



## KENTUCKY PRESS ASSOCIATION

February 2, 2012

TO: Publishers, Advertising Managers – All Kentucky Newspapers  
FROM: David T. Thompson  
RE: 2012 Advertising Excellence in Kentucky Newspapers Competition

Spring's just around the corner, we all hope, and that means it's time for you to start gathering your entries for the Excellence in Kentucky Newspapers Advertising Competition - 2012. Attached is the information for the contest.

And like your counterparts over in the newsroom, you will now be entering *(almost)* everything electronically. That means no more pulling tearsheets and placing labels on them, stapling, putting large arrows to show the judge which ad to judge and then mailing a box of entry tearsheets to KPA. No, you'll be doing all this with electronic tearsheets on a system written and designed by KPA New Media Administrator David Spencer.

The *(almost)* everything refers to categories 13 and 18. Entries in those categories will be entered in the traditional way by mailing your "Special Sections" or "Preprints/Special Publications" to KPA, Ad Contest, 101 Consumer Lane, Frankfort, KY. 40601.

For the Fall news contest, newspapers were ecstatic and we hope you will be as well. And since this is your introduction to the electronic process, we invite you to call or email David Spencer with questions – [dspencer@kypress.com](mailto:dspencer@kypress.com) or 800-264-5721.

The complete contest packet will be posted on the KPA website – <http://www.kypress.com>.

The deadline for entering is Wednesday, March 7, 2012. Now don't hesitate because once we throw the switch to cut off entries, that's it.

The awards will be announced and presented at the 2012 Spring Advertising Seminar, the dates and locations to be announced.

For now, read through the rules and the categories, select all your entries, complete the proper forms and get them uploaded (or mailed to KPA in the case of categories 13 and 18) no later than 5 p.m., Wednesday, March 7, 2012.

If you have questions, please call David Spencer or me at (800) 264-5721.

Thanx...and Good Luck!!



**KENTUCKY PRESS  
ASSOCIATION**

## *Advertising Excellence in Kentucky Newspapers - 2012*

*For all issues published between  
January 1, 2011 and December 31, 2011*

*Deadline: March 7, 2012*

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# Newspaper Divisions

### Weekly Division

Class 1 - Paid Circulation up to 3,000

Class 2 - Paid Circulation of 3,001 to 4,400

Class 3 - Paid Circulation of 4,401 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 7,500

Class 2 - Paid Circulation of 7,501 to 19,999;

Class 3 - Paid Circulation of 20,000 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 2012 dues

## Rules

1. All entries must be uploaded to the KPA FTP site no later than **Wednesday, March 7, 2012**.
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 submitting the entry at the time the material was published. All entries, **except** in Categories 13, 18 and 24, must have been printed in the newspaper or on the newspaper's website. If published on the newspaper's website, submit a screen shot as your entry. From entries in Categories 13, 18 and 24, submit by mailing those entries to KPA and use the appropriate label included, filled out and attached to the TOP RIGHT of the tearsheet.
3. After the entries are uploaded, please fax the entry form to KPA at (502) 226-3876. Once your entries are received, KPA will bill your newspaper from the Contest Entry form you submit.
4. Contest publication period for entries in the annual KPA Advertising Contest shall include all issues between January 1, 2011 and December 31, 2011.
5. All ads must have been conceived, written, designed, composed and sold by staff members. No agency submitted ads prepared by the client may be entered. The creative element should be stressed and mat service illustrations can be used only to supplement original ad ideas.
6. 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 tearsheet). Ads having color will not be automatically entered in the Best Use of Color category.
7. Once you have selected your entries, refer to the Contest Instruction Sheet on how to register, complete online forms and upload your entries. Again, this must be done no later than **Wednesday, March 7, 2012**.

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8. A contest entry fee of \$10 is required for each newspaper entering the contest, regardless of group ownership. A fee of \$5 per entry will be charged for each entry in each contest category. The entry form must include the name and email address of the advertising director (or general manager/publisher in his/her absence) specifying that all entries are submitted in accordance with the rules governing the KPA Advertising Contest.

9. Be sure to complete the entry form, print it out and fax to KPA at (502) 226-3867 if paying by credit card or mail with your check to:

Kentucky Press Association  
Advertising Contest  
101 Consumer Lane  
Frankfort, KY 40601

10. Winning entries can be viewed at the KPA Advertising Contest Luncheon when judges' comments of winning entries and presentations of awards will be made. The 2012 KPA Advertising Contest Awards Luncheon will be held during the 2012 Spring Advertising Seminar.

11. The decision of the judges is final. All entries will be judged on merit by the discretion of the judges.

12. 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 in that category if the judges determine it to be a quality entry. 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.



**KENTUCKY PRESS  
ASSOCIATION**

## Advertising Excellence in Kentucky Newspapers - 2012

For all issues published between  
January 1, 2011 and December 31, 2011

Deadline: March 7, 2012

### CONTEST ENTRY FORM

We are submitting \_\_\_\_\_ entries in the Advertising Excellence in Kentucky Newspapers - 2012 competition. Print this form when filled out and fax to KPA at 502-226-3867.

NEWSPAPER \_\_\_\_\_

DIVISION \_\_\_\_\_ CLASS \_\_\_\_\_

PUBLISHER OR AD DIRECTOR SIGNATURE \_\_\_\_\_

NAME OF CATEGORY:	Number of Entries	Dollars
#1 Department/Discount/Jewelry Stores	_____	\$ _____
#2 Automotive	_____	\$ _____
#3 Hardware/Appliance Stores	_____	\$ _____
#4 Financial	_____	\$ _____
#5 Professional Services	_____	\$ _____
#6 Food and Alcohol	_____	\$ _____
#7 Furniture	_____	\$ _____
#8 Real Estate	_____	\$ _____
#9 Clothing Stores	_____	\$ _____
#10 Multiple Advertiser/"Sig" Page	_____	\$ _____
#11 Healthcare/Medical	_____	\$ _____
#12 Entertainment/Dining	_____	\$ _____
#13 Special Sections	_____	\$ _____
#14 Group Promotions	_____	\$ _____
#15 Political Advertising	_____	\$ _____
#16 Agriculture/Lawn and Garden	_____	\$ _____
#17 Classified Page/Section	_____	\$ _____
#18 Preprints/Special Publications	_____	\$ _____
#19 Best Use of Color	_____	\$ _____
#20 Best Ad Series	_____	\$ _____
#21 Holiday Greeting Ads and Miscellaneous	_____	\$ _____
#22 Sporting Goods/Athletics	_____	\$ _____
#23 Special Events	_____	\$ _____
#24 Creative Use of Newspaper/Promotion	_____	\$ _____
#25 Best TMC Product	_____	\$ _____
	Entry Fee	\$ <b>10.00</b>

Total number of entries \_\_\_\_\_ TOTAL \$ \_\_\_\_\_

**ALL ENTRIES MUST BE POSTMARKED NO LATER THAN Wednesday, March 7, 2012**

# 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) call them at KPA 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/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 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. **ALL ENTRIES IN THIS CATEGORY ARE TO BE MAILED TO KPA.** Attach the appropriate label included to the TOP RIGHT of the tearsheet and mail to KPA.

**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 conceived, written, designed, composed and 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. **ALL ENTRIES IN THIS CATEGORY ARE TO BE MAILED TO KPA.** Attach the appropriate label included to the TOP RIGHT of the tearsheet and mail to KPA.

**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 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, includes a screen shot of the website showing the promotion. One promotion/series is one entry. No more than three entries per newspaper. For entries that would include t-shirts, shopping bags, gift items, take photos of those items and submit the photo as your entry.

**Category 25 - Best TMC Product** - Submit three separate issues 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.

2012 KPA Advertising Contest  
Category 13 - Special Sections  
Newspaper \_\_\_\_\_  
Division \_\_\_\_\_ Class \_\_\_\_\_  
Sales Rep/Artist \_\_\_\_\_  
Client \_\_\_\_\_  
Date Ad Ran \_\_\_\_\_

2012 KPA Advertising Contest  
Category 13 - Special Sections  
Newspaper \_\_\_\_\_  
Division \_\_\_\_\_ Class \_\_\_\_\_  
Sales Rep/Artist \_\_\_\_\_  
Client \_\_\_\_\_  
Date Ad Ran \_\_\_\_\_

2012 KPA Advertising Contest  
Category 18 - Preprints/Special Publications  
Newspaper \_\_\_\_\_  
Division \_\_\_\_\_ Class \_\_\_\_\_  
Sales Rep/Artist \_\_\_\_\_  
Client \_\_\_\_\_  
Date Ad Ran \_\_\_\_\_

2012 KPA Advertising Contest  
Category 18 - Preprints/Special Publications  
Newspaper \_\_\_\_\_  
Division \_\_\_\_\_ Class \_\_\_\_\_  
Sales Rep/Artist \_\_\_\_\_  
Client \_\_\_\_\_  
Date Ad Ran \_\_\_\_\_

2012 KPA Advertising Contest  
Category 24 - Creative Use of Newspaper/Promotion  
Newspaper \_\_\_\_\_  
Division \_\_\_\_\_ Class \_\_\_\_\_  
Sales Rep/Artist \_\_\_\_\_  
Client \_\_\_\_\_  
Date Ad Ran \_\_\_\_\_

2012 KPA Advertising Contest  
Category 24 - Creative Use of Newspaper/Promotion  
Newspaper \_\_\_\_\_  
Division \_\_\_\_\_ Class \_\_\_\_\_  
Sales Rep/Artist \_\_\_\_\_  
Client \_\_\_\_\_  
Date Ad Ran \_\_\_\_\_

# KPA AD CONTEST UPLOADING INSTRUCTIONS

## Step 1

### Register . . .

Go to [kpacontest.com](http://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](mailto: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](http://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 1

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](http://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, ect..)

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](http://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](http://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.