **make no marks on entries** as winning entries are scanned for online presentation. If you must mark an entry, please use a nondestructive removable label or include an unmarked copy of the entry.

PACKAGING

Each entry (which may consist of one or more tearsheets or sections) must be submitted in a **separate 9x12" envelope**. When submitting more than one entry in a category, use a separate envelope for each entry. Tearsheets may be folded to fit inside the envelope.

An entry labels must be attached (with tape or adhesive) to the **outside** of each envelope, and an identical label must be stapled (**not** taped or glued) to one of the items **inside** the envelope. Related tearsheets, such as jump pages for writing entries, should be stapled together. **All entry labels must be printed from the online registration facility** referenced above.

All envelopes, grouped together in one large envelope or box, should then be sent to the ONPA office (see address in "Entry Deadline" above) by U.S. Mail, UPS, or FedEx, or delivered by hand.

CATEGORY DESCRIPTIONS

A. Best use of one color and black

Paid advertising only. Entries in this category will be judged on the effective use of black and one additional color. Judging will not be based on color registration or the color itself, but rather what the color does for the ad.

Judging will be based on how color ties in with art and/or product, attention-getting value, originality and general layout.

B. Best institutional/image ad

Paid advertising only. The entry in this category should be an institutional ad: one not designed to move merchandise, but rather to announce a grand opening or convey an image.

Judging will be based on effectiveness of black and white or color usage and impact of the ad on the reader.

C. Best multi-color merchandising ad

Paid advertising only. This is for a single advertiser who wants to move merchandise. Ads can include price points, percentage discounts or promotional offers. Entries should demonstrate effective use of black and two or more additional colors.

Judging will be based on how color ties in with art and/or product, attention-getting value, originality and general layout.

D. Best black and white ad

Paid advertising only. Submit your best effort without color. The ad size is not important, but its selling ability is. Art is not necessary, as good headline copy can sometimes outdo art as an attention-getter.

Judging will be based on overall layout, headline copy, body copy, and attention-getting value.

E. Best series

Paid advertising only. Submit your best series of three or more ads for a single advertiser. The ads must have run on a regular schedule (once a week, once a month, every other week) or on consecutive pages in a single issue. Size can be from one column inch up to a full page. (No sections allowed in this category.)

Judging will be based on originality, follow-through of idea, follow-through of art and follow-through of copy.

F. Most effective use of small space

Paid advertising only. Maximum space is 15 column inches (broadsheet). Ads from modular formatted or non-standard publications should be representative of a similar percentage of page space. Entries may be a single ad or a series, but all ads will be judged on the use of space for maximum results.

Judging will be based on effective use of space.

G. Best section cover

The cover may be any size, color or black and white, and the section may be paid or newspaper sponsored. The entire section must be submitted.

Judging will be based on tie-in with section, effective communication of idea and impact on reader.

H. Best advertising headline

Paid advertising only. Submit your best effort at advertising headline writing. The headline should stop the reader and make him/her want to continue reading the ad.

Judging will be based on effectiveness in bringing the reader into the ad, originality, impact and cleverness.

I. Best merchandising section

This stand-alone or supplemental section must be at least four pages (tab, broadsheet or quarter-fold/flexi) and may be for one store or a group of merchants. The section must contain all specific price point, percentage discount or promotional advertising.

Judging will be based on originality, general layout, merchandising effect, and selling power of cover page.

J. Best institutional section

This section must be at least four pages (tab, broadsheet or quarter-fold/flexi) and must contain news and advertising based on a subject (progress edition, recycling, energy conservation, etc.). The news content will not be judged for writing skills, but judges will consider the ability of editorial to attract and hold readers.

Judging will be based on originality, total make-up, quality of ads, and their tie-in with the subject of the section.

K. Best multi-sponsor ROP ads

Paid advertising only. Have you come up with a new twist for a contest or sig page? Your entry must incorporate a group of advertisers into an idea to promote extra lineage. Number of sponsors will not be a factor in judging. **ROP only.**

Judging will be based on originality, general layout, and readership appeal.

L. Best single house ad

It doesn't matter what part of your operation you are promoting. Submit the best of those ads you ran on your own newspaper's behalf. No size limit, black and white or color.

Judging will be based on originality and execution of the idea.

M. Best overall advertising

(Less than 2,000 circulation)

Best all-around advertising in a non-daily newspaper with circulation of 2,000 or less. Enter one complete issue each from August 2007, October 2007, and April 2008. All ads and the general ad layout of the entire newspaper will be judged. **There is no fee for this category**, and entry in this category does not preclude entry in other contest categories.

Judging will be based on layout, design, copy, headlines, artwork, and logos of ads. Limit 3 entries per newspaper.

N. Best use of alternative media

Submit your best use of new media products and/or promotion, such as Internet pages, online editions and separate publications not affiliated with your newspaper (chamber directories, community directories, etc.).

Judging will be based on idea, originality, layout, copy and content.

O. Oregon ad idea of the year

Special category: This category is wide open to new ideas! Submit your best all-around effort of the year, which may be a section, a series, a small ad or a big one. Include a brief (300 words or less) explanation explaining the idea or results. Delegates at AdCon 2008 will judge this category. Each registered attendee for the conference will have one ballot to cast.

Judging will be based on the idea itself.

P. Oops!

Special category: Swallow your pride and share your best "blooper" of the year to win this coveted award! There is no fee for this category. Delegates at AdCon 2008 will judge this category. Each registered attendee for the conference will have one ballot to cast.

Judging will be based on entertainment value. There is no fee for this category.

1. Classified: Best private party promotion

Best house classified ad promoting purchase of non-commercial private party line ads.

Judging will be based on execution of the idea and originality.

2. Classified: Best promotion of the classified section

Best house ad single or series, promoting readership and/or use of the classified section.

Judging will be based on execution of the idea and originality.

3. Classified: Best private party ad

This entry can be a classified display or line ad.

Judging will be based on originality and attention-getting value.

If you have questions about the contest, please contact Julie Schmidt, (503) 624-6397 ext. 38.

Good luck!