Holiday Messenger
Volume 9 - Issue 5

MACPA
MID-ATLANTIC
COMMUNITY PAPERS
ASSOCIATION

Happy Holidays from the Board of MACPA!

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Happy Holidays from the Interlace Office!

Alyse • Kasey • Vicki
Kristen • Annie • Cara

PRESIDENT'S MESSAGE:

MACPA Messenger

Happy holidays! With Thanksgiving just a few past behind us, the race is now on—Chanukah, Christmas, Kwanzaa, New Year's Eve—with barely time to breath in between.

Take a moment to count your blessings, express your gratitude, and enjoy your family and friends at this special time. The work, the opportunities, the problems will all still be there in January. Refresh your spirit this holiday season, and be ready to attack them with vigor in the new year.

Also take a moment to collect entries for the MACPA advertising and editorial contest. You'll find an article on that topic elsewhere in this issue. Entering the work of your salespeople, reporters, and graphics professionals (or yourself) is a gift of recognition and appreciation.

Speaking of appreciation, your MACPA board sincerely appreciates the time Keith Foutz of the Early Bird was able to give as a board member. Keith recently resigned for personal reasons, and we are sad to see him go.

At the same time, we are happy to welcome back an old friend, Joe Nicastro from New View Media Group LLC. Joe has agreed to serve out Keith's term, and we look forward to working with him again.

Finally, let's get back to how quickly times passes, and how the holidays are upon us and will also be over before we know it. Calendars will begin to fill with spring and summer activities.

Take time to mark your calendar today for May 3 through 5. Those are the dates for the conference we are partnering with AFCP to be held in Baltimore. We'll be staying at the Hyatt Regency at the Inner Harbor, and sharing great ideas with community newspaper publishers from around the country. The committee is planning educational opportunities, dynamic speakers, a robust trade show, and fun opportunities for networking. Start planning now—you won't want to miss it.

Whatever you celebrate this season, may the holidays be a time of light, of blessings, and of joy for you and yours!

Sincerely,
Ruth Isenberg, President
journalruth@gmail.com

Here's why you need to be in Baltimore...
...it all starts with good ideas!

CRITICAL BALTIMORE CONFERENCE COMPONENTS

education
Two certification tracks (both a management and a sales), numerous TLI classes and a broad spectrum of industry specific presentations.

improvement
Personal and professional growth; revenue building ideas; performance improving concepts, products and procedures - all designed for community publications.

networking
Sharing information with people who understand what you do, why you do it and care deeply about the industry you are in. Joint conference with AFCP and MACPA means more people - more ideas!

A joint conference and trade show with AFCP and MACPA

For additional information about the conference or either of the limited seating management or sales certificate programs that will be available as part of the Baltimore conference - visit **afcp.org** and look at the Key Information Links on the right side of the home page.

Let your ideas shine!

Baltimore 2018
ANNUAL CONFERENCE & TRADE SHOW
INNER HARBOR

afcp

May 3-5, 2018
Hyatt Regency Baltimore
ON THE INNER HARBOR

Learn more and register today at www.acfp.org!

AFCP ANNOUNCES KEYNOTE FOR BALTIMORE!
MARCUS SHERIDAN

MACPA Messenger

Called a "marketing guru" by the New York Times, the story of how Marcus was able to save his swimming pool company, River Pools, from the economic crash of 2008 has been featured in multiple books, publications, and university case studies around the world – and is also the inspiration for his latest book, "They Ask, You Answer," which was dubbed the #1 marketing book to read in 2017 by Mashable and one of "11 Marketing Books Every CMO Should Read" by Forbes.

Marcus will share his programs for building trust and loyalty with today's consumers by becoming their go-to source for helpful information. The businesses and brands that can do this better than anyone in their space can, literally, become the Wikipedia of their industry and ultimately gain the consumer's trust AND an incredible amount of market-share in the process.

In this talk, attendees will:
- Discover just how much buying habits have changed and why "name recognition" is no longer enough.
- Learn the types of transparent and honest content that move consumers to not only notice a brand but to switch to new ones as well.
- Find out exactly what must be done to become the "voice of trust" in your space.

With a focus on content, Marcus will explain in detail the magical effect great content has on the buying process, as well as the impact it has on leads, appointments, closing rates and more. If you're looking to get your Sales Team excited and engaged in the way consumers use content to buy today, you won't want to miss this opening keynote.

Known for his incredibly unique ability to excite, engage and motivate live audiences, Marcus Sheridan has become a highly sought-after international keynote speaker and consultant in the digital sales and marketing space. According to Forbes, he is 1 of 20 "Speakers You Don't Want to Miss." As founder and president of The Sales Lion, he also works with hundreds of businesses, helping them to become the most trusted voice in their industry while navigating the ultra-fast rate of change occurring within consumers and buyers today.

Now, that's something to get excited about! Baltimore May 3-5, 2018!

Register today!
bit.ly/AFCP_MACPARegistration

SPECIAL FEATURE: GET READY FOR MACPA'S ANNUAL ADS, EDITORIAL AND WEBSITES AWARDS

MACPA
MID-ATLANTIC
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MACPA Messenger

By Bob Christian, Awards Chair

Members and publishers: once again the time has come to get ready for the next MACPA Ads, Editorial and Websites Awards contest. Your publications can be winners and sometimes even multi-category winners.

As we've said before, these awards are an opportunity to give your salespeople, your graphics people, your writers and your clients the recognition and thanks they deserve.

So be a hero, and make sure you enter!

The best way to win, is to start now, to get in as many entries as possible. Put a team together, from your staff to pick out your best work in of all categories offered.

The entries you submit must have been published between January 1, 2017 and December 31, 2017. (Deadline: Entries must be postmarked by January 19, 2018. All entries received afterward will be disqualified.)

Please consult the new rules and categories for the MACPA Ads, Editorial and Websites Awards for more information.

You can find the rules and entries forms enclosed in this Messenger or on the website at www.macpa.net. Should you have any questions, don't hesitate to call the office at 1-800-450-6631. (Note our new phone number.)

Once again, because we (*Philadelphia Free Press and University Review*) are chairing this contest, 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!

SALES CORNER: How to make a good second impression
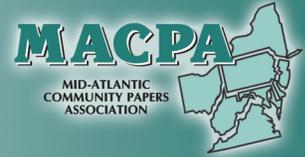
MACPA Messenger

By John Foust

Don, who manages a newspaper sales department, is always looking for ways to strengthen customer relations. "We understand the importance of first impressions," he told me. "Know something about the prospect's business before calling. Show up for the first appointment with a big smile and a firm handshake. Ask questions to learn about their overall situation and their marketing goals.

"All of that is important," he said. "But what about second impressions? I've been hearing a lot about that lately. We all know from personal experience what it's like for a sales person to treat us like royalty during an initial meeting, then act like they barely know us after that – especially if we don't buy something right away. That's why the things we do in that second contact can make a big difference in the sales person-customer relationship."

Here are some ideas:

1. Express appreciation immediately. "A good old-fashioned 'thank you' is a must," Don said. "Simply thank them for taking the time to meet with you. An email is faster, but a handwritten note is more memorable."

2. Email a summary of your meeting. "This can save a lot of headaches down the road," Don explained. "The more you discussed in your first conversation, the greater the need for a summary. For example, here's a short version of what you could say: 'Thank you for taking some time to meet with me to discuss marketing ideas. We discussed: Point 1, Point 2 and Point 3. The next step is for me to provide you with a detailed proposal by the end of next week. Looking forward to our next conversation.'"

3. Send business-related information. "Obviously, this can be related to your conversation," he said. "For example, if you talked about zoned coverage or click rates, send more details. If you can do a little online research, find some relevant ads that worked well for a similar business in another market. Or maybe you can find a couple of famous ads for national brands, which your prospect could find interesting. Make sure they illustrate advertising principles that can help his or her business."

4. Send non-business information. If you learned that he is a golfer, email a link to an interesting video about golf. If she mentioned that her family is planning a vacation to Europe, send a related link or clipping from your paper's archives.

5. Ask for more details about the things you discussed. For example, if you're working on a marketing proposal, do you need more information about prospective target audiences? Would you like to have more statistics on sales of their seasonal products? Would it help to have a list of loyal customers who could be willing to provide testimonial quotes?

"It's smart to ask questions at this point," Don said. "It helps you learn more and it keeps the client engaged in the development process.

Don's ideas make a lot of sense. A sales person has only one chance to make a second impression.

JOURNALIST CORNER: How Asking Better Questions Can Help Journalists Write Better Articles – 4 Tips to Re-ignite

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MACPA Messenger

We all know how to ask questions, but 're-learning' the art of questioning in a deeper and more meaningful way may be the key to our creativity.

By Fiona Miller

Albert Einstein once said, 'I have no special talents. I am only passionately curious.'

Asking questions is a way of life for journalists – to spark interesting story ideas, interview fascinating people and explore the world around us in search of answers. Journalists are 'idea generators' and therefore, asking quality questions helps boost creative and critical thinking.

In our quest to find answers, we sometimes forget about the importance of first formulating quality questions. Asking good questions can stimulate engagement, and may be the key to creating our best work.

In his book A More Beautiful Question, the Power of Inquiry to Spark Breakthrough Ideas, journalist Warren Berger says, "We're all hungry for the right answers. But first we have to ask the right questions."

Berger found that innovators and creative thinkers were master questioners, therefore they produced the best answers. He found that people who were good questioners had certain characteristics that were different from other people:

Characteristics of Good Questioners

- They notice details about the world around them,
- Listen intently to others and ask follow-up questions,
- They go deeper and keep asking 'why' questions, and
- They stay with a question longer and keep working on it.

How Creative Inquiry Works

From Passive to Active: when we start asking questions, our brains go to work to find answers. They stop passively following old patterns and are re-directed to actively search for fresh ideas and opportunities. Our active brains are now working to find new approaches to old problems.

If we fail to find a solution, we may need to go back and re-frame our question in a more positive tone that is uplifting instead of negative. Asking good questions provides new and insightful ways of seeing things, which can help us when it comes to sparking new ideas, coming up with fresh angles and writing better stories.

Here are four ways to kick-start a deeper way of questioning:

1.) Cultivate your curious nature
Build on your natural curiosity and try to notice new things around you, explore different experiences or just try to look at things with a fresh pair of eyes.

2.) Ask questions to spark ideas
Ask questions that are open-ended and expansive. Berger suggests asking why? Then when you want to turn an idea into action – ask how?

3.) Find creative solutions to problems
Feeling stuck while writing a story? Asking questions can help you persevere with problems and find new approaches to a challenging task. Keep asking new questions in a positive way and eventually you will find a solution.

4.) Boost your imaginative brain
Berger suggests instead of asking the usual 'who, what, where, why, when and how' questions, mix it up and try asking 'what if?' to come up with improvements and new insights.

Reference: http://bit.ly/2Aog9a2

DESIGN CORNER: KEEPING UP WITH STYLES

SPEEDING UP YOUR WORKFLOW WHILE IMPROVING YOUR DESIGN IN ADOBE INDESIGN

MACPA Messenger

by Kevin Slimp

At the 21st session of the Newspaper Institute last week, Ed Henninger and I did something we've never done before. We taught a class together. It must have been a good idea because it was the most attended of the 26 classes offered.

Titled, "What You Need to Know About Paragraph Styles," we took the group through a very fast paced 90-minute session, covering everything from simple nested styles to advanced nested styles.

Afterwards, while discussing our class in the hallway, Ed and I both agreed we had learned something from each other concerning paragraph styles. Ed told me he hadn't seen nested styles created using the method I used.

A nested style is a type of paragraph style that combines two or more separate styles into a single paragraph style. For instance, this is an easy way to create a style for classifieds. If the user wanted five bold words at the beginning of each classified, followed by smaller normal text, then followed by a different style of text for the code at the end of the ad, this could be accomplished with a nested style.

1964 Honda Motorcycle for sale. Driven only on Sundays to church by a friendly grandmother. $1,895 firm.   17-tn45z

Free to a good home. 8-week old puppy. Goes by "killer." 17-tn46a

I was intrigued by a method Ed used to create a paragraph style based on the style that follows.

For instance, most newspaper designers are used to using paragraph styles to set body text, headlines, cutlines and other common text styles.

Let me offer a quick explanation for those who don't design pages. Suppose you've placed text under a photo. Without a paragraph style to simplify the process, you would highlight the text, select a font, along with tracking, leading and other characteristics to create your cutline.

However, using a preexisting paragraph style, the user could simply click anywhere within the cutline and select "cutline" to achieve the same effect. The same technique could be used to apply styles to headlines, body text, bylines and other types of text on a page.
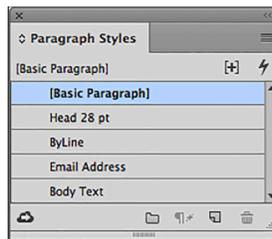
Ed discussed a method he uses to create styles for his newspaper clients, using a "next style" method. I noted a few of the styles he created and asked Ed to take a step back and show the class exactly how these styles were created.

Afterwards, I went to my computer and experimented with different types of paragraph styles using this method.

"Wouldn't it be great," I thought, "if by simply clicking on a paragraph style, the headline, byline, email line and body text were all set automatically, without having to select different styles for each?"

Let me show you how this can be accomplished. We will begin by placing some text on a page.

For this particular method to work correctly, we will create the body text style first.
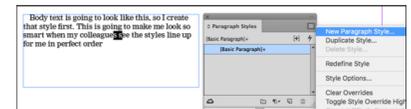

This is done by creating text exactly the way you want it to appear on the page. Set the font, the justification, the first line indent, etc. I named this font "Body Text" in the Paragraph Styles panel.
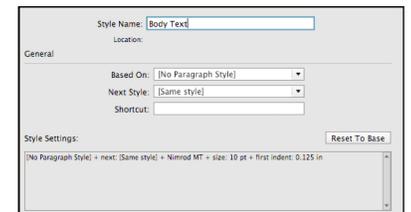
Suppose my stories consist of headlines, with bylines below the headlines, followed by email addresses below the bylines, then body text flowing below the email addresses.

Yes, I could place the text, then click on each of the paragraph styles individually, until each type of text was styled. However, by paying close attention, I can create paragraph styles that do all these for me, with one click, rather than having to select each piece individually.
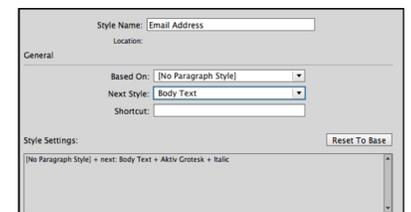
DIGITAL CORNER: WHY FACEBOOK REACTIONS MATTER

By Allie Kloster, Social Media Manager + Consultant

Facebook launched feature last spring where you can now "react" to comments as well as individual Facebook posts. I wanted to bring up why Facebook reactions are so important in the first place - why they matter.

With everything going digital, time flying by, and so much getting lost in translation - we really value every chance we have to connect with each other - on a slightly deeper level. Emotions matter. We each enjoy the small fact of knowing that we are important to someone and that someone cares. Miscommunication can happen when things get lost in translation - sometimes the heart of the matter, the spark of the conversation, the emotional connection - is missing.

Learn to look at digital media a little bit differently. Don't forget the connection, the relationships, the problems you solve and the reason you're in business in the first place!

Create a social media campaign full of genuine reactions and authentic passion to build a following to support and sustain your business. Use social media to drive a deeper connection with your audience and brand advocates. Make time to engage, comment and - react!

To learn more about growing your outreach online, find helpful tools and resources at: www.alliekloster.com

....Kevin Slimp continued.

After creating a "Body Text" style, I go about creating a style for the email line. Notice inside the "Next Style" box, I have selected "Body Text." This will allow me to set two styles at once, an email line followed by body text.

Next, I create my paragraph style for the byline. Again, create text just as you intend for it to look on the page. Note the setting for "Next Style." After the byline, the next line will be in the Email Address style.

Next, I create my paragraph style for the byline. Again, create text just as you intend for it to look on the page. Note the setting for "Next Style." After the byline, the next line will be in the Email Address style.

Finally, a style is created for the headline, with Next Style set for "ByLine."
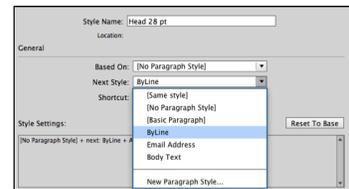
Now, here is the trick. For this to work, you place your text on the page, then click somewhere within the headline with your Text tool.
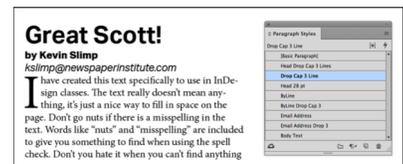
Next, right-click on the headline style and select "Apply "Headline" then Next Style."

The result is a headline, a byline, an email address line, followed by body text.

With a little practice, you'll be setting up styles for stories with drop caps and more.

I know you can't wait. Go have fun. Remember, the secret is to right-click on the paragraph style if you want to use the "next style" method.

AGENCY CORNER: Brands, Multicultural Markets and Social Media

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MACPA Messenger

By Sheila Brooks, Ph.D.

Multicultural audiences are very active on digital and social platforms. They use these platforms to celebrate and maintain their cultural identities and to connect with friends, colleagues and the world around them. They are incredibly internet and mobile savvy on their smartphones, tablets and other devices.

When it comes to brands, multicultural audiences are increasingly turning to social networks to connect and engage them. That's a good reason brands need to be more aware of which social media platforms work best to target African Americans, Latinos, Asian Americans and other ethnicities.

Early on, social media platforms were slow to attract older and minority uses. That has, however, changed swiftly and dramatically. According to the Pew Research Center, in 2016 at least 63% of African Americans used at least one social media site, compared to 69% of whites and 74% of Latinos.

So, simply having a profile on platforms is not efficient if the target demographic audience is not on those platforms.

To get more engagement, likes and shares, you must use compelling content, visually appealing graphics and video. If the brand is targeting a bilingual audience, consider translating the content into the appropriate language to drive online traffic. Also, post a video that will deliver an emotional punch quickly. Videos can often be more appealing, so make sure they are eye-catching and offer insightful cultural appeal.

Be sure your brand invests the time and resources necessary to create an authentic message your ethnic audiences can relate to. Inspire them. Share useful, fun and anecdotal information. Cross-promote to other channels. Without a message, graphics and video that resonates with multicultural audiences, your brand will fail to engage on digital and social platforms.

For more information on the percentage of internet users who use social media sites by race and ethnicity, http://pewrsr.ch/2zFhOLi.

Sheila Brooks is founder, president and CEO of SRB Communications, a full-service, boutique, multicultural advertising and marketing agency in Washington, D.C. She is an award-winning journalist, entrepreneur, and advocate for minority and women's issues and small businesses. Dr. Brooks teaches a graduate course in multicultural marketing as an adjunct professor on the faculty in the Strategic Public Relations program at The George Washington University.

ASSOCIATE MEMBER CORNER: KAPP ADVERTISING INTRODUCES SYSTEMS FROM SCS

MACPA Messenger

By Phil Curtolo

In the summer of 2016, Kapp Advertising, publishers of the Merchandiser, began installing advertising and production systems from SCS. They knew the systems would streamline their workflow, but never imagined how drastic the improvements would be.

The transition started with SCS/Track, which combines tools for controlling and monitoring ad workflow, building ads, facilitating web-based access for online proofing and the submission of ads and content, managing current and archived digital ad assets and user-definable reporting into a single system.

In the pre-SCS/Track world, the Merchandiser had 18 artists building ads across 3 shifts. This was done 24 hours a day, 6 days a week! The long hours don't do justice to how much effort was required to "track" an ad.

There were barely enough hours in the day to handle the volume of ads flowing in and out of the art department, and the entire process was manual. When an ad was booked, a physical ticket was moved from order entry to artists, where ads were manually created, sized and saved in Adobe InDesign. Any components from previously run ads had to be tracked down in e-mails or old ad folders. Completed ads then had to be manually converted to PDF one ad at a time. And on a nightly basis, all ad files would need to be manually backed up.

To make matters worse, according to Jane Means, Kapp's General Manager, "Our regional offices booked ads all day long that were ready at 5:00 pm each day. At that time, we would have to have two people drive all those printed insertion orders and pieces of paper to the corporate plant to process in the graphics department." Means continues, "Copy (and a lot of it) would not get in here until 7:00 in the evenings and we needed to have the ads ready the next morning. We needed artists working through the night."

All that being said, it took a monumental effort by the talented staff at the Merchandiser to make all of this work, but Means and her team knew there had to be a better way. SCS proved to have a better way, and it started with SCS/Track. With SCS/Track connected to the Merchandiser's advertising system, new orders are electronically created and assigned to artists in the system. "Once SCS/Track was in place, ads and copy are entered electronically throughout the day and, voila, the graphics department has everything they need to complete all ads, including those from the regional offices," reports Means. "The new workflow is greatly appreciated by all departments."

One such workflow improvement, per Angie DeAngelo, Macintosh Specialist & Trainer, was pick-up ads. Per DeAngelo, "When we pick up an entire ad, every single piece of artwork comes with the ad. Our graphic artists don't have to spend time looking for that obscure piece of artwork that ran last time the ad ran. It's all in one nice folder, automatically."

DeAngelo continues, "Once an ad is Routed as Finished, the PDF is automatically exported to the proper folder. This used to be something we did by hand, one ad at a time. That has saved us much time and effort."

What about that nightly backup process? "That is taken care of on SCS/Track's end, and is done in the background," says DeAngelo. "Plus, having two servers is comforting. If one goes down, the other one automatically takes over. No more worry over how to get our production back up and running."

In the current art department, with SCS/Track in place, the same 18 artists now work Monday through Friday across 2 shifts. "SCS has been the reason we were able to move all our 3rd shift graphic personnel to 1st and 2nd shifts," Means happily states. "They love sleeping when it's dark and we love having all the work done by 11:00pm!"

In addition to SCS/Track, Kapp has also installed Layout-8000 and SCS/ClassPag to dummy and paginate ads on pages. Much like SCS/Track, these systems have significantly improved the workflow. What's next for the Merchandiser and SCS? As Means puts it, "We look forward to more benefits as we develop our skills with SCS's products."

OUR ASSOCIATE MEMBERS

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 _____	Internet Entries __ Category 12 - Site Design __ Category 13 - Social Media __ Category 12 - Email Marketing Company _____ Website _____ Webmaster _____
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**Good luck
to everyone
who enters the
2017 Ad, Editorial
and Website Awards!**