

2009 LPA Website Competition*

Entry Deadline

January 28

After January 28

Regular Deadline

No entries accepted

*Website points do not count towards Newspaper of the Year.

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 Website Competition

All online contests will be judged on the following in addition to the criteria listed in the contest:

- Content: Quality of the news & editorial matter, timeliness, selection and organization of the items
- Navigation: How easy it is to retrieve information from the Web site
- Visual/Design: Layout, use of graphics, photographs, animation, color and related elements
- Advertising: Innovative strategies and/or evidence of revenue generation
- Community: Demonstration that the Web site fulfills a “gatekeeper to the community” role
- Interactivity: Incorporation of elements that take advantage of the medium

Websites associated with multiple newspaper members can be entered only once in each category, by one of the members.

No website, project or multimedia element may be entered in more than one category.

Divisions:

Division A: Over 20,000

Division B: 10,001 - 20,000

Division C: Under 10,000

Group newspapers sharing one Web site must enter the category for their newspaper with highest circulation.

1. Best Overall Website

Judged on the usefulness of the site to the “reader,” quality and quantity of community content and ease of navigation and design. Judges will consider special features such as community forums, advertising information and interactive elements which encourage significant audience engagement.

Please submit your website address. Entries in this category will be viewed online during the contest judging in 2009.

2. Best Web Project

Recognizes the presentation and content on a single topic. Projects may integrate both print and online elements, and should be innovative, visually stunning and have interactive components to engage readers. May include a description of the project and any promotion done in print. Submit your URL or the project on a CD that will play in a web browser, such as Internet Explorer or Firefox.

3. Best Multimedia Element

Recognizes a single element such as audio slideshow, Flash, video, or audio to tell a story and serve a community. Emphasis will be placed on visitor experience, engagement and response as well as on creative use of technology. It may be part of a larger project or stand on its own. May include a description of the project and any promotion done in print. Submit your URL or the project on a CD that will play in a web browser, such as Internet Explorer or Firefox.

4. Best Online Advertising – Single Ad, Static

Recognizes visual appeal and creativity in design and content of a single static ad appearing online at the newspaper’s website. Please submit entry on CD. Screen shots should be captured and printed to send with entry form. Ad must be created locally by the publisher.

5. Best Online Advertising – Single Ad, Animated

Recognizes visual appeal and creativity in design and content of a single animated ad appearing online at the newspaper’s website. Please submit entry on CD. Screen shots should be captured and printed to send with entry form. Ad must be created locally by the publisher.

6. Best Online Advertising – Campaign

Recognizes visual appeal and creativity in design and content of a digital ad campaign including such elements as banners, blogs, interstitials, widgets, etc. appearing online at the newspaper’s website. Please submit entry on CD. Screen shots should be captured and printed to send with entry form. Campaign must be created locally by the publisher.

7. Best Online House Ad or Campaign

Submit the web address (direct link) and supporting materials that spotlight efforts to increase revenue with online advertising self-promotion for the newspaper and/or related products. Please submit entry on CD. Screen shots should also be captured and printed to send with entry form.

No website, project or multimedia element may be entered in more than one category.