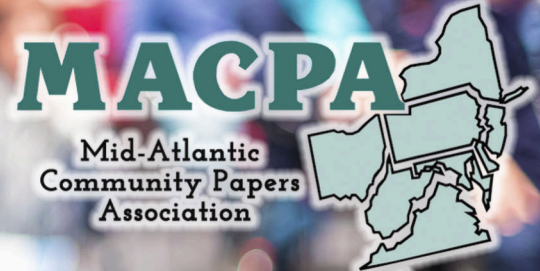




Save the Date

2019 Annual Conference

for the
**Mid-Atlantic
Community Papers
Association**



March 1st and 2nd, 2019
Sheraton Harrisburg-Hershey
4650 Lindle Road, Harrisburg, PA 17111

Featured Speaker for the Conference

Back by Popular Demand



Ryan Dohrn
with **360 Ad Sales**

Ryan Dohrn is the founder of media sales training firm Brain Swell Media and the creator of the 360 Ad Sales System taught to over 5,000 ad sales reps in 7 countries. Ryan's 25 year media sales and marketing career includes leadership roles at PennWell Publishing, Morris Publishing, Disney/ABC TV, Sinclair Broadcasting and The NY Times Company. He is an Emmy Award winner, business book author and has been featured in USA Today and on Forbes.com. Ryan currently works monthly with over 75 media companies and their related sales and management teams.



The Leadership Institute

Lighting the Way

We will provide a series of classes at the Conference which will help our members attain their certification through TLI. (We will have the opportunity to recognize newly certified individuals)

• • • • •

Graphically Speaking

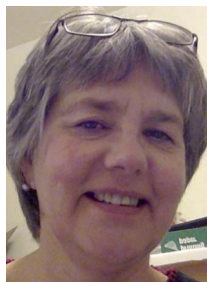
We will provide a training track for your graphic designers which will provide indepth details on how to use the products and services of Metro Creative Graphics.

Register today at bit.ly/MACPA2019Conference
Early Bird Registration ends January 7th

PRESIDENT MESSAGE



MACPA MESSENGER



On the Road Again...Again!

The first MACPA Publisher Summit scheduled for mid-August hasn't happened...yet. Alyse and I spent an afternoon and evening at the Allentown airport, all packed and ready for our flight to Columbus, Ohio, by way of Charlotte.

Unfortunately, heavy thunderstorms in North Carolina meant our flight wouldn't be able to land, and our flight from Charlotte to Columbus was cancelled. As a result, our Publisher's Summit was postponed.

We are going to Ohio—but this time we're driving. We will be meeting with publishers from Ohio and western Pennsylvania October 4 and 5. We're in the process of planning two more sessions, in eastern Pennsylvania and central Pennsylvania, for October 12 and 19.

We are determined to make these meetings happen for a few reasons. 1) We love getting together with other newspaper people. These are always interesting and fun sessions. 2) We have information to share, and questions to ask. Because... 3) We want to make MACPA stronger, and we can do that by communicating better with our members, and working together to solve problems and increase sales.

Meanwhile, board member JoyeDell Beers is developing a great special you can use to compete with Craig's List on big-ticket items. Read more about that in this issue, and try it out. Sounds like a real winner for salespeople, publishers and MACPA. Enjoy the rest of this fleeting summer, and look for us in your neighborhood in October!

Sincerely,
Ruth Isenberg, President
journalruth@gmail.com

2018-2019 MACPA BOARD OF DIRECTORS

Ruth Isenberg, President
(journalruth@gmail.com)
(term expires 04/19)

Claudia Christian, Vice President
(cchristian@pressreview.net)
(term expires 04/19)

John Hemperly, Secretary
(jhemperly@engleonline.com)
(term expires 04/19)

John Hemperly, Treasurer
(jhemperly@engleonline.com)
(term expires 04/19)

Joe Nicaastro, Director
(joe.nicaastro@gmail.com)
(term expires 04/19)

Randy Miller, Director
(randym@themerchandise.com)
(term expires 04/19)

John Schaffner, Director
(john@thebeacon.net)
(term expires 04/20)

JoyeDell Beers, Director
(wbbjbeers@gmail.com)
(term expires 04/20)

Margaret Ehle, Director
(mbehle@pa.net)
(term expires 04/20)

Ron Burke, Past President
(rburke@washingtoninformer.com)
(term expires 04/19)

MACPA OFFICE

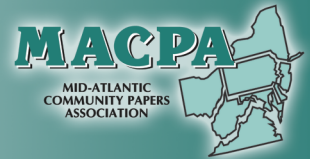
10 Zions Church Road, St 201
Shoemakersville, PA 19555
1-800-450-6631
info@macpa.net
www.macpa.net
www.macnetonline.com

Audit Assistance
cara@macpa.net

IN THIS MESSENGER

- Conference Announcement
- Ad, Editorial & Website Announcement
- Print Versus Digital: Are They Even At War?
- And More!

SPECIAL REPORT: Ad, Editorial, AND WEBSITE AWARDS ANNOUNCEMENT



MACPA Messenger



By Ron Burke,

The time is here! It is time to start organizing your 2018 Ad, Editorial and Website Entries! And I am excited to be the new Chair for the Ad, Editorial and Website Awards!

The Ad, Editorial and Website Awards are a great way to have your team members recognized for the hard work they do for your publication!

For this year judging we will be reaching out to Ad Agencies in the Washington, D.C. area. This is a benefit not only for us but also for them, too. It will give us an opportunity to show them publications that are in our group and also allow them to learn more about MACPA. We hope that the outcome will be more support from local ad agencies as they become aware of the quality of our work.

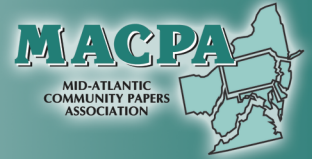
We made a few changes for this year. First, publications now have the ability to submit up to five entries per division. In the past it was limited to three entries per division. Also, we have changed Category 8, Timely and Themed Sections or Guides. We were noticing a lot of entries where the special section was within the publication, and when those entries are up against pull out special sections, they tend to fall short. Because of this we added an additional division. The new divisions include: Division 1 – Newsprint – within publication; Division 2 – Newsprint – Pull outs, stand alones, multiple pages; and Division 3 – Glossy Medium/Magazine. Should you have any questions about what division your entry qualifies for, contact the office at 800-450-6631.

Any entry you choose to submit must be published between January 1, 2018 and December 31, 2018. Entries must be postmarked January 15, 2019. All entries received after that date will be disqualified. We are under tight time constraints for judging this year.

For complete rules and labels, head to www.macpa.net or check out the information in this Messenger.

As always our Ad, Editorial and Website Award winners will be announced at the 2019 Annual Conference. The conference this year will be held at the Sheraton Harrisburg-Hershey. We are excited to have Ryan Dohrn as our featured speaker. We will also be bringing back The Leadership Institute and some of our Associate Members will be featured speakers. We hope you will plan on attending the 2019 Conference!

SALES CORNER: A NEW LOOK AT AN OLD SALES TECHNIQUE



MACPA Messenger

By John Foust

Carla has been selling advertising for many years. She has researched and tried a variety of techniques to answer objections. "Just about everybody knows the Feel-Felt-Found formula," she said. "When a prospect makes an objection – about price, for example – the response is, 'I understand how you feel. Many others have felt the same way. Then they found that our paper offers good value for their investment.'

"In theory, it's sound," she said. "But most business people have heard it before. As soon as they hear 'I understand how you feel,' they know it's going to be a canned explanation. The key is to avoid the words 'feel,' 'felt' and 'found' and use other ways to say the same thing.

"The phrase that has been the biggest help to me is: 'No one wants to ____.' Just fill in the blank after the word 'to' and you've got a great lead-in statement."

Here's a closer look:

1. I understand how you feel. The purpose of this phrase is to get in step with others, but it's an overused statement that can sound

mechanical and insincere "You shouldn't say you understand unless you really understand," Carla said. "This is where 'no one wants to' comes into play. It's a safe statement that puts me on the same page with the other person. When there's a price objection, I say, 'No one wants to pay more for advertising than they have to.' It's as simple as that. In all the times I've used it, no one has disagreed."

Carla explained that this works with any objection. "No one wants to schedule more ads than they need. No one wants to plan more meetings than they need. No one wants to sign a longer contract than they need. And so on."

2. Many others have felt the same way. According to Carla, this phrase is too vague. "It's good to reassure other people, because we want them to know they're not the only ones with that opinion. But this step in the process works better with a specific example. I like to say something like, 'Others have had the same opinion. About a month ago, the XYZ Widget Company was concerned about our rates.' That creates a bridge to the last step – where I talk about what that advertiser found."

3. Then they found. "Here's where you turn that example into a testimonial," Carla said. "Instead of referring to all the advertisers who had that same objection, talk about one advertiser's positive experience. That has more impact."

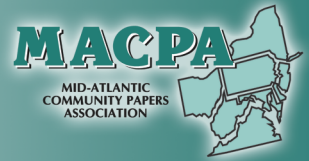
Put it all together to get something like this: "No one wants to pay more for advertising than they have to. Other people have had the same concern. In fact, XYZ initially had questions about our rates. Then they discovered that we offer more coverage than other media choices. As a result, their business is up ten percent over the same time period last year. This comparison chart shows..."

It's hard to object to that strategy, isn't it?

COPYRIGHT LINE
(c) Copyright 2018 by John Foust. All rights reserved.

CREDIT LINE
John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com

FEATURED REPORT: PRINT VERSUS DIGITAL: ARE THEY EVEN AT WAR?



MACPA Messenger



By Joe Mathes, Digital Advertising Strategist

The battle of print versus digital is a contentious issue within the media space. But instead of asking which platform is more powerful, perhaps the real question should be: Are print and digital even at war?

media update's Aisling McCarthy looks at the complex relationship between print and digital media, and considers whether or not they really are at war.

The relationship between print and digital is complicated, to say the least. While they are often seen to be at odds with one another, is it impossible to think that they could coexist? And even more than that, could they not work together?

Print and digital influence one another

Ever since digital made its maiden appearance, critics have said that print would die. However, these rumors have been circulating for years; and yet, print remains.

While certain brands and consumers prefer the feel, smell and idea of old school print, tech-savvy people tend to go for the digital version. And that is perfectly fine. There is more than enough room for everyone, regardless of their media preferences.

But the real question is: Why we perceive this as a fight to the death, instead of considering the possibility of cohabitation? Numerous brands, like *Sports Illustrated* and *Cosmopolitan*, started out as print-only but are now both printed and online.

Moreover, a few years ago *Sports Illustrated* decided to get rid of their print-only subscriptions in favor of a print and digital subscription. This offered a way to encourage people to have both versions and experience the content in different ways. Perhaps it is

better to think of print and digital as two sides of the same media coin, rather than opposing teams fighting for readership.

The fight isn't 'print versus digital', it's with general profitability

In an episode of 'Last Week Tonight', John Oliver explained that it isn't just a case of publishers having to pick either print or digital, but that both need to exist for the whole media industry to survive.

"The media is a food chain, which would fall apart without local newspapers, and the problem is print ads are less popular with advertisers than they used to be, and online ads produce much less revenue."

Most publications simply can't afford to pay numerous journalists to work on in-depth, important stories that people need to know about. What happens then is that journalists have to write stories that are focused on what readers want to read about, and therefore, generate more revenue.

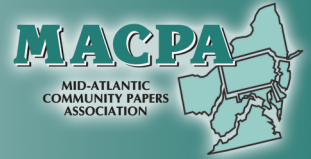
Although this might not necessarily sound like a bad thing, keep in mind that journalists also need to write content that informs the public, giving them not only the news they want to read but also the news that they need to know.

In 2008, when billionaire Sam Zel took ownership of the Orlando Sentinel, journalists questioned what would happen if they only wrote about the light-hearted things that received clicks. Zel's response? "Hopefully we get to the point where our revenue is so significant that we can do puppies and Iraq. Okay?"

This exchange reflects the feelings of many publishers, and the reality is that the public will suffer if journalists stop delivering the 'important' stories in favor of the popular ones.

Continued on next page...

FEATURED REPORT: PRINT VERSUS DIGITAL: ARE THEY EVEN AT WAR? CONTINUED



MACPA Messenger

Oliver says that it is clearly a smart move for newspapers and print magazines to expand online, but the danger in doing that is the temptation to gravitate towards content that will get the most clicks.

"[This] is why news organizations badly need to have leaders who appreciate that what's popular isn't always what's most important. But that is not always the case."

Why print and digital are stronger together

While both print and digital have pros and cons, the real challenge with both industries is trying to build and maintain an audience while at the same time producing content that is engaging and relevant.

In a previous media update article, Samir Husni, director of the Magazine Innovation Centre at the University of Mississippi, said, "When a print magazine is about to draw its last breath of ink, is digital really a life support for it, or just prolonging the inevitable?"

He says that when a magazine is in crisis, a simple change to the medium is not going to fix anything.

"A print magazine that can't make it in print is not going to make it in the digital sphere. The problem is not with the medium – the problem is with the magazine."

Publishers need to start by thinking about what their consumers want, and then create a point of difference between their print and digital platforms. Both

platforms offer creative opportunities, and the key is to use them to offer your consumers a more holistic experience with your content.

In an article for Digital Marketing Magazine, Anjana Varsani says that "if your digital magazine is just an electronic version of your print publication, you're wasting a big opportunity!"

This means that the future for brands is not 'print versus digital', but rather, 'print and digital'. Husni stresses that media nowadays is not either/or, but rather, all.

"There is absolutely no reason that [print and digital] can't live side by side ... At the end of the day, it is audience first, not digital or print first."

"Big Ticket Item" Special

This new promotion is designed specifically for an individual selling property/home, classic/antique cars, farm/construction equipment, etc.!

Give your customers the additional coverage they need to sell those Big Ticket Items utilizing the Micronets of the MACnet Network for more coverage at a savings!

Buy 2 Weeks, Get 1 Week FREE!

*Please note: this is not meant for commercial use.
The only exceptions are closed businesses selling stock/equipment.*

Ad must run for the consecutive weeks only.

No ad copy changes.

Can run specials repetitive times.

Publisher Summits

From Columbus, OH to Bridgewater Commons, NJ



We're going to be in your area during the month of October.

October 5th

COLUMBUS AIRPORT MARRIOTT

1375 N Cassady Avenue, Columbus, OH 43219-1524

10:00 a.m. to 2:00 p.m.

October 12th

SEASONS52 GRILL

410 Commons Way, Bridgewater, NJ 08807

10:30 a.m. to 2:30 p.m.

October 19th

COURTYARD HARRISBURG WEST/MECHANICSBURG

4921 Gettysburg Road, Mechanicsburg, PA 17055

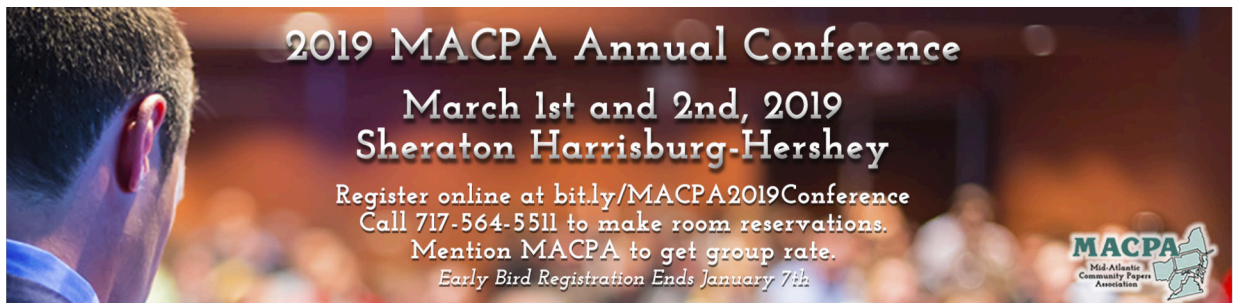
10:00 a.m. to 2:00 p.m.

Register Today!


<https://conta.cc/2Q7cc1e>

Questions? Contact the office today!

800-450-6631



2019 MACPA Annual Conference
March 1st and 2nd, 2019
Sheraton Harrisburg-Hershey
Register online at bit.ly/MACPA2019Conference
Call 717-564-5511 to make room reservations.
Mention MACPA to get group rate.
Early Bird Registration Ends January 7th



MACPA
Mid-Atlantic
Community Papers
Association

OUR ASSOCIATE MEMBERS



MACPA Messenger

Enhance your **PRINT PRODUCT** with a new **MOBILE SOLUTION** from Bar-Z



- Connect with Locals
- Broaden Audiences
- Gain New Advertisers
- Generate Additional Revenue



512.732.0135 | info@bar-z.com | bar-z.com

CREATE. SELL. PROFIT.

METRO
800-223-1600
metrocreativeconnection.com

JB Multimedia, Inc.

Justin Gerena
P.O. Box 704
N. Bellmore, NY 11710
888-592-3212 x710
888-592-3212 (main/fax)
www.jbmultimedia.net



AUDIT PROMOTION CHECKLIST

When your audit is complete the most important part of your audit process begins! To get the biggest return on your investment, make sure you promote your audit. It's easy, and it's free. Use this checklist to increase revenue today!

All of these audit promotions are included in the cost of your audit.

- DISPLAY THE CVC LOGO
- SIGN UP FOR FREE CONFERENCE CALL TRAINING
- LET US SEND A LOCAL AUDIT PROMOTION TO YOUR ADVERTISERS
- NATIONAL & REGIONAL AUDIT PROMOTION CD
- FREE ONLINE READERSHIP STUDIES
- CREATE IN-HOUSE AUDIT PROMOTION ADS – See samples at www.cvcaudit.com

If your audit is sponsored by IFPA, MFCP, WCP, CPII, MACPA, FCPNY, CPNE, CPM, SAPA, CPF, or PNAWAN you can have additional publications you own audited at association rates. Save thousands of dollars and call today for your no-obligation quote.

(800) 262-6392 • www.cvcaudit.com

Ask- CRM

Robin Smith
18903 Island Drive
Hagerstown, MD 21742
301-859-4777
301-800-275
www.ask-crm.com

Does your day-to-day activities keep you from tackling that paperwork monster called

“THE DREADED CIRCULATION AUDIT?”



Contact
Cara
cara@macpa.net
800-450-6631



Advertising and Marketing Agency

Specializing in Multicultural Markets



1020 16th Street NW, Suite 400
Washington, DC 20036

B – 202.775.5811 (7721)
F – 202.775.7421

www.srbcommunications.com

Saturation Mailers Coalition

SMC is a coalition of saturation program mailers, including free paper publishers, shared mailers and coupon envelope mailers, who share a common interest in maintaining fair and reasonable postal rates and regulations; law and postal policies that promote a viable, competitive and customer focused Postal Service; and a positive public image and response to mailed print advertising.



Donna Hanbery
Direct Dial: 612.340.9350
Fax: 612.340.9446
Email: Hanbery@hnclaw.com

Community Advertising System

Software that fits your business, your culture and your budget



Software Consulting Services, LLC
SCS builds trusted newspaper systems

AD AND EDITORIAL AWARDS RULES AND CATEGORIES

ENTRIES MUST BE PUBLISHED BETWEEN
JANUARY 1, 2018 AND DECEMBER 31, 2018



CONTEST RULES FOR PRINT ENTRIES

1. Only regular MACPA members' publications in good standing with current dues paid are eligible to enter.
 2. Entries or ideas that have previously won MACPA awards for your company may not be entered.
 3. Advertising agency or camera-ready advertisements may not be entered.
 4. Choose the category for your entry carefully. Send a FULL-PAGE TEAR SHEET, showing publication name and date of issue. If the item to be judged occupies less than a full sheet, mark or outline the ad/item that you wish to be judged. Complete the appropriate entry label and tape it to the UPPER RIGHT-HAND CORNER of the BACK side of the tear sheet. NO MATTING ACCEPTED!
 5. A brief explanation, if necessary, may be attached to the back of the entry, below the entry label.
 6. Limit of five entries per division of a category for your company. Additional entries will be disqualified. Any ads not showing publication date will be disqualified.
 7. In the event that three or fewer entries are received in any category they will be moved to another appropriate category.
 8. **Entries for Category 11 (Editorial) MUST be submitted electronically as well as a hard copy version. Please submit the files to kasey@gomaava.com. Any entries that are not submitted electronically will be disqualified.**
 9. Mail entries via USPS to MACPA, P.O. Box 408, Hamburg, PA 19526, or via FedEx/UPS MACPA C/O Interlace Communications 10 Zion Church Road, Suite 201, Shoemakersville, PA 19555. All entries become the property of MACPA and are not returnable.
 10. No entries will be accepted at the conference, as judging will be completed in advance.
 11. A \$5 fee for each entry must accompany entries. Please make checks payable to MACPA and mail along with entries
 12. **Deadline: Entries must be postmarked by January 15, 2019.** All entries received afterward will be disqualified.
-

ADVERTISING CATEGORIES

ENTRIES WITHIN YOUR PUBLICATION(S)

1. General Excellence

Only one entry per company, per division is allowed in this category. Please choose one copy of your publication for each of the quarters listed below for a total of 4. Two divisions based on amount of advertising content - Shoppers Guides are greater than 75% advertising and Community Papers are less than 75% advertising. The third division, Niche Publications, includes publications that are designed for a specific audience.

*January-March *July-September
*April-June *October-December

Division 1: Community Papers

Division 2: Shoppers Guides

Division 3: Niche Publications

2. Single Ads - Small Space

All ads must show good layout, originality, design and quality printing. Ads must appear as a regular run of your paper and must be 1/4 page or less of your publication size.

Division 1: Ads using black ink only

Division 2: Ads using color

3. Single Ads - Large Space

All ads must show good layout, originality, design and quality printing. Ads must appear as a regular run of your paper and must be more than 1/4 page of your publication size.

Division 1: Ads using black ink only

Division 2: Ads using color

4. Grocery Ads

All ads must show good layout, originality, design and quality printing. *Black Ink Only and Color will be judged together.*

5. Automotive Ads

All ads must show good layout, originality, design and quality printing. *Black Ink Only and Color will be judged together.*

6. Restaurant Ads

All ads must show good layout, originality, design and quality printing. *Black Ink Only and Color will be judged together.*

ENTRIES PART OF YOUR PUBLICATION(S)

7. Free Standing Inserts

Entries in this category must be designed by an on-staff graphic artist. Printing of the insert can be done in-house or outsourced. This category may include grocery flyers, automotive flyers, restaurant flyers, or any promotion or advertisement. May be printed on color stock. Entries will be judged on concept, design, and overall appearance.

Division 1: Single Sheet

Division 2: Multiple Pages

8. Timely and Themed Sections or Guides

(Fair Days, Moonlight Madness, Sidewalk Sales, Octoberfest, Vacation Guide, Wedding Planners, Home Improvement, etc - includes editorial material)

Division 1: Newsprint - within publication

Division 2: Newsprint - Pull outs, stand alone,
multiple pages

Division 3: Glossy Medium/Magazine

OTHER

9. Original Photography

Best original photo or series of photos taken by a member of your own staff.

Division 1: Editorial

Division 2: Advertising

EDITORIAL

10. Community Service

Entries included serving the community through news, advertising columns, and/or aiding or promoting community projects. The beneficiary may be an individual, group, or entire community. Please note that this category does not include self-promotion.

Division 1: Run as sequential pages of publication.

Division 2: Run as separate section or insert.

ALL ENTRIES FOR CATEGORY 11 MUST BE SUBMITTED ELECTRONICALLY AS WELL AS A HARD COPY VERSION. Any entries not submitted electronically will be disqualified. Please provide a pdf as well as a word document to kasey@gomaava.com. Entries must be labeled by their Category and Division numbers. (Example: A personal column written by the publisher with three entries: Cat11Div1_Article1)

11. Original Writing

Entries should be original articles written by the publisher or member of your staff and published during the contest period. Syndicated or mat service items are not eligible. Judging is based on originality of content, quality of writing and layout. Please include byline for each entry.

Division 1: Personal Column - Submit three different columns by a single writer with different topics.

Division 2: Editorial - An opinion article by a writer on a single topic.

Division 3: News Story - A newsworthy event concerning a particular item, product, place or thing.

Division 4: Feature Story - A human interest story where timeliness is not a factor.

INTERNET

CONTEST RULES FOR INTERNET ENTRIES

1. Website pages will be judged via internet connection.
2. Send a link to your website to kasey@gomaava.com by January 15, 2019.
3. Include the following information with the email:
 - Name of Publication*
 - Website Address*
 - Webmaster name & email address*
 - Special Webpages, Comments for the judges to aid them in experiencing your website.*
4. Please mail the entry form found with the other entry forms along with \$5 for each category entered.

WEBSITE CATEGORY

12. Site Design

Entries for this category include:

- Attractive Site
- Easy to navigate
- Mobile Friendly
- Provides timeliness of news
- Easy to find advertisements of both classified and display ad
- Online version of publication
- Overall community involvement
- They have a way to feature display advertisers

13. Social Media

Provide a link to your social media accounts showing engagement with your readers and advertisers. Provide a screenshot of a weeks worth of analytics showing engagement on your posts. (Any week in 2018 qualifies.)

14. Email Marketing

Provide up to three email marketing campaigns with a screenshot of the results showing the open rate and click throughs.

Division 1: Self Promotion

Division 2: Promotion for Advertisers

Good Luck
to all those who enter!

Category 1...General Excellence

- Division 1 - Community Papers
- Division 2 - Shoppers Guide
- Division 3 - Niche Publications

1ST QUARTER
JANUARY - MARCH ISSUE

Company _____

MUST HAVE A COPY FOR EACH QUARTER TO QUALIFY FOR GENERAL EXCELLENCE.
 USE ADDITIONAL LABELS FOR OTHER QUARTERS.

Category 2...Single Ad - Small Space

- Division 1 - Black Ink Only
- Division 2 - Color

Company _____

Advertiser in Ad _____

Graphic Designer _____

Sales Rep _____

Data Entry Published _____

Category 1...General Excellence

- Division 1 - Community Papers
- Division 2 - Shoppers Guide
- Division 3 - Niche Publications

2ND QUARTER
APRIL - JUNE ISSUE

Company _____

MUST HAVE A COPY FOR EACH QUARTER TO QUALIFY FOR GENERAL EXCELLENCE.
 USE ADDITIONAL LABELS FOR OTHER QUARTERS.

Category 3...Single Ad - Large Space

- Division 1 - Black Ink Only
- Division 2 - Color

Company _____

Advertiser in Ad _____

Graphic Designer _____

Sales Rep _____

Data Entry Published _____

Category 1...General Excellence

- Division 1 - Community Papers
- Division 2 - Shoppers Guide
- Division 3 - Niche Publications

3RD QUARTER
JULY - SEPTEMBER ISSUE

Company _____

MUST HAVE A COPY FOR EACH QUARTER TO QUALIFY FOR GENERAL EXCELLENCE.
 USE ADDITIONAL LABELS FOR OTHER QUARTERS.

Category 3...Single Ad - Large Space

- Division 1 - Black Ink Only
- Division 2 - Color

Company _____

Advertiser in Ad _____

Graphic Designer _____

Sales Rep _____

Data Entry Published _____

Category 1...General Excellence

- Division 1 - Community Papers
- Division 2 - Shoppers Guide
- Division 3 - Niche Publications

4TH QUARTER
OCTOBER - DECEMBER ISSUE

Company _____

MUST HAVE A COPY FOR EACH QUARTER TO QUALIFY FOR GENERAL EXCELLENCE.
 USE ADDITIONAL LABELS FOR OTHER QUARTERS.

Category 4...Grocery Ads

Company _____

Advertiser in Ad _____

Graphic Designer _____

Sales Rep _____

Data Entry Published _____

Category 2...Single Ad - Small Space

- Division 1 - Black Ink Only
- Division 2 - Color

Company _____

Advertiser in Ad _____

Graphic Designer _____

Sales Rep _____

Data Entry Published _____

Category 5...Automotive Ads

Company _____

Advertiser in Ad _____

Graphic Designer _____

Sales Rep _____

Data Entry Published _____

Category 6...Restaurant Ads

Company _____

Advertiser in Ad _____

Graphic Designer _____

Sales Rep _____

Data Entry Published _____

Category 8...Timely and Themed Sections or Guides

__ Division 1 - Newsprint - within publication

__ Division 2 - Newsprint - Pull out, stand alone, multiple pages

__ Division 3 - Glossy Medium/Magazine

Company _____

Business in Insert _____

Data Entry Published _____

Category 7...Free Standing Inserts

__ Division 1 - Single Sheet

__ Division 2 - Multiple Pages

Company _____

Business in Insert _____

Data Entry Published _____

Category 9...Original Photography

__ Division 1 - Editorial

__ Division 2 - Advertising

Company _____

Photographer _____

Data Entry Published _____

Category 7...Free Standing Inserts

__ Division 1 - Single Sheet

__ Division 2 - Multiple Pages

Company _____

Business in Insert _____

Data Entry Published _____

Category 9...Original Photography

__ Division 1 - Editorial

__ Division 2 - Advertising

Company _____

Photographer _____

Data Entry Published _____

Category 8...Timely and Themed Sections or Guides

__ Division 1 - Newsprint - within publication

__ Division 2 - Newsprint - Pull out, stand alone, multiple pages

__ Division 3 - Glossy Medium/Magazine

Company _____

Business in Insert _____

Data Entry Published _____

Category 10...Community Service

__ Division 1 - Promotion run in sequential pages of publication.

__ Division 2 - Promotion run in separate section

Company _____

Writer _____

Data Entry Published _____

Category 8...Timely and Themed Sections or Guides

__ Division 1 - Newsprint - within publication

__ Division 2 - Newsprint - Pull out, stand alone, multiple pages

__ Division 3 - Glossy Medium/Magazine

Company _____

Business in Insert _____

Data Entry Published _____

Category 10...Community Service

__ Division 1 - Promotion run in sequential pages of publication.

__ Division 2 - Promotion run in separate section

Company _____

Writer _____

Data Entry Published _____

Category 11...Original Writing
__ Division 1 - Personal Column
__ Division 2 - Editorial
__ Division 3 - News Story
__ Division 4 - Feature Story

Company _____
Writer _____
Data Entry Published _____

Internet Entries
__ Category 12 - Site Design

Company _____
Website _____
Webmaster _____

Category 11...Original Writing
__ Division 1 - Personal Column
__ Division 2 - Editorial
__ Division 3 - News Story
__ Division 4 - Feature Story

Company _____
Writer _____
Data Entry Published _____

Internet Entries
__ Category 13 - Social Media

Company _____
Website _____
Webmaster _____

Category 11...Original Writing
__ Division 1 - Personal Column
__ Division 2 - Editorial
__ Division 3 - News Story
__ Division 4 - Feature Story

Company _____
Writer _____
Data Entry Published _____

Internet Entries
Category 14 - Email Marketing
__ Division 1 - Self Promotion
__ Division 2 - Promotion for Advertisers

Company _____
Website _____
Webmaster _____

Category 11...Original Writing
__ Division 1 - Personal Column
__ Division 2 - Editorial
__ Division 3 - News Story
__ Division 4 - Feature Story

Company _____
Writer _____
Data Entry Published _____

Internet Entries
Category 14 - Email Marketing
__ Division 1 - Self Promotion
__ Division 2 - Promotion for Advertisers

Company _____
Website _____
Webmaster _____

Category _____
Division _____

Category _____
Division _____

