MACPA
MID-ATLANTIC
COMMUNITY PAPERS
ASSOCIATION

2017 Annual Mid-Atlantic Community
Association Conference

A Golden
Opportunity
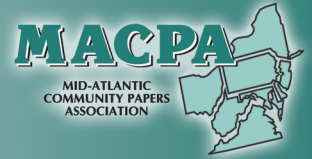# To Increase
Your Green

March 17-18, 2017

Wyndham Gettysburg
95 Presidential Circle · Gettysburg, PA 17325

Register for the
2017 MACPA Conference
by January 16th
and be entered to win
COLD, HARD CASH!
http://bit.ly/2017MACPAConference

PRESIDENT'S MESSAGE

MACPA Messenger

Deadlines! Deadlines! Deadlines!

First and foremost, hurry!!!! A chance to win $200 is yours just for signing up for the Conference by January 16th. The cool thing is that registration for our publishers is FREE. So when you win, it will be $200 in your pocket.

Yes, the Annual Conference is right around the corner and it's your luck that it's on St. Patrick's Day weekend, March 16th and 17th. We have a great line up of speakers, roundtable sessions, and Associate Members, ready to provide you with a multitude of ideas, tools, and tips to better you and your business. I've been told there is a chance we will have a leprechaun on hand to fill our pockets with gold. You may be one of the lucky ones to go home with more money than you came with.
Next, important deadline!!!

Ad, Editorial and Website Award entry deadline. We gave you more time this year to get your entries together. Hope you have been collecting all year round so your best can be entered into what promises to be an outstanding year of submissions. We're looking forward to seeing your entries.

Then, a very, very, very important deadline!!!

The Conference deadline for room and registration is on February 16th. Plan to bring your staff for a great time. On Friday, we begin the Conference with our General Membership Meeting and the Election of our New Board and Officers for 2017-2019. Then we hit the ground running with a Graphic and Publisher/Manager Track for the rest of the day. Then, we get lucky at our Networking Mixer where we're sure to meet up with the leprechaun. The evening ends with a living history of General Grant which, I've heard is not only interesting but also fun.

Saturday, there is no rest. Rise and shine by 8:00 a.m. for you won't want to miss the Media Buyers Panel, always a crowd pleaser. Then we have three tracks of training with our Publisher/Managers, Digital Track, and Sales. We end the day with everyone's favorite event, The 3-Minute Idea Exchange.

Don't miss out! Be in Gettysburg on March 16th and 17th.

Ron Burke

See you in March,

Ron Burke, President
rburke@washingtoninformer.com

UPCOMING EVENTS

Early Bird Registration
January 16, 2017

Ad, Editorial and Website Award Postmark Deadline
January 20, 2017

Conference Registration Ends
February 16, 2017

Room Registration Ends
February 16, 2017

A Golden Opportunity To Increase Your Green

2017 MACPA Conference
March 17-18, 2017

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AD & EDITORIAL AWARDS

MACPA Messenger *(vertical title)*
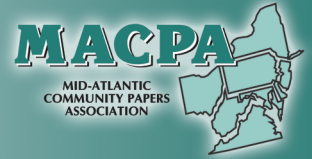
By Bob Christian, Awards Chair

Greetings and salutations members and publishers, the time has come to get ready for the next MACPA Ad, Editorial and Websites Awards contest and your publications can be winners and sometimes multi-category winners.

As ever, these awards are an opportunity to give your salespeople, your graphics people, your writers and your clients the recognition and thanks they deserve. They deserve some red carpet treatment.

By the way, when you enter, it makes you look pretty good, too!

The best way to win, and garner all of this good will, is to start now, to get in as many entries as possible. How you say? Get a team together from your staff to pick out your best work in all of all categories offered.

The entries you submit must have been published between January 1, 2016 and December 31, 2016. (**Important to know deadline: Entries must be postmarked by January 20, 2017. All entries received afterward will be disqualified.**)

You'll find the new rules and categories for the MACPA Ads, Editorial and Websites Awards. On the MACPA website: www.macpa.net or check out the info in this newsletter.

Oh, and by the way, because we (Philadelphia Free Press and University Review) are chairing this process, and according to our new awards rules, we will recuse ourselves from submitting entries into this contest.

But we expect all of you to be big winners! Your people can't win if you don't enter. So let's get going!

Enter the 2016 Ad, Editorial & Website Awards today!

Entries must be postmarked by January 20th!

Entry forms and rules included in this Messenger!

2017 MACPA Conference
Tentative Schedule of Events

MACPA MID-ATLANTIC COMMUNITY PAPERS ASSOCIATION

Thursday, March 16

1:00 p.m.	Committee Meetings
4:00 p.m.	Board Meeting
6:00 p.m.	Dinner

Friday, March 17

7:00 a.m.	Registration Opens
8:00 a.m.	General Membership Meeting with Plated Breakfast
9:30 a.m.	Secrets to Getting Great Photo Reproduction on Pages: Editing & Color Correcting in All Versions of Photo Shop	Kevin Slimp	*Graphics*
	Open Discussion: What's Happening With Your Publication	*Publisher/Management*
11:00 a.m.	Break
11:15 a.m.	Learning to Use Camera Raw to Work on Your Photos	Kevin Slimp	*Graphics*
	The Importance of Completing Your Audit	Tim Bingaman	*Publisher/Management*
12:00 p.m.	Lunch
1:00 p.m.	Adobe Bridge: It's a Lot More Than You Think and Will Speed up Your Workflow	Kevin Slimp	*Graphics*
	Bundling Your Print and Online Products Round Table	*Publisher/Management*
2:00 p.m.	InDesign Tips for the Ad, Page and Publication Designer	Kevin Slimp	*Graphics*
2:45 p.m.	Health Insurance Round Table	*Publisher/Management*
3:50 p.m.	Break
4:15 p.m.	An Overview of Adobe InCopy and How You Can Use It to Create a Workflow	Kevin Slimp	*Graphics*

Friday, March 17

6:00 p.m	Networking Mixer with Heavy Hors d'oeuvres
7:00 p.m.	Special Speaker - General Grant

Saturday, March 18

8:00 a.m.	Registration Opens	Continental Breakfast
9:00 a.m.	Media Buyers Panel
10:15 a.m.	What's Shaking up the Newspaper Business These Days & Why You Need to Know About It	Kevin Slimp	*Publisher/Management*
	TLI Training	J.W. Owens	*Sales*
	The Importance of Completing the Internet Section of Your Audit	Tim Bingaman	*Digital Track*
11:00 a.m.	Break
11:15 a.m.	Sales Staff Compensation Round Table & Kevin Slimp One-on-One Begins	*Publishers/Management*
	TLI Training	J.W. Owens	*Sales*
	Enhancing Your Print Product with Digital/Social Media Marketing	Margaret Ehle	*Digital Track*
12:00 p.m.	Lunch	Ad Awards Presentation	Installation of Officers
1:30 p.m.	Facebook Advertising with MACnet	Alyse Mitten/Margaret Ehle	*Publishers/Management*
	TLI Training	J.W. Owens	*Sales*
	Your Company's Social Media and Legal Information to Know	Emily Billig	*Digital Track*
2:15 p.m.	3 Minute Idea Exchange Closing

Graphics/Digital ■	Pub/Man ■	Sales ■

Don't forget to Book Your Room!!

Room Reservations must be made through the hotel at 717-339-0020 mention MACPA for group block or by following this link - http://bit.ly/2hoZ9tc. Rooms must be booked by February 20th.

MACPA Messenger

Publishers & Managers

Interested in discussing any design issues, questions of your operations or more with Kevin Slimp at the upcoming conference?

Sign up for your one-on-one by emailing info@macpa.net.

First come, first serve!

Kevin Slimp, Kevin Slimp Consulting

Kevin Slimp has been busy since he last visited our group. He continues to speak and write about the future of print and online journalism. He's been invited to speak at the biggest conferences in the world this year on the future of our industry and continues to challenge those who try to convince the public that print is dead.

As director of the world-renowned University of Tennessee Institute of Newspaper Technology, he stays on top of the latest trends and still finds time to train newspaper professionals in the latest technology and software.

One thing that sets Kevin a part of other industry "experts." He has nothing to sell and is not on the payroll of any software or technology company. When Kevin speaks, you know he is speaking from the heart, with no ulterior motive.

JW Owens, Advertising Evangelist

JW Owens has been an owner, manager and leader in the Free Paper Industry for more than 36 years. Working and running/ overseeing 10 companies (the smallest with 25 employees and the largest 250 employees, and 2 printing plants) and doing all the training. His experience in managing several different free papers (Direct Mail, Home Carrier, Paid / FREE and Niche) in Florida, South Carolina, North Carolina and Georgia provide him with a unique foundation for training free paper and newspaper professionals.

JW also does consulting for several companies in the Southeast Region which organize, motivate and lead sales teams in a wide range of sectors. "Understanding, this is an investment in the Company's Future," he operates incentive schemes that motivate members of their team to reach or exceed sales targets.

JW also specializes in Digital, Mobile, Web, and Social Media helping many businesses to go to the next level.

Emily Billig, Ober|Kaler Attorneys At Law

Emily Rohm Billig is an associate in Ober|Kaler's Intellectual Property Group.

Emily also represents small to mid-size businesses, government agencies, educational institutions, nonprofits and individuals in a wide range of other intellectual property matters, including copyright, trademarks, trade secrets and licensing. She takes a comprehensive approach to helping clients obtain the strongest and best protection for their intellectual property, and works closely with Ober|Kaler's Business Group to effectively manage and protect clients' intellectual property during startup, reorganization and sale of a business.

Emily's practice also includes patent and trademark litigation in federal court. Most recently, she helped negotiate a favorable settlement for a national client in a trademark litigation matter involving claims under the Lanham Act the Anitcybersquatting Consumer Protection Act, and state unfair competition laws.

SCS Products Deliver 'Paperless Office' to Mattituck Newspapers

by W. Eric Schult

Andrew Olsen

Owner and publisher of the Times Review Newspaper

Not long ago, *Wired Magazine* referred to the elusive goal of a "paperless office" as a "30-year-old pipe dream". But tell that to the Times Review Media Group in Mattituck, Long Island, where the bins and shelving that used to be used to help organize a traditional, paper-based production workflow system were recently set aside for recycling.

Within a few short months, the chain of three weekly newspapers and assorted niche magazines achieved the initiative of "going paperless" – a mission set by its owner, embraced by his staff, and fulfilled through a partnership with Software Consulting Services (SCS), which provided the software and technical expertise to accomplish the feat.

The resulting solution delivered benefits and efficiencies beyond the elimination of paper shuffling. "The big surprise for me," said Times Review Owner/Publisher Andrew Olsen, "was how large a benefit it represents for all the different departments."

The endeavor began in late February of 2015 with a road trip to SCS's offices in Nazareth, PA, where Olsen and some key employees met with a team of SCS developers and project managers for a presentation. "I keep a printed copy of the presentation on my desk," Olsen said. "It keeps reminding me where we were and how far we've come."

The company's starting point seems all-too-familiar to the vast majority of papers that don't have a modern production workflow management system, like SCS/Track™, or a modern order entry and accounting system, like SCS's AdMAX™. Olsen's company actually had these tools – it had been an SCS customer for more than 10 years – but it hadn't implemented upgrades to SCS's new webbased order entry module, and hadn't taken advantage of many other features that had subsequently been introduced by SCS. "They'd been using our ad tracking system and our advertising system in a

somewhat traditional manner," said Kurt Jackson, SCS's vice president and general manager. "That would be an environment that included a lot of paper pushing."

Olsen described a workflow that included a four-part form filled out by sales reps to schedule an ad in one or more of the group's print and online products. A display ad coordinator, serving as gatekeeper, would enter all the data into AdMAX and "it would digitally flow through to the art department so that the artists could see they had an ad coming for a particular customer." There was a natural bottleneck in this procedure, however, in that work building the ad couldn't begin till the display ad coordinator "physically brought over the carbon copy [ad order form] and the ad copy" and placed the paperwork into one of "a series of wire baskets" used by graphic artists to prioritize fulfillment. Only then could the ad follow the subsequent stages – proofing, customer approval, and finalization.

"We did that for literally hundreds of ads every single week. That's how we worked," Olsen said, pointing out that "all this was being done on deadline cycles," so a lot of orders and copy coming in at once tended to restrict turnaround, and a lull in submissions would inhibit art department productivity.

While he had high praise for his sales team, art department, and pagination personnel, he said, the workflow didn't foster the kind of interdepartmental communications he considered necessary. "I really have stressed integrated management of everything we do," he said. "It's sort of like a floor plan of a house. You want to have an open floor plan" so that each department knows what the other is doing or may need.

The traditional, paper-based workflow wasn't providing a mechanism for that to happen. "If you're running the art department and you see that you have a whole bunch of orders that need to be done, but you don't have ad copy, that's frustrating," Olsen said. Similarly, sales reps are focused on finalizing their outstanding ads so they can "move on to the next thing." Delays in turnaround are what frustrate them.

"That sort of linear-bound process is what's going to restrict the growth you want," said Jackson. "It'll look like you might have to add

• The old way

more people, when, in fact, if you just reorganize and go to a centralized, digital environment, you can get a lot more time efficiency out of your existing staff."

"The conclusion that I came away from the meeting, back in February, was we were mimicking with a manual workflow what we could do digitally," Olsen said. With all the key people from SCS and Mattituck in the room, the two companies immediately set about discussing a path forward for the Times Review papers to achieve a more dynamic, paperless workflow.

"They ended up," Jackson said, "in a really, really good place."

The Path Forward

The challenge for a lot of papers making a transition like this, according to Jackson and his colleagues at SCS, is that a paperless workflow is a deviation from the familiar. An ad order form and hard copy – passed around in a clear plastic ad jacket – have physical substance that sales reps and graphic artists come to rely upon in handling production workflow.

The hurdle, said Jonathan Ebling, product manager for SCS/Track, is "realizing that if the paper goes away, you're still going to be able to put ads out and do your job." "It's a comfort thing," he said. "It just takes an effort from everybody. Trust[ing] the system has a lot to do with it."

Back in Mattituck, the team experimenting with the new webbased software and digital processes was limited at first to a couple key employees, as opposed to "getting a ton of people in the room" to manage a wholesale transition. "It's good to get some specialists," Olsen explained, "and as the specialists gain knowledge with it, and expertise, then they can help share it with everybody else."

Ebling said the leads were instrumental in raising confidence among the rest of the staff. "They showed everybody else: 'Hey, look, I can do it, so you guys can do it, too.'" From there, it was a matter of "starting to build a comfort level – not

only with the new workflow," but also in accepting change.

Even then, the scope of the transition was limited to a segment of the company's business – not rolled out across all its products at once. "We started trying it in a very small, controlled way," Olsen said. "We did it with our magazine business first," holding off until later any workflow changes affecting the company's three community newspapers.

"You have to be very calibrated with how you do it, and you have to be very deliberate," Olsen said. "It's not like just flipping a switch and it happens. You really have to work at it. You have to set it as an objective, as a team, and go after it, and know that it can't just happen in two days. In our case, it took several months to get to the point where we are now."

On the sales side, Olsen said, there was "a little bit of a learning curve, but we had a couple sales reps that had a high aptitude to do it." They started entering orders digitally on a laptop or tablet while at home or on the road – "wherever they had an internet connection."

Jackson noted that once the sales reps are unbound from the office – able not only to place orders but also to access customer information without returning to work – the dynamics of their workflow change. Most notably, the ritual practice of turning in a stack of paper tickets and ad copy – on deadline – is disrupted.

Instead, an individual order is taken and entered into the system as soon as the customer commits to an ad. Ad copy is also transmitted electronically – including logos, art and layout instructions – and routed "right into the adtracking department and the ad building department for those folks to start working on it," Jackson said. Any delays associated with ad reps having to return to the office to submit a paper ticket or ad copy are eliminated. "All of the deliverables that used to be footsoldiered all over the place – those are gone," Jackson said. That includes the intermediate proofing steps necessary for customer approval and finalization, since the system also features digital markup tools with which artists can interact with sales reps and advertising customers to facilitate the completion of the work and handle all the formalities.

The paperless workflow "creates an environment in which the 'electronic jacket' is much more sharable than the physical jacket ever was," Jackson said. "The electronic jacket allows them to all be able to access it freely, versus the physical ad jacket having to sit in a basket somewhere."

"The biggest gain is that there's less waiting time," Olsen said. With a traditional workflow, "you have big spikes when you're on deadline," but SCS's paperless workflow "has allowed us to level out that workflow – to make it a little bit more even – so that people are not quite as insane on the busier days. I mean, we're always busy, but it just allows us to manage it much better."

According to Olsen, the new process "was faster for the sales reps" and they "liked it better." The creative team reaped immediate benefits, too. "All of a sudden, the art department could not only have the order immediately, without having to wait for the display coordinator to be able to key it in, but the ad copy was also provided as digital text. "Before," Olsen said, "ad reps would just scribble it on a piece of paper, and it was very difficult in many cases to read their handwriting."

• Look familiar...?

"I said to my head of production, 'Do you like it better?' and he said, 'I absolutely love it!'" Olsen reported. The production employees are "just so much more efficient now that they would never want to go back to the old way of doing it."

The Justification

One of the more persuasive arguments for the investment in a paperless workflow solution, Jackson and Ebling agreed, is what Jackson called "the higher level business case" that "salespeople can be more efficient out in the field by using this tool."

"It frees up time for sales reps, in particular, to be selling," Ebling said. "That's what they really need to be doing."

But Jackson said there was also convincing evidence that the investment can be recouped simply by minimizing the incidence of error that is endemic to a traditional, paper-based workflow. "We typically, when we put in the

SCS/Track system, see a reduction of make-goods by about 80-85%," he said. "If you take that number alone, in some papers, it pays for itself."

While any improvement in productivity can enable cost cutting and staff reduction, that's not what Jackson said he sees driving papers to go paperless, especially at small papers. "They may already feel that they're at the lowest number of FTE count that they can get to."

Olsen, for his part, plans to continue in his efforts to digitize his company's workflow processes. His next steps include implementing SCS's electronic tearsheet and billing solutions, and although he acknowledged these moves could save "probably a couple days of time each week for an administrative position," the intent is not to cut staff, but to "use that position to help grow our business."

"Andrew is smart," Jackson said. "He really is into automating and moving forward efficiencies for his people. He doesn't want to cut anybody. He wants to give them more time to sell – which of course at the end of the day, is the name of the game."

Strategic Partners

Olsen expressed gratification with the transformation his company has undergone this year, so far. "I'm really happy with how much we've been able to accomplish in a relatively short amount of time," he said. "In basically a half a year, we were able to get the entire workflow revamped to be a paperless, digital workflow."
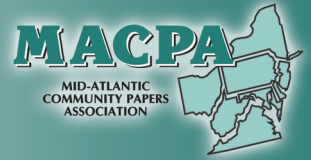
He gave a lot of the credit to SCS. "I'm so happy that we're working with SCS as a partner and that we're working together strategically," he said. "I think that's really key."
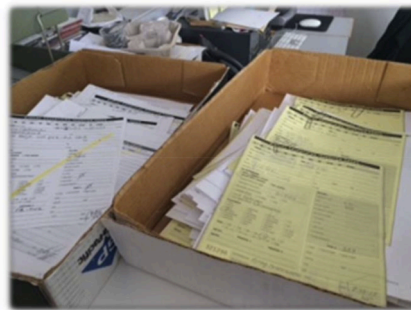
8 Things Top Performing Salespeople Do Each January

By Mark Hunter

You're ready to make this your year to break out from the pack and become a top performer. Thinking about success is simply not going to be enough. It takes a plan and one of the best things you can do is emulate what other top performers do.

1. Don't build your plan to make your quota. Build your plan to blow past your quota. Top performers aren't interested in making their numbers. They want to make numbers nobody else feels are possible.

2. Marshall the resources you'll need to succeed immediately. During the course of the year, there will be times when you need to tap a subject matter expert. Waiting until you need one is not the time to find them. Build those relationships now to allow you to access them without any delay when you need them.

3. Block time to prospect from the start. Top performers never make excuses. They prospect regularly regardless of the time of year.

4. Build out the plan with the right mix of new and existing business. Too many salespeople get into trouble by thinking they're going to get more out of existing clients, only to find themselves falling short too late in the year to correct it.

5. Build in time for yourself to breathe and enjoy life. As much as top performers love running at full speed, they also know how to step away from the business to relax and recharge.

6. Don't build a "to-do" list. Instead, build your day around your schedule. Top performers know the most valuable asset they have is their time and as a result they schedule everything they need to do in their calendar. Scheduling "to do" activities in the calendar prevents them from taking up time you don't have.

7. Commit to allocating time around two main activities:

   Only doing "revenue producing activities." Developing your personal skillset.

"Revenue producing activities" mean not getting caught up doing the routine stuff too many salespeople do, which is nothing more than shuffling paper, sitting in meetings, etc. Developing your personal skillset is critical when it comes to industry knowledge, selling skills and leadership.

8. Believe in yourself. Accept nothing less than the best from yourself, regardless of the situation you find yourself in. Top performers don't pass blame. They accept responsibility and they make it a part of their DNA and the way they stay motivated.

Let's have fun making this year an amazing year!

AD AND EDITORIAL AWARDS
RULES AND CATEGORIES
ENTRIES MUST BE PUBLISHED BETWEEN
JANUARY 1, 2016 AND DECEMBER 31, 2016

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 three 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 info@macpa.net. 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 Zions 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 20, 2017.** 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
    Division 2: 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 info@macpa.net. 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 20, 2017.
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 2016 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	Category 2...Single Ad - Small Space
__ 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.	__ 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 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 7...Free Standing Inserts
__ Division 1 - Single Sheet
__ Division 2 - Multiple Pages

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
__ Division 2 - 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
__ Division 2 - Glossy Medium/Magazine

Company _____

Business in Insert _____

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 _____

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

Company _____

Writer _____

Data Entry Published _____

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Writer _____

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__ Division 4 - Feature Story

Company _____

Writer _____

Data Entry Published _____

Internet Entries
__ Category 12 - Site Design
__ Category 13 - Social Media
__ Category 12 - Email Marketing

Company _____

Website _____

Webmaster _____

Internet Entries
__ Category 12 - Site Design
__ Category 13 - Social Media
__ Category 12 - Email Marketing

Company _____

Website _____

Webmaster _____

Internet Entries
__ Category 12 - Site Design
__ Category 13 - Social Media
__ Category 12 - Email Marketing

Company _____

Website _____

Webmaster _____

**Good luck
to everyone
who enters the
2016 Ad, Editorial
and Website Awards!**