

NAMPA 2026 Annual Awards Competition

Deadline for receipt of entries is **August 14, 2026**

Rules and Procedures approved on April 16, 2026

Criteria

The NAMPA 2026 Annual Awards Competition provides special recognition for excellence in senior/boomer publications who are active members of NAMPA.

Rules

The NAMPA Publishing Excellence Awards Competition is open to all NAMPA members **in good standing who have paid their current NAMPA membership dues.**

Entries received after August 14, 2026 will not be accepted.

Eligible entries must be from publications dated between **July 2025 through June 2026.** **More than one entry per category is acceptable.**

Ways to submit entries: You must submit **all entries by MAIL** either original or as a copy.

Important: Articles by syndicated writers are **NOT eligible** for entry in any category.

Contest participants must notify the Executive Director

in the event any submission is, or becomes, the subject of legal action. NAMPA may take appropriate steps to avoid legal complications that could arise from any republication.

Members will compete in three major circulation divisions:

DIVISION A = 24,999 or less
DIVISION B = 25,001 – 65,999
DIVISION C = 66,000 +

If an entry ran in **multiple publications** within a publishing group, it must be entered in the full circulation category. Small and medium publications that are part of a multi-publication group with a large-size publication can enter in their own individual category only if the entry originated with and ran **only in the smaller publication.**

Each mailed entry **must be accompanied by a completed label form in a manila folder.**

The registration fee is \$0.00

All entries are \$20 each.

One check may be used to cover the total number of entries for multiple entries in a publisher's group.

IMPORTANT NOTICE!!!

Please mail all entries along with a **“copy”** of the completed registration form to be received before **August 14, 2026 by mail to:**

Jessica Rinaudo
Attn: NAMPA award entries
4222 Brandonmore Drive
Cincinnati, OH 45255-3395

Also, please mail the “Original” completed registration form along with your payment to: (We do accept credit cards but with a 4% credit card fee)

NAMPA Awards Registration
P. O. Box 19510
Shreveport, LA 71149-0510

(Please DO NOT MAIL any entries to NAMPA !!!)

For any questions, please contact Gary Calligas at (318) 347-6839 or (318) 636-5510 or email to gary@maturepublishers.com

Entry Preparation

Submit **properly labeled entries** and the Awards Registration Form(s) by mail to be received by the **August 14, 2026, deadline.**

To standardize entries for judging the following must be observed:

All editorial and design submissions (except those requiring complete issues or sections) must be cleanly trimmed tear sheets, assembled in correct reading sequence, including jumps.

Place each entry in a **separate file folder** and attach the entry label provided to the **upper right-hand corner**, taping the entry form at the top and bottom. **Make sure to fill out the entry label clearly and legibly.**

Labels are enclosed for your entries. If more labels are needed, feel free to photocopy.

- Do not highlight or mark entry submissions.
- **Prints of articles/ads from your online edition are allowed**
- Please do not submit materials in mounted form.
- To submit in categories requiring complete issues, insert one copy of the entire issue(s) in a file folder and attach entry form on the front of the folder as noted above.

Total Publication Categories

1. Best of Show

All members submitting award entries are automatically entered into this category. This award is based on the number of awards won, with three points awarded for 1st place, two points for 2nd place and one point for 3rd place. The publication with the most points in each division is awarded the **Best of Show** award.

2. General Excellence

Entries exhibit editorial balance, planning and a high caliber of journalism throughout. There should be evidence of high standards in writing and editing. General Excellence winners should demonstrate a grasp of the issues within the local senior community.

Submit 3 consecutive issues

3. Most Improved

Entries should exhibit major improvements in both editorial content and design.

Submit 2 consecutive issues from current year, plus the same cycle of issues from the previous year

Editorial Categories

4. Column Review

Entries are originally commissioned by your publication and to cover regular columns on books, magazines, films, television,

music, theatre or other topics. The column clearly establishes the publication as a voice of authority on any given subject.

Submit 2 articles

5. Senior Issues

Entries cover regular columns on senior issues, advice, and health issues or resources.

Submit 2 articles

6. Editorial/Opinion

An editorial or opinion of the publisher or editor about any topic in a regular issue

Submit 1 article

7. Briefs/Shorts

Entries should be a potpourri of brief, timely, lively, informative and relevant items that are packaged together as a column or section that appears regularly in the publication.

Submit 2 articles

8. Personal Essay

This category recognizes the value of personal essays as from any writer as published in a senior publication.

Submit 1 article

9. Profile Entries

This entry examines an interesting person or looks at the person in an interesting way. Submission should be well reported and written with craftsmanship by any writer.

Submit 1 article

10. Annual Senior Resource Guide or Directory

For the publishing of a senior resource guide or directory and examines the editorial and information content.

Submit 1 copy

11. How-To Feature or Do It Yourself Feature.

Entries should demonstrate the usefulness and applicability of the information presented. These pieces offer more than advice as they instruct and enlighten the reader, providing guidance in achieving a desired outcome.

Submit 1 article

12. Travel Column

Entries should represent how the publication serves to supply information on travel destinations. The column should appear regularly **and may not be from a syndicated writer.**

Submit 2 articles

13. Feature Writing

This category recognizes quality feature writing that shows style, is clever in subject matter and is an all-around good read.

Submit 1 article

14. Special Section in the publication

Entries are special sections or pull-out guides covering any subject. These sections should be written, edited and presented in a manner that is lively and useful to the reader. Do not submit annual resource guides under this category.

Submit 1 complete section.

15. Topical Issue

Entries should be a single story on an important and timely senior issue or promotion of a community projects or events.

Submit 1 article

Design Categories

16. Front Cover (Photo)

Entries in this category use original photos to entice the reader into the publication. There should be evidence of use of typography and space as well as a sense of control over production details. No stock photos are acceptable entries.

Submit 1 cover

17. Front Cover (Illustration)

Entries in this category use any original form of art to entice the reader into the publication. Computer-enhanced or computer-generated artwork may be submitted.

Submit 1 cover

18. Table of Contents

This category recognizes the table of contents that provide the reader with a map through the publication, is well organized, easy to use and incorporates design to make the contents interesting.

Submit 1 table of contents

19. Briefs/Shorts

Entries should be a potpourri of brief, timely, lively, informative and relevant items that are presented together as a fun, lively and engaging column that appears regularly in the publication. Art, color and typography should stand out and convey the tone of the content, and what are clearly individual items.

Submit 2 articles

20. Annual Senior Resource Guide or Directory

This category examines the design of an annual senior resource guide or directory

Submit 1 copy

21. Feature Layout

Entries should exhibit sound use of typography and space as well as resourcefulness in the section and use of art and/or photography and a sense of control over production details.

Submit 1 multiple-page layout

22. Best Overall Use of Photography

Award is based on the quality of the photography used, as well as the editing, cropping, sizing and display of the photographs on a consistent basis throughout the publication.

Submit 3 consecutive issues

23. Best Use of Color

Publication's use of color indicates planning and existence of a color palette. Color is used to communicate rather than decorate. Quality of reproduction of the color will be considered.

Submit 3 consecutive issues

24. Overall Design

This award recognizes superior design. Organization of the publication should be well-defined, with intelligent use of space in the throughout the publication to accommodate fractional ads. The design must establish and sustain a visual identity throughout and must be technically superior in its production.

Submit 3 consecutive issues

Advertising & other Categories

General Instructions

All ads must be prepared by **the publisher's design department** and show originality of idea, good layout and design. Ad designs generated by ad agencies or businesses **are not acceptable submissions.**

25. Self Promotion (in house)

Submit an ad printed in your publication promoting your publication. Entries are judged on the merit of the idea and the presentation.

Submit 1 ad design

26. Self Promotion (outside source)

Submit an ad printed in another publication, event publication, program album, or playbook promoting your publication. Entries are judged on the merit of the idea and the presentation.

Submit 1 ad design

27. Self Promotion/Awards

Submit an ad printed in your publication that promotes your publication's excellence through promotion of the awards your publication has received from NAMPA or any other recognized media association.

Submit 1 ad design

28. Social Media Promotion: (new item)

Submit a social media post which promotes your publication or your event.

Submit 1 printed copy of a social media post

28A. Digital Newsletter (new item)

Digital newsletter which is emailed to interested persons or resides on your website.

Submit 1 printed copy of your digital newsletter

29. Best Single Ad (Black and White)

Submit 1 ad design

30. Best Single Ad (Color)

Submit 1 ad design

31. Best Banner

Submit 1 banner containing your publication's name from the cover of your publication

32. Feature Writing on a Historical topic (new item)

Submit one article which concerns national historical or local historical topic

Submit 1 article

Internet Categories

General Instructions

The website must show originality of idea, good layout and design.

33. Website Self Promotion

Submit an ad printed in your publication promoting the use of your website. Entries are judged on the merit of the idea and the presentation. (Division category is not applicable)

Submit 1 ad which promotes your website

34. Website General Excellence

The publication's website will be judged on ease of navigation, content and design. (Division category is not applicable)

Submit the website address

Please mail all entries along with a “copy” of the completed registration form to be received **before August 14, 2026** by mail to:

Jessica Rinaudo

Attn: NAMPA award entries

4222 Brandonmore Drive

Cincinnati, OH 45255-3395

NAMPA 2026 Awards Registration Form

Publication Name _____
Contact Person: _____ Email address: _____
Address _____ Cell Phone: _____
City _____ State _____ Zip Code: _____

Division: _____ Total Circulation: _____ DIVISION A = 24,999 or less DIVISION B = 25,000 – 65,999 DIVISION C = 66,000+

Please “circle” the categories you wish to enter, along with “number” of entries per category.

IMPORTANT FEE CHANGES: The fee for registration is \$0.00.

All entries are \$20 each.

- | | |
|---|---|
| 1. Best of Show – No Entry needed | 19. Briefs/Shorts _____ |
| 2. General Excellence _____ | 20. Annual Resource Guide/Directory _____ |
| 3. Most Improved _____ | 21. Feature Layout _____ |
| 4. Column Review _____ | 22. Best Overall Use of photography _____ |
| 5. Senior Issues _____ | 23. Best Use of Color _____ |
| 6. Editorial/Opinion _____ | 24. Overall Design _____ |
| 7. Briefs/Shorts _____ | 25. Self-Promotion (in house) |
| 8. Personal Essay _____ | 26. Self-Promotion (outside) _____ |
| 9. Profile _____ | 27. Self Promotion/Awards _____ |
| 10. Annual Resource Guide/Directory _____ | 28. Social Meda Post _____ |
| 11. How-To Feature _____ | 28A. Digital Newsletter _____ |
| 12. Travel Column _____ | 29. Best Single Ad Black & White _____ |
| 13. Feature Writing _____ | 30. Best Single Ad Color _____ |
| 14. Special Section _____ | 31. Best Banner _____ |
| 15. Topical Issue _____ | 32. Feature writing on historical topic _____ |
| 16. Front Cover Photo _____ | 33. Website Self Promotion _____ |
| 17. Front Cover Illustration _____ | 34. Website General Excellence _____ |
| 18. Table of Contents _____ | |

A check payable to NAMPA in the amount of \$ _____ for _____ entries is enclosed.
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DEADLINE to receive entries is August 14, 2026. Mail original registration form & check to NAMPA and place a copy of this form with your entry submissions mailed.
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2. General Excellence

Division _____

Publication _____

State _____

7. Briefs/Shorts

Division _____

Publication _____

State _____

3. Most Improved

Division _____

Publication _____

State _____

8. Personal Essay

Division _____

Publication _____

State _____

4. Column Review

Division _____

Publication _____

State _____

9. Profile

Division _____

Publication _____

State _____

5. Senior Issues

Division _____

Publication _____

State _____

10. Annual Resource Guide or Directory

Division _____

Publication _____

State _____

6. Editorial/Opinion

Division _____

Publication _____

State _____

11. How-To Feature

Division _____

Publication _____

State _____

16. Front Cover (Photo)

Division _____

Publication _____

State _____

12. Travel Column

Division _____

Publication _____

State _____

17. Front Cover (Illustration)

Division _____

Publication _____

State _____

13. Feature Writing

Division _____

Publication _____

State _____

18. Table of Contents

Division _____

Publication _____

State _____

14. Special Section

Division _____

Publication _____

State _____

19. Briefs/Shorts

Division _____

Publication _____

State _____

15. Topical Issue

Division _____

Publication _____

State _____

20. Annual Resource Guide or Directory

Division _____

Publication _____

State _____

21. Feature Layout

Division _____

Publication _____

State _____

25. Self Promotion

(In house) **Division is Not applicable**

Publication _____

State _____

22. Best Overall Use of Photography

Division _____

Publication _____

State _____

26. Self Promotion (Outside source)

Division is Not Applicable

Publication _____

State _____

23. Best Use of Color

Division _____

Publication _____

State _____

27. Self-Promotion(Awards)

Division _____

Publication _____

State _____

24. Overall Design

Division _____

Publication _____

State _____

28. Social Media Post

Division _____

Publication _____

State _____

29. Best Single Ad - Black & White

Division _____

Publication _____

State _____

30. Best Single Ad - Color

Division _____

Publication _____

State _____

31. Best Banner

Division _____

Publication _____

State _____

32. Feature Writing on Historical Topic

Division: _____

Publication _____

State _____

33. Website (Self Promotion)

Division is Not Applicable

Publication _____

State _____

Web Address _____

34. Website General Excellence

Division is Not Applicable

Publication _____

State _____

Web Address _____

28A. Digital Newsletter

Division _____

Publication _____

State _____

Division _____

Publication _____

State _____

Division _____

Publication _____

State _____