2024 RULES

ADVERTISING CONTEST

NOY

PENNSYLVANIA
NewsMedia
ASSOCIATION
Foundation

DEADLINE TO ENTER
JANUARY 31, 2024

2024 CONTEST RULES

The Pennsylvania NewsMedia Association Foundation Advertising Contest honors advertising departments across Pennsylvania that continue to produce outstanding printed and digital classified and display ads, campaigns, and special publications and efforts worthy of recognition.

ELIGIBILITY: The contest is open to Pennsylvania NewsMedia Association member organizations who are in good standing, as well as non-member Pennsylvania news organizations that meet the following criteria: at least six months of continuous publication, availability to the general public, regularly updated content, adherence to ethics and standards of journalism, and no promotion of special interests of groups, individuals or causes. **Entries eligible for competition must have been published digitally or in print, between January 1, 2023, and December 31, 2023.** Use of service or clip artwork is acceptable in the building of an ad entered for competition. Ads prepared by the news company's own staff or outsourced provider as well as agencies are eligible for competition. Any entry that does not comply with the rules will be disqualified. **There are no limits on the number of entries each person or team per category may submit.** The same exact entry may not be entered into any other category or division. The PNA Foundation cannot determine into which category specific entries should be submitted; nor can we confirm entries submitted *(you will receive an Official Entry Form after each successful entry which confirms your entry was submitted correctly)*.

DIVISIONS:

I Division I is for newspapers with circulation over 50,000.
II Division II is for newspapers with 20,000 to 49,999 circulation.
III Division III is for newspapers with 10,000 to 19,999 circulation.
IV Division IV is for newspapers with circulation under 10,000.

The circulation figures, as stated in the most recent PNA News Media Directory, should be used to determine circulation division. Or accurate circulation figures from a recognized auditing agency, a sworn Post Office statement, or a duly notarized statement must be provided.

If submitting entries from your multi-day publication as well as your Sunday editions, use your combined circulation only. If submitting entries from Sunday editions only, use the circulation of your Sunday edition. For weeklies, use your total weekly circulation.

DEADLINE TO ENTER: Entries must be received online by 11:59 p.m., on Wednesday, January 31, 2024.

ENTRY FEE: The fee for each entry is $6 for PNA members and $50 for non-members. Preferably payment should be made online. **Online payments must be received via the online contest system by 11:59 p.m. on Wednesday, January 31, 2024. Once the contest system is closed, no online payments can be made.** Visa, Mastercard or American Express are accepted. Online payments are recommended and preferred. If you must mail a check, mail-in payments must be received at the Pennsylvania NewsMedia Association Foundation by 5 p.m., on Friday, February 2, 2024. Make check or money order payable to PNA Foundation. No refunds will be given. No invoices will be processed. Entries without submitted payment will not be judged. Mail-in payments must be submitted with the online entry report by selecting the Calculate Entry Fee button on the Manage Entries page and printing the report of your entries (see instructions on Payment Calculation). Payments should be mailed to: PNA Foundation Ad Contest, 4000 Crums Mill Rd., Ste. 101, Harrisburg, PA 17112.

JUDGING: Judges will consider the objective, strategy and result as well as design and attractiveness for all ads. Judges will select first place, second place and honorable mention awards for each category, at their discretion. The 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. Sweepstakes Awards will go to news companies winning the highest total points in each division. Points are tallied: 10 points for each first place winner, 5 points for each second place winner and 2 points for each honorable mention. The Best Use of Video Award will be awarded 10 points.

AWARDS: Details about the awards presentation will be available in early 2024. Certificates suitable for framing will be provided to winners with the option to purchase plaques.

NOY AWARDS: Participation in the Ad Contest is essential to winning the coveted News Organization of the Year Awards. 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!

PREPARATION OF ENTRIES

All entries must be uploaded as electronic files or linked to a working and accessible URL. Printed tearsheets are not acceptable as an entry format.

1. Entries are accepted in these formats: PDF, JPG, GIF and PNG.

2. When uploading files, any filename may be used. The BetterBNC website uses information entered (newspaper name, division, category, etc.) to assign a unique code to each file. These codes assign your entries to the proper categories and circulation groups for judging.

3. Newspapers must upload a PDF of the entire page (tearsheets with dateline) on which the entry appears. Full page e-tearsheets are acceptable. For digital entries, please submit a permanent link with a working URL or provide a saved screen shot. For examples with more than one page, please combine all pages into one PDF. For entries that contain more than one example, combine the pages of all examples into one PDF.

4. The maximum single uploaded file should not exceed 5 megabytes. It is strongly recommended to compress files to under 3 megabytes so judging can be done more efficiently. Judges will view your files on their computer screens, so 300-resolution files are not needed (or helpful - they just hog server space). You can reduce your JPG or PDF file size by re-distilling to 72 dpi. For larger files, you may create more than one PDF (i.e., create a separate PDF for each page or section) and attach all pertinent PDFs to that specific entry.

Note: It is recommended that for extremely large files, you host your content online, either by uploading it to a free streaming content website (www.Issuu.com, www.YouTube.com, www.vimeo.com, etc.) or talk to your IT person about adding it to your organization's website.

Also, be sure all attachments for a specific entry are submitted under one entry headline in the online system. This will ensure you are only billed once for each entry.

Important: *Please ensure that items are not behind a paywall or a password-protected area. If they are, you must provide username/password information in the Comments section of your entry. Judges may disqualify your entry if work samples are inaccessible. Make sure your content will be accessible online throughout the contest and awards process.*

HELPFUL TIP
The online contest system, BetterBNC, is optimized for Google Chrome for PC and MacIntosh. Please have a recent version downloaded and installed for the best contest experience.

LOGIN INSTRUCTIONS

1. Go to www.betternewspapercontest.com.
2. Select "Contestant Login" (located on top bar menu).
3. Select the appropriate contestant type from tabs:
   a. If you are the single point of contact for your organization, select **Contestant Manager**. *Note:* Once you have submitted two entries, you will receive an email validating your Contestant Manager account, enabling you to create Authorized Entrant accounts to make entries on behalf of your organization. You must click the link provided in the email and follow the online instructions to activate your account, authorize other people to submit entries on your organization's behalf, and/or to submit more entries.
   b. If you received an email authorizing you to submit entries for your organization, select **Authorized Entrant.** Click the link provided in the email and follow the online instructions to activate your account which allows you to submit entries.
4. Select the appropriate Contest: "2024 PNA Advertising Contest."
5. Select the appropriate News Organization. Weekly newspapers should submit entries under individual newspaper name, not group name.
   NOTE: If you haven't entered this contest before, or if your news organization is not currently listed on the drop down menu, please contact the PNA Foundation at foundation@pa-news.org or 717-703-3003, so that your organization can be added to the menu. Please allow 48 hours for this process to be completed before you can submit entries.
6. Authorized Entrants only - enter your email address.
7. **Enter your personalized password (if you entered the contest last year) OR enter the temporary password provided to you by the PNA Foundation. Passwords are case sensitive.** Temporary passwords are provided for your first login only; once logged in, you will be required to create a personalized password to use going forward. If your designated Contestant Manager has left your organization, please contact the PNA Foundation at foundation@pa-news.org to have your account updated with new contact information.
8. Click Login.
9. **Click on the "My Account" tab to ensure all pertinent information (contacts, mailing address, etc.) is listed correctly.** Make any necessary changes and click Submit at the bottom of the page. If anything needs to be changed that you do not have access to change, contact the PNA Foundation at foundation@pa-news.org.

QUESTIONS?
If you have questions about the contest rules, visit the PNA website, www.panewsmedia.org, or contact the PNA Foundation at foundation@pa-news.org or 717-703-3003.

ENTRY INSTRUCTIONS

TO SUBMIT ENTRIES:

1. On the Manage Entries page, click Submit Entry. **Please be sure your news organization is shown in the correct circulation division.** If your circulation division is listed incorrectly, contact the PNA Foundation at foundation@pa-news.org.

2. Select "general" from the division drop down menu.

3. Select the appropriate Category from the drop down menu. Be sure to read the Category Note which describes the category's requirements.

4. Complete the Headline/Title field. Use an entry title that will clearly identify your entry for the judges. **Be specific; don't make the judges guess what they are looking for! For example, use the advertisers' name or the title of the ad. <u>Do not use all caps, dates, category name or credit name(s) in this field.</u>**

5. Upload all attachments and links for the entry. Be sure all links and attachments for a specific entry are submitted under one entry headline/title. This will ensure you are only billed once for each entry. Click Browse to select a file from your file menu and then click open. Allowed file types are PDF, DOC, TXT, JPG, GIF, and PNG. If more than one attachment is desired for this entry, click on "browse and attach more files" and repeat these steps.

6. Website/URL(s)/Link attachments: If you were unable to create and attach a PDF for this entry and needed to provide a website URL, or if the category asks for website presence for web/audio/video content, enter the URL/Links in this section. **Be sure these webpages remain available through the awards presentations.**

7. **Comment required: you must add an explanatory message in the comment section.** This message should include your objective, strategy and results about the entry. Without an explanatory message in the comments field, your entry cannot be judged. **Also, If any links for the entry are behind a Paywall or password-protected area, you MUST include a username and password for the judges in this comments box (or on a separate attachment).**

8. Add Credits for those responsible for the entry content, up to four people. If there are more than four names, please enter Staff. *Note: Winners' reports and certificates will only reflect the name of the news organization.*

9. Answer reCAPTCHA and click Submit Entry.

10. After each successful entry, the Official Entry Form will appear. This is confirmation of your entry. (See Login Instructions about Contestant Manager validation, if necessary.)

11. Select Submit Another Entry to submit more entries, or Manage Entries which will allow you to review the entries you've already submitted, or Logout.

TO MANAGE ENTRIES:

1. Review your entries on the Manage Entries page – "entries" are enabled and will be judged; "disabled entries" will not be judged. Be sure your attachments or URLs are shown in the "existing attachments" column.

2. Use the "Action" links for each individual entry which allow you to view your Official Entry Form/Label, edit an incomplete entry or make certain changes, and toggle any entry between enable/disable.

NOTE: Every enabled entry will be billed to you, so be sure to disable or delete any duplicate entries.

PAYMENT CALCULATION:

1. On the Manage Entries page, confirm your news organization name, circulation division and number of entries submitted in the upper right corner.

2. Click Calculate Entry Fee.

3. A list of all your enabled entries will be displayed, with the appropriate entry fee. Review the list of entries for accuracy. The Total Entry Fee Due is calculated at the bottom of the list.

4. Select the check boxes for the entries for which you want to pay, then:

   a. **If paying online with PayPal or credit card (preferred),** click the Pay Now With Card box at the bottom of the page. If you have a PayPal account, you can log in to complete payment. Or you can pay using a credit card by entering your credit card information. There is no requirement for you to establish a PayPal account. Be sure to strictly follow the instructions provided online. After clicking Pay Now, you will receive a confirmation. **During the PayPal process, do not hit your "back" button! Also, be sure the billing name and address information you enter exactly matches your debit/credit account.**

   b. **If paying by check,** click the Pay By Check box at the bottom of the page. You will be taken to a page where you will enter your check details (check number and amount). You will then be able to view a report that indicates which entries are paid, as well as the status of the payment (i.e., paid ck). Please print this report to submit with your check. After your check is received in the mail, your entries will be marked paid as indicated by a "confirmed" status.

5. You may return to your Manage Entries page to confirm your online payment. Payment status will indicate "confirmed" for each entry paid via credit card online. Any other payments will be manually confirmed by PNA Foundation staff upon payment receipt.

SPECIAL NOTE: The online system will not be available to you after the deadline date, so be sure to print your receipt(s) prior to that date.