



# CONTEST CATEGORIES

## 1. BEST SINGLE AD

Black and white or color. Print and/or digital. Entries will be judged on basic idea, layout, copy, typography, headline, use of white space and originality as well as effectiveness. Ad must be for a single advertiser.

## 2. SMALL SPACE AD

Black and white or color. Print only. Qualifying entries are any ad 2-column by 4" or smaller.

## 3. AD CAMPAIGN OR SERIES

Black and white or color. Classified or display, print and/or digital. Entries must have a minimum of three and no more than five ads for a single advertiser with a continuing theme. Entries will be judged on basic idea, layout, copy, typography, headline and originality as well as effectiveness.

## 4. MULTIPLE ADVERTISER AD

Black and white or color. Print and/or digital. Entry may be any size up to double-truck size, featuring three or more advertisers under a common headline or theme. Digital page takeover ads may be included. Entries will be judged on basic idea, layout, copy, typography, headline, use of white space and originality as well as effectiveness.

## 5. AD CAMPAIGN USING MULTIPLE PRODUCTS

Single advertiser using two or more news products, including digital ads, for ad campaign. Submit explanatory or promotional materials, examples of pages, scripts, etc. ROP and niche publications can be included.

## 6. SPECIAL EVENT/VENDOR SUPPORT IDEA

Submit an entire section or page for each entry. Qualifying entries are separate, stand alone, pull-out sections or pages. Entries will be judged on basic idea, originality, organization, development of theme in ads and creativity in section or pages. Digital components may be included.

## 7. SPECIAL SECTION/NICHE PUBLICATION

Submit entire section or niche publication for each entry. Qualifying entries are separate, stand alone, pull-out sections or niche publications. Entries will be judged on basic idea, adaptability to other markets, organization and development of theme in the section and on the publication cover.

## 8. BEST NATIVE ADVERTISING

Includes native advertising, branded content or sponsored content on a company's platform. Form, function and integration will be considered as well as creativity and effectiveness. Submit a working URL for each entry. May include a screen shot in addition to the URL.

## 9. SELF PROMOTION ADVERTISING

Submit all media or marketing materials including any digital components. This category will recognize excellence for ads that promote your publication or a specific section or the industry generally, encouraging strength and/or growth of audience or revenue. May include print ads, radio, signs, direct mail, website and digital ads, promoted social media, etc. Entries will be judged on creativity and appearance, including the basic idea, layout, copy, typography, headline, originality and effectiveness.

## 10. BEST BUSINESS-BUILDING IDEA

This category is wide open to new ideas, print and/or digital. This category may include incentives, contests, promotions, design/format ideas and non-traditional revenue sources that have produced plus business and generated revenue.

## 11. BEST AUTOMOTIVE/TRANSPORTATION AD

May be print and/or digital.

## 12. BEST REAL ESTATE/BUILDERS/RENTERS AD

May be print and/or digital.

## 13. BEST RECRUITMENT OR COMMERCIAL AD

May be print and/or digital.

## 14. WILD CARD CATEGORY

Use this category to submit any ads that don't fit into any other category, in print and/or digital. Could include best home page takeover ad, animated ads, virtual and augmented reality, etc. Entries will be judged on basic idea and originality as well as effectiveness.

*First place, second place and honorable mention awards will be considered in each circulation division in each category, at the judges' discretion. Judges reserve the right to not award the number of specified awards per each category or give no awards at all based on the number of entries.*

## IMPORTANT REMINDER!

*Participation in the Ad Contest is essential to winning the coveted News Organization of the Year Awards. Beginning in 2023, in order to accumulate points toward NOY, your company MUST ENTER BOTH the Keystone Media Awards AND the Advertising Contest. You must enter both contests in order to earn points and to demonstrate your outstanding efforts across all facets of your news company. Companies not entering both contests will not be considered for NOY honors. Don't be left out when the News Organization of the Year Awards are determined!*



## SPECIAL AWARD

# BEST USE OF VIDEO AWARD

This special award will recognize one entry – across all circulation divisions – that best uses video either for a single advertisement or as part of an ad campaign.

Judges will consider creativity, innovation and impact as well as how effectively the content reflects the value and purpose of the advertised product, company, service, event, etc. The video should demonstrate a compelling use of technology. Please explain the aim of the ad/campaign and the outcome, i.e., how was the video successful in increasing sales, visitors and reach for the advertiser. Excludes promotions of the newspaper, its company and its products. Please provide a working URL for judges' review.

Winner of this special award receives a plaque as well as a \$500 cash award, sponsored by the Calkins Family.

*Enter this special award category using the same submission process as outlined in the rules and entry instructions.*

