

2009 LPA Better Newspaper Advertising Competition

Please forward to the Advertising Manager.

IMPORTANT!

**Agency ads will NOT be accepted in any Advertising category.
Examples of agency ads are co-op ads and car dealerships
where the local dealer's logo is placed in the "pre-designed" ad.
Ads will be carefully screened and disqualified if there is cause
to believe it is an agency ad.**

Any advertising entry in the LPA Contests that does not meet the requirements as outlined in the contest rules set by the Contest Committee and approved by the LPA Board of Directors will be disqualified. Disqualification may occur during any one of three phases: submission preparatory phase, the judging phase or subsequent to the awards presentation phase. If the disqualification occurs during the submission preparatory phase or the judging phase, the entry will be declared ineligible for consideration. If the disqualification occurs after the awards presentation, the entry will be declared ineligible and any plaques or certificates awarded should be returned to LPA and an official announcement of the disqualification will be made.

**Outline entries completely with red china marker or red grease pencil.
Make sure labels are filled out completely. Entries should be in chronological order.**

2009 LPA Better Newspaper Advertising Competition

1. Eligibility. The competition is open to LPA members in good standing. DUES MUST BE CURRENT. TMC issues are not eligible.
2. Time Frame. Entries for ALL contests must be selected from the period January 1 through December 31, 2008.

3. Sweepstakes. Points will be awarded in each contest, except General Excellence and Special Section, using the following system:

First place winner	3 points
Second place winner	2 points
Third place winner	1 point

For Special Section and General Excellence the points are:

First place	6 points
Second place	4 points
Third Place	2 points

Editorial and Advertising Points will be added together.

4. Newspaper of the Year. Newspaper of the Year will be awarded based on points. In the event of a tie for Sweepstakes and Newspaper of the Year, the tying newspaper with the most first place awards will be declared the winner. If the first place awards do not break the tie, second place awards and then third place awards will be counted to break the tie.

5. Duplicate Submissions. No entry should be submitted in more than one category when judging is based on the same criteria. For example, you cannot enter the same entry in "Success Story of an Ad" and "Best Ad Campaign" due to the criteria which is too similar in both categories. Freedom of Information and Community Service is excluded from this rule.

6. Letters. A letter of clarification may be submitted with any entry where the newspaper feels it would be helpful to the judges. In some categories, a letter of clarification is required.

7. "Regular Employees." In all categories, particularly in reporting, feature writing and photography, "regular" employees are those who work for the newspaper a specified number of hours every week, except non-syndicated columnists.

8. Advertising Entry Fees & Deadlines. To defray the costs of judging and awarding plaques, a general entry fee of \$15 will be assessed. Entries received on or before Friday, January 14, 2010 will enjoy a \$15 early-bird discount. The Advertising Competition deadline is Friday, January 21, 2010 at 4:00 p.m. Any entries received after Friday, January 21 will pay an extra \$25 late fee. All entries must be received by the drop dead date of Friday, January 28, 2010. No entries will be accepted after this drop-dead date.

On or before January 14	\$15 Discount per newspaper
January 15 - January 21	Regular Deadline
January 22 - January 28	\$25 Late Fee per newspaper
After January 28	No entries accepted

An additional \$5 per entry must also be submitted, with the exception of Freedom of Information and Community Service contests, which do not require an entry fee.

9. Delivery Instructions. The LPA office must receive entries no later than the **drop-dead date of Friday, January 28, 2010** by 4:00 p.m. All entries that do not meet the deadline will be declared ineligible. Deliver or mail to:

**Louisiana Press Association
404 Europe Street
Baton Rouge, LA 70802**

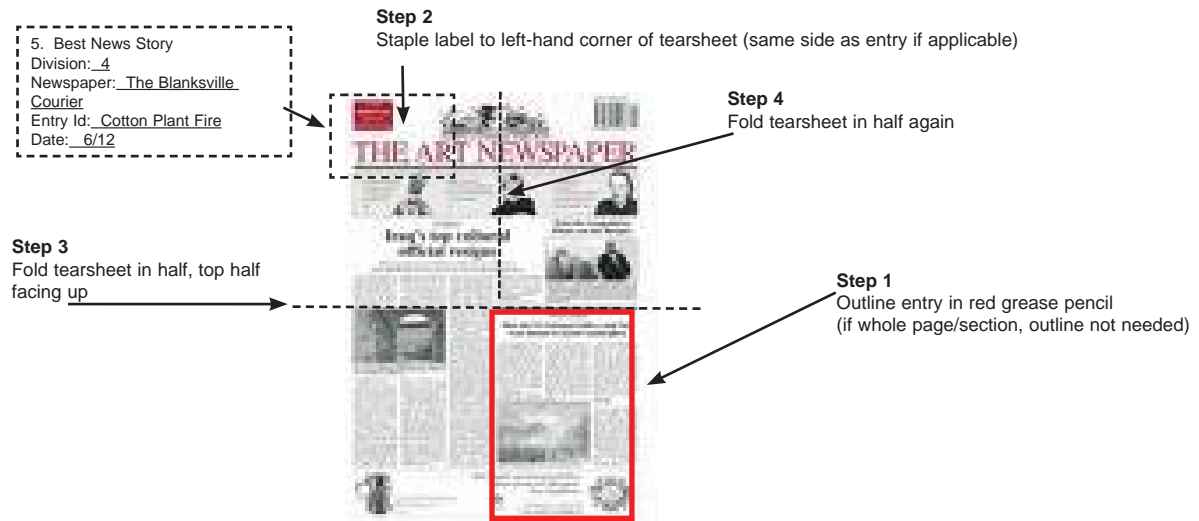
Entry forms must be returned with entries. Please make a copy for your files.

10. No entries will be returned. Winners may, if they desire, pick up their winning entries following the awards presentation at the annual convention, after they have been displayed for a suitable period of time.

11. Publication. All entries must have been printed or circulated in the member newspaper to subscribers.

12. ALL RULES WILL BE STRICTLY ENFORCED. Those entries not meeting all specifications will be automatically disqualified. No fees will be refunded on disqualified entries.

13. IMPORTANT! Assembly Instructions. For each applicable contest entered, clearly outline the entry with red grease pencil or china marker, staple with proper label (enclosed) in upper left-hand corner of the tearsheet, as shown, and fold entry or entries to approximately 8 ½ x 11 inches. Tabloid pages should be folded in half, with the label in the upper left-hand corner.



ACTUAL TEARSHEETS MUST BE OUTLINED and LABELED AS INSTRUCTED, OR ENTRIES WILL BE DISQUALIFIED. Please do not submit each contest in an individual envelope or manila folder. **Pack contest entries in chronological order (starting with #1).** DO NOT SUBMIT fancy bound entries - they will automatically be disqualified.

Entry Id: Reference name of the entry. Be sure to name it something easily identifiable, in case there is a question. Entry Id examples: I-49 4-Car Crash, Smith's Florist, 211 Maple Street Fire.

14. Results. Competition results will NOT be released to ANYONE other than publishers until the Awards Luncheon. Publishers may call and request a copy of their winners list. No exceptions will be made. Press releases and winners lists will be mailed to all newspapers the day of the awards presentation.

15. Divisions. Each contest has eight (8) divisions. The division is based on postal statement of ownership or statement of audit that is on file at LPA. Division eligibility for all member newspapers is subject to verification. Exception are Best Editorial Cartoon, Best Success Story, Community Service, Freedom of Information and Best Website. Please see the individual contest for division information. If only one paper enters in a division, the newspaper will move up or down – depending on the newspapers placement in the division – if the newspaper is in the lower 1/3 of the division, the newspaper will be moved down, if it is in the upper 2/3rds the newspaper will move up.

16. Contest Disqualifying Clause. Any entry in the LPA Contests that does not meet the requirements as outlined in the contest rules set by the Contest Committee and approved by the LPA Board of Directors will be disqualified. Disqualification may occur during any one of three phases: submission preparatory phase, the judging phase or subsequent to the awards presentation phase. If the disqualification occurs during the submission preparatory phase or the judging phase, the entry will be declared ineligible for consideration. If the disqualification occurs after the awards presentation, the entry will be declared ineligible and any plaques or certificates awarded should be returned to LPA and an official announcement of the disqualification will be made.

2009 LPA Active Member Newspaper Divisions Based on Highest Circulation Figures.

Division 1

Daily newspapers with average paid circulation over 50,000*

The Advocate (Baton Rouge)
The Advertiser (Lafayette)
The Times-Picayune (New Orleans)
The Times (Shreveport)

Division 2

Daily newspapers with average paid circulation 25,001 - 50,000*

The Town Talk (Alexandria)
American Press (Lake Charles)
News-Star (Monroe)

Division 3

Daily newspapers with average paid circulation 10,001 - 25,000*

Daily Star (Hammond)
The Courier (Houma)
The Daily Iberian (New Iberia)
Daily World (Opelousas)
The Daily Comet (Thibodaux)

Division 4

Daily newspapers with average paid circulation 10,000 or under*

Abbeville Meridional
Bastrop Daily Enterprise
Bossier Press-Tribune
Crowley Post-Signal
Beauregard Daily News (DeRidder)
Franklin Banner-Tribune
Jennings Daily News
Leesville Daily Leader
Minden Press-Herald
The Daily Review (Morgan City)
Natchitoches Times
Ruston Daily Leader
Southwest Daily News (Sulphur)

Division 5

Newspapers published 2 to 4 times per week*

Bogalusa Daily News
St. Tammany News (Covington)
Livingston Parish News (Denham Springs)
Eunice News
Gonzales Weekly Citizen
L'Observateur (LaPlace)
Ville Platte Gazette

Division 6

Weekly newspapers with paid circulation 3,001 and over*

St. Charles Herald-Guide (Boutte)
St. Tammany Farmer (Covington)
DeQuincy News
Farmerville Gazette
Concordia Sentinel (Ferriday)
Era-Leader (Franklinton)
Guardian-Journal (Homer)
Tri-Parish Times & Business News (Houma)
Jena Times
Catahoula News-Booster (Jonesville)
News-Examiner (Lutcher)
The Enterprise (Mansfield)
Sabine Index (Many)
Marksville Weekly News
CityBusiness (New Orleans)
Louisiana Weekly (New Orleans)
Pointe Coupee Banner (New Roads)
Plaquemine Post/South
Ponchatoula Times
Rayne Acadian-Tribune
Rayne Independent
Teche News (St. Martinville)
The Inquisitor (Shreveport)

Division 6 (cont.)

Shreveport Sun
Ouachita Citizen (West Monroe)
Winn Parish Enterprise (Winnfield)
Franklin Sun (Winnsboro)

Division 7

Weekly newspapers with paid circulation 3,000 - 1,501*

The St. Bernard Voice (Arabi)
Bienville Democrat-Record (Arcadia)
The Plaquemines Gazette (Belle Chasse)
The Banner (Bernice)
Cameron Parish Pilot
Colfax Chronicle
Coushatta Citizen
Jackson Independent (Jonesboro)
Kaplan Herald
Banner-Democrat (Lake Providence)
The Assumption Pioneer (Napoleonville)
West Carroll Gazette (Oak Grove)
West Side Journal (Port Allen)
Richland Beacon-News (Rayville)
Springhill Press
Madison Journal (Tallulah)
Vacherie Enterprise

Division 8

Weekly newspapers with paid circulation 1,500 or under*

Amite Tangi-Digest
Baker Observer
Basile Weekly
Bunkie Record
Church Point News
The Watchman (Clinton)
Caldwell Watchman (Columbia)
Delhi Dispatch
Donaldsonville Chief
St. Helena Echo (Greensburg)
Gueydan Journal
Haynesville News
Kentwood News-Ledger
Kinder Courier News
Lake Arthur Sun-Times
Oakdale Journal
Pierre Part Bayou Journal
St. Francisville Democrat
Tensas Gazette (St. Joseph)
Vinton News
Caddo Citizen (Vivian)
Welsh Citizen
Zachary Plainsman-News

-Best Editorial Cartoon and Best Success Story will be judged as two divisions only (Division A - daily and Division B - community).

-Freedom of Information and Oops! will be judged as one division only.

-Community Service will be judged as three divisions only (Division A - daily newspapers, Division B - newspapers published 2 to 4 times per week, Division C - community newspapers).

-Newspapers in Divisions 2-8 are allowed to compete up in the divisions. For example, a newspaper in Division 7 is eligible to compete in Division 6.

***Pending Verification of 2009 circulation figures.**

2009 LPA Better Newspaper Advertising Competition

Outline entries completely with red china marker or red grease pencil.

Make sure labels are filled out completely. Entries should be in chronological order.

1/2 Page Size must be exactly 1/2 of your total column inches.

Full page ads that run on tabloid size paper (such as in special sections) will be considered 1/2 page if your newspaper is broadsheet.

25. STAFF GENERATED - BLACK & WHITE 1/2 PAGE OR UNDER

Submit Up to five entries showing a single ad that represents your newspaper's best quality in content, artwork and layout. Each entry is eligible to win. Submit a full-page tearsheet for each entry. Ad must be for a single advertiser.

Criteria The basic idea, layout, copy, typography and originality. **No house ads may be submitted.**

Labels Up to five labels are needed - staple one label to each tearsheet.

25. STAFF GENERATED - COLOR 1/2 PAGE OR UNDER

Submit Up to five entries showing a single ad that represents your newspaper's best quality in content, artwork and layout. Each entry is eligible to win. Ad will feature one or more colors of ink other than or in addition to black. Submit a full-page tearsheet for each entry. Ad must be for a single advertiser

Criteria The basic idea, layout, copy, typography and originality. **No house ads may be submitted.**

Labels Up to five labels are needed - staple one label to each tearsheet.

27. STAFF GENERATED - BLACK & WHITE OVER 1/2 PAGE

Submit Up to five entries showing a single ad that represents your newspaper's best quality in content, artwork and layout. Each entry is eligible to win. Ad must exceed 1/2 page of broadsheet page or tabloid page. Submit a full-page tearsheet for each entry. Ad must be for a single advertiser

Criteria The basic idea, layout, copy, typography and originality. **No house ads may be submitted.**

Labels Up to five labels are needed - staple one label to each tearsheet.

28. STAFF GENERATED - COLOR OVER 1/2 PAGE

Submit Up to five entries showing a single ad that represents your newspaper's best quality in content, artwork and layout. Each entry is eligible to win. Ad must exceed 1/2 page of broadsheet page or tabloid page and include one or more colors other than or in addition to black. Submit a full-page tearsheet for each entry. Ad must be for a single advertiser.

Criteria The basic idea, layout, copy, typography and originality. **No house ads may be submitted.**

Labels Up to five labels are needed - staple one label to each tearsheet.

29. BEST AD CAMPAIGN

Submit Up to five entries showing a novel or unusual idea carried out through a series of ads either in one issue or in a series of issues. Each entry is eligible to win. Ads should show a continuity of theme. Each entry may consist of multiple parts although no more than five parts to any campaign or series should be submitted. Submit a full-page tearsheet for each ad in a series.

Criteria Creativity, layout, typography, originality and development of a theme. **No house ads may be submitted.**

Labels Up to five labels are needed - staple one label to the top tearsheet in each ad or series of ads.

30. IN-PAPER PROMOTION - BLACK & WHITE

Submit Up to five black and white entries showing your creativity in promoting your newspaper or some aspect of your newspaper's operations. Each entry is eligible to win. Each entry may consist of multiple parts although no more than five parts to any campaign or series should be submitted. Submit a full-page tearsheet for each ad in a series.

Criteria Continuity of theme.

Labels Up to five labels are needed - staple one label to the top tearsheet in each ad or series of ads)

31. IN-PAPER PROMOTION - COLOR

Submit Up to five color entries showing your creativity in promoting your newspaper or some aspect of your newspaper's operations. Each entry is eligible to win. Each entry may consist of multiple parts although no more than five parts to any campaign or series should be submitted. Submit a full-page tearsheet for each ad in a series

Criteria Continuity of theme.

Labels Up to five labels are needed - staple one label to the top tearsheet in each ad or series of ads.

**Outline entries completely with red china marker or red grease pencil.
Make sure labels are filled out completely. Entries should be in chronological order.**

32. MULTIPLE ADVERTISER PAGE

Submit Up to five entries featuring three or more advertisers under a common headline or theme. Each entry is eligible to win. Submit a full-page tearsheet.

Criteria Originality of basic idea, layout, copy typography and creativity as a revenue producer.

Labels Up to five labels are needed - staple one label to each tearsheet.

33. ADVERTISING IDEA OR PROMOTION **Do not submit in-paper promotions or ads entered elsewhere.**

Submit Up to five entries showing a good idea created and sold by your newspaper. Each entry is eligible to win. Each entry may be a single ad, special page or advertising section and should contain a **letter of explanation**. Submit a full-page tearsheet for each ad.

Criteria Judging will be based on: Creativity of the idea that produces revenue 50 points
Overall design and originality of ad or ads 50 points

Labels Up to five labels are needed - staple one label to each tearsheet.

34. BEST CLASSIFIED SECTION OR PAGE

Submit Two classified sections or pages. **Two classified pages or sections equal one entry.** Each entry is eligible to win.

Criteria Originality, creativity, impact and attention-getting quality.

Labels One label is needed - staple label to top tearsheet and fold or staple tearsheets/sections together.

35. BEST SERVICES AD - Non-Retail

Submit Up to five entries that feature an ad for professional services such as travel agencies, health spas, barbers/beauticians, politicians, funeral homes, doctors, hospitals, attorneys, lawn services, plumbers, electricians and financial services. Each entry is eligible to win. Each entry may be an ad or a series of ads (**not to exceed five**) that are part of a single campaign. Ad must be for a single advertiser and must be clearly outlined with red grease pencil or crayon.

Criteria The basic idea, layout, copy, typography and originality.

Labels Up to five labels are needed - staple one label to each tearsheet.

36. BEST SUCCESS STORY OF AN AD - Daily & Community

Submit Up to five entries that feature a successful ad or ad campaign. Each entry may be an ad or a series of ads (**not to exceed five**) that are part of a single campaign. Each entry is eligible to win. Ad must be for a single advertiser. A newspaper statement identifying the challenge, the objective/purpose, and the results must be included. A letter from the advertiser verifying the effectiveness of the ad must also be included.

Criteria Judges will consider the ad's effectiveness, which will be determined by a statement from the newspaper and a letter from the advertiser. This contest will be split into Division A - daily (divisions 1-3) & Division B - community (divisions 4-7).

Labels Up to five labels are needed - staple one label to each tearsheet.

37. BEST RETAILER AD

Submit Up to five entries that feature an ad for a retailer that is independent and locally owned (such as a flower shop, gift shop, book store, antique store, etc). Each entry may be an ad or a series of ads (**not to exceed five**) that are part of a single campaign. Each entry is eligible to win. Ad must be for a single advertiser.

Criteria Judges will consider the basic idea, layout, copy, typography and originality.

Labels Up to five labels are needed - staple one label to each tearsheet.

Please Note: General Excellence and Best Special Section contests are included with the Editorial rules. Advertising content is important criteria in these two contests and is judged along with the Editorial criteria.