

# 2009 LPA Special Interest & Free Circulation Advertising Competition

*Please forward to the Ad 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 dealers' 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 Free Circulation & Special Interest Publication Advertising Competition

1. Eligibility. The competition is open to LPA members in good standing. DUES MUST BE CURRENT. Publications eligible for participation (providing dues are current) are:

Division 8 (Specialty)

**Bayou Catholic**  
**Catholic Commentator**  
**Faith and Soul**  
**LBC Live**  
**Louisiana Sportsman**  
**Louisiana Medical News**  
**Louisiana Sports Magazine**  
**Racing Pigeon Digest**

Division 10 (Free Community News)

**Acadiana Gazette**  
**Central City News**  
**Guardian (Ft. Polk)**  
**Jambalaya News**  
**Lafourche Gazette**  
**Ponchatoula Drum**  
**Riverside Reader**  
**Sarepta Star**  
**The Gazette (Walker)**

Division 9 (General Interest)

**Acadiana Lifestyle**  
**Baton Rouge Business Report**  
**Best of Times**  
**CenlaFocus**  
**CityBusiness**  
**Country Roads**  
**Forum News**  
**Gambit**  
**The Independent (Lafayette)**  
**Thrive**  
**Real Views**  
**Times of Acadiana**  
**Times of Southwest**

2. Time Frame. Entries for the advertising contests must be selected from the period January 1 through December 31, 2009.

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.

4. Letters. A letter of clarification may be submitted with any entry where the publication feels it would be helpful to the judges.

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

6. 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
<b>January 15 - January 21</b>	<b>Regular Deadline</b>
January 22 - January 28	\$25 Late Fee per newspaper
<b>After January 28</b>	<b>No entries accepted</b>

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.

7. 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**

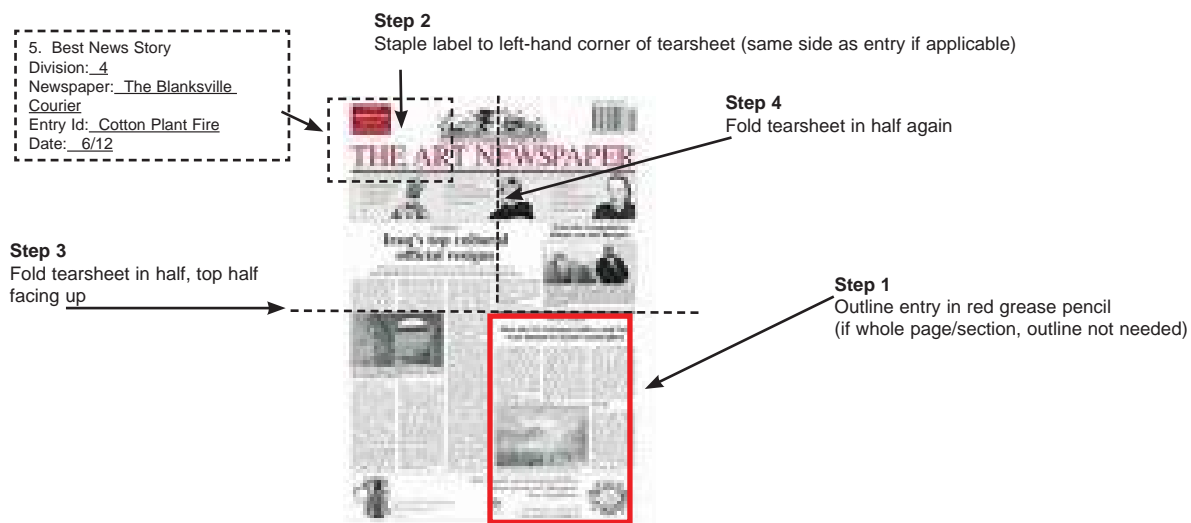
Entry forms must be returned with entries. Please make a copy for your files.

8. 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.

9. Publication. All entries must have been printed in the publication or circulated in the member publication.

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

11. 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.

12. 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 publications the day of the awards presentation.

13. Divisions. The Freedom of Information and Oops! contests will be judged with the Better Newspaper competition entries.

14. 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.

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**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.

## 18. 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.

## 19. 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.

## 20. 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.

## 21. 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.

## 22. 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.

## 23. 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)

## 24. 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.**

25. 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.

26. ADVERTISING IDEA OR PROMOTION

**Submit** Up to five entries showing a good idea created and sold by your publication. 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.

27. BEST CLASSIFIED SECTION OR PAGE

**Submit** Two classified sections or pages. **Two 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.

28. 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.

29. BEST SUCCESS STORY OF AN AD

**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 publication 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 publication and a letter from the advertiser.

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

30. 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.*