



**KENTUCKY PRESS
ASSOCIATION**

Advertising Excellence in Kentucky Newspapers - 2010

*For all issues published between
January 1, 2009 and December 31, 2009*

Deadline: March 6, 2010

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 8000

Class 2 - Paid Circulation of 8001 to 25,000;

Class 3 - Paid Circulation of 25,001 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 2010 dues

Rules

1. All entries must be postmarked no later than **Friday, March 5, 2010**.
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 Category 18, must have been printed in the newspaper or on the newspaper's website. If published on the newspaper's website, submit a printed copy of the advertising 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. Please compute carefully. There will be no refunds.
4. Contest publication period for entries in the annual KPA Advertising Contest shall include all issues between January 1, 2009 and December 31, 2009.
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. Separate sets of tearsheets or complete copies of issues must be furnished as indicated in each individual contest category. Newspapers should anticipate submitting entries in the KPA contest by saving tearsheets as prospective contest entries appear throughout the contest period. Machine copies of entries are not permitted without specific authorization prior to the judging. Do not send clippings or scrapbooks.
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 tearsheet). Ads having color will not be automatically entered in the Best Use of Color category.

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8. Once you have selected your entries and properly identified them, package all together in a single packet and mail on or before **Friday, March 5, 2010** to:

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

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, accompanying the entries, must be signed by 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.

10. Be sure to fill out the entry form and return it with your entries and payment (check or by credit card.)

11. Type or write legibly the information for each entry on the appropriate label (enclosed) and **TAPE** to the **upper right-hand corner on the FRONT** of the tearsheet. **PLEASE** place the category tab on the same side as the ad. Please use the enclosed arrow graphics to indicate the ad to be judged. Entry labels are identified at the top of each label by specific category number and name. Make sure the appropriate label for that entry is used. For more than one entry in any category, make sufficient copies of the appropriate label to have one for each entry. Entries will be eliminated if not properly labeled and marked.

12. 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 2010 KPA Advertising Contest Awards Luncheon will be held during the 2010 Spring Advertising Seminar.

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 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.



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THIS FORM MUST ACCOMPANY YOUR ENTRIES

We are submitting _____ entries in the Advertising Excellence in Kentucky Newspapers - 2010 competition. Enclosed is our entry fee of \$10 and an additional \$5 for each entry. I hereby certify the entries are in accordance with the Rules and ads entered were conceived, written, designed, composed and sold by staff members of this newspaper.

NEWSPAPER _____

DIVISION _____ CLASS _____

PUBLISHER OR AD DIRECTOR SIGNATURE _____

Table with 3 columns: NAME OF CATEGORY, Number of Entries, Dollars. Lists categories #1-25 and an entry fee of \$10.00. Includes a total calculation row at the bottom.

ALL ENTRIES MUST BE POSTMARKED NO LATER THAN Friday, March 5, 2010

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.

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 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 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.

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, print a copy of the promotion as it appeared as well as the newspaper's URL. One promotion/series is one entry. No more than three entries per newspaper.

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.



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Remember:

1. Type or plainly write entry information on label and make sure the appropriate entry label is used.
2. **TAPE** the label to the upper right hand corner on the front of the tearsheet.
3. Tape one of the enclosed arrows immediately above the ad to be judged,
pointing to the ad.
4. Complete entry form, totaling the dollar amount and number of entries, and mail by Friday, March 5, 2010, to:

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

5. You may pay by credit card by filling out the appropriate credit card payment form, or by check.
6. **ALL ENTRIES MUST BE POSTMARKED NO LATER THAN Friday, March 5, 2010.** Return the entry form, with a check for appropriate amount, and your contest entries. Newspaper's Advertising Director, or in his/her absence, the general manager or publisher, must sign the form, verifying that all entries are submitted according to the contest guidelines.

To pay by credit card, complete the information below and return with your entries and entry form.

CREDIT CARD:

Card Type VISA Master Card American Express Discover

Card Verification Code (CVC) _____

Account Number _____ Expiration Date _____

Name/Signature of Cardholder _____

2010 KPA Advertising Contest
Category 1 - Department/Discount/Jewelry Stores
Newspaper _____
Division _____ Class _____
Sales Rep/Artist _____
Client _____
Date Ad Ran _____

2010 KPA Advertising Contest
Category 2 - Automotive
Newspaper _____
Division _____ Class _____
Sales Rep/Artist _____
Client _____
Date Ad Ran _____

2010 KPA Advertising Contest
Category 3 - Hardware/Appliance Stores
Newspaper _____
Division _____ Class _____
Sales Rep/Artist _____
Client _____
Date Ad Ran _____

2010 KPA Advertising Contest
Category 4 - Financial
Newspaper _____
Division _____ Class _____
Sales Rep/Artist _____
Client _____
Date Ad Ran _____

2010 KPA Advertising Contest
Category 5 - Professional Services
Newspaper _____
Division _____ Class _____
Sales Rep/Artist _____
Client _____
Date Ad Ran _____

2010 KPA Advertising Contest
Category 6 - Food and Alcohol
Newspaper _____
Division _____ Class _____
Sales Rep/Artist _____
Client _____
Date Ad Ran _____

2010 KPA Advertising Contest
Category 7 - Furniture
Newspaper _____
Division _____ Class _____
Sales Rep/Artist _____
Client _____
Date Ad Ran _____

2010 KPA Advertising Contest
Category 8 - Real Estate
Newspaper _____
Division _____ Class _____
Sales Rep/Artist _____
Client _____
Date Ad Ran _____

2010 KPA Advertising Contest
Category 9 - Clothing Stores
Newspaper _____
Division _____ Class _____
Sales Rep/Artist _____
Client _____
Date Ad Ran _____

2010 KPA Advertising Contest
Category 10 - Multiple Advertiser/"Sig" Page
Newspaper _____
Division _____ Class _____
Sales Rep/Artist _____
Client _____
Date Ad Ran _____

2010 KPA Advertising Contest
Category 11 - Healthcare/Medical
Newspaper _____
Division _____ Class _____
Sales Rep/Artist _____
Client _____
Date Ad Ran _____

2010 KPA Advertising Contest
Category 12 - Entertainment/Dining
Newspaper _____
Division _____ Class _____
Sales Rep/Artist _____
Client _____
Date Ad Ran _____

2010 KPA Advertising Contest
Category 13 - Special Sections
Newspaper _____
Division _____ Class _____
Sales Rep/Artist _____
Client _____
Date Ad Ran _____

2010 KPA Advertising Contest
Category 14 - Group Promotions
Newspaper _____
Division _____ Class _____
Sales Rep/Artist _____
Client _____
Date Ad Ran _____

2010 KPA Advertising Contest
Category 15 - Political Advertising
Newspaper _____
Division _____ Class _____
Sales Rep/Artist _____
Client _____
Date Ad Ran _____

2010 KPA Advertising Contest
Category 16 - Agriculture/Lawn and Garden
Newspaper _____
Division _____ Class _____
Sales Rep/Artist _____
Client _____
Date Ad Ran _____

2010 KPA Advertising Contest
Category 17 - Classified Page/Section
Newspaper _____
Division _____ Class _____
Sales Rep/Artist _____
Client _____
Date Ad Ran _____

2010 KPA Advertising Contest
Category 18 - Preprints/Special Publications
Newspaper _____
Division _____ Class _____
Sales Rep/Artist _____
Client _____
Date Ad Ran _____

2010 KPA Advertising Contest
Category 19 - Best Use of Color
Newspaper _____
Division _____ Class _____
Sales Rep/Artist _____
Client _____
Date Ad Ran _____

2010 KPA Advertising Contest
Category 20 - Best Ad Series
Newspaper _____
Division _____ Class _____
Sales Rep/Artist _____
Client _____
Date Ad Ran _____

2010 KPA Advertising Contest
Category 21 - Holiday Greeting Ads & Miscellaneous
Newspaper _____
Division _____ Class _____
Sales Rep/Artist _____
Client _____
Date Ad Ran _____

2010 KPA Advertising Contest
Category 22 - Sporting Goods/Athletics
Newspaper _____
Division _____ Class _____
Sales Rep/Artist _____
Client _____
Date Ad Ran _____

2010 KPA Advertising Contest
Category 23 - Special Events
Newspaper _____
Division _____ Class _____
Sales Rep/Artist _____
Client _____
Date Ad Ran _____

2010 KPA Advertising Contest
Category 24 - Creative Use of Newspaper/Promotion
Newspaper _____
Division _____ Class _____
Sales Rep/Artist _____
Client _____
Date Ad Ran _____

2010 KPA Advertising Contest
Category 25 - Best TMC Product
Newspaper _____
Division _____ Class _____
Sales Rep/Artist _____
Client _____
Date Ad Ran _____

