

Call for Entries

NAMPA 2011 Annual Award Competition

Criteria

The NAMPA 2011 Annual Award Competition provides special recognition for excellence in senior publications.

DEADLINE FOR ENTRIES IS SEPTEMBER 7, 2011. JUDGING WILL BEGIN IMMEDIATELY AFTER DEADLINE. SO WE CANNOT EXTEND IT.

Rules

The NAMPA Publishing Excellence Awards Competition is open to all NAMPA members in good standing. Eligible publications must be dated between July 2010 and June 2011.

Syndicated articles, photographs (including CD-ROM photos) and/or art may not be submitted for award consideration unless the work is entered by the publication that first published and/or created the work; members who submit such entries may be asked to submit proof.

Contest participants must notify the Director of the Awards Competition and/or NAMPA in the event any submission is, or becomes, the subject of any legal action. NAMPA may take appropriate steps to avoid legal complications that could arise from any republication.

Members can compete in four major circulation divisions.
DIVISION A 25,000 or less
DIVISION B 25,001 - 50,000
DIVISION C 50,001- 100,000
DIVISION D 100,001 and more

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 entry must be accompanied by a completed label form. Photocopies of the original form are acceptable.

The fee for your first submission is \$45, all additional entries are \$20 each. The names of all publications being included in a multi-publication entry must be listed on the entry form and the appropriate entry fee included at that time. One check may be used to cover the total number of entries.

Send entries with check (Payable to NAMPA) to: NAMPA Awards, Attn: Karen Zarky, 1140 Jupiter Rd., Camdenton, MO 65020

Entry Preparation

1. Submit properly labeled entries by September 7, 2011.

2. 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 in a file folder and attach the entry label provided to the right-hand top corner, taping the entry form at the top and bottom. Please include your circulation division on this form.

Do not highlight or mark submissions in any way. Reprints of articles are not allowed. Please do not submit editorial materials in

mounted form. To submit in categories requiring complete sections or issues, insert one copy of the entire issue 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 in any category are automatically entered into this category. No additional entry need to be submitted. Categories are judged based on the number of awards won, with three points awarded for first place and two points for second place.

The publication earning the most number of points in each division is awarded the **Best of Show** award.

Members can compete in four major circulation divisions.

DIVISION A 25,000 or less

DIVISION B 25,001 - 50,000

DIVISION C 50,001- 100,000

DIVISION D 100,001 and more

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, plus the same cycle of issues from the previous year.

Editorial Categories

4. Column Review Entries are originally commissioned by your publication and covers regular columns on books, magazines, films, video, television, music, theatre, computers, software, websites or audio. 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, behavior and health issues or senior resources. Submit 2 articles

6. Calendar of Events Entries should represent how the publication serves as a tool for readers by highlighting specific and unique senior-oriented activities. Submit 2

7. Briefs/Shorts Entries should be a potpourri of brief, timely, lively, informative and locally 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 seniors reach out to one another through their local senior publications. . Submit 2 articles

9. Profile Entries examine an interesting person or looks at the person in an interesting way. Submission should be well reported and written with craftsmanship. Submit 1 article

10. Community Service Editorial Material should aid or promote community projects. This shows what the publication is doing for its community. Submit 1 article

11. How-To Feature Entries should demonstrate the usefulness and applicability of the information presented. These pieces offer more than advice:

they instruct and enlighten the reader, providing guidance in achieving the desired outcome. Submit 1 article

12. Travel Column Entries should represent how the publication serves to supply information on travel destinations for seniors. The column should appear regularly in the publication. Submit 2 articles

13. Feature Writing This category recognizes quality feature writing that shows style, is clever in subject matter and an all around good read. Submit 1 article

14. Special Section 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. Submit 1 complete section.

15. Urgent Senior Issues Single story on an important, timely senior issues, advice, behavior and health issues or senior resources.

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 intelligent use of typography and space as well as a sense of control over production details. No stock photos or CD-ROM artwork. 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 article

18. Table of Contents This award 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 and attractive.

19. Briefs/Shorts Entries should be a potpourri of brief, timely, lively, informative and locally relevant items that are presented together as a fun, lively and engaging that appears regularly in the publication. Art, color and typography should stand out and convey the tone of the content, as well as uniting what are clearly individual items. Submit 2 articles

20. Calendar of Events This category recognizes excellence in calendars of events for active seniors. Entries will be judged on ease of use, design, readability and visual appeal. Submit 3 consecutive issues

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 Based on the quality of the photography use as well as the editing, cropping, sizing and display of the photography 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. Good design not only serves the reader, but also engages and delights.

Organization of the publication should be well-defined, with intelligent use of space in the front and back of 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 **Categories**

General Instructions

All ads must be prepared by the publishers design department showing originality of idea, good layout and design.

25. Self Promotion

Submit a series of ads printed ROP in your publication promoting the use of your publication. Entries are judged on the merit of the idea and the presentation.

26. Self Promotion/Awards

Submit an ad printed ROP in your publication or a flyer in your media kit that promotes your publication's excellence through promotion of awards your publication has won in previous years from any recognized media association.

27. Best Ad Series

A series of at least three ads showing continuity of theme or artwork.

28. Best Single Ad Black and White

29. Best Single Ad Color

30. Best Banner

Submit a banner, carrying publication name, which appears on a cover of your publication.

31. Media Kit

Submit two copies of your media kit.

Internet **Categories**

General Instructions

Must be prepared by the publisher's design department showing originality of idea, good layout and design.

31. Web Self Promotion

Submit a series of ads printed ROP in your publication promoting the use of your website. Entries are judged on the merit of the idea and the presentation.

32. On-Line media Kit

Provide the address of your own-line media kit.

33. Website General Excellence

General Excellence winners will be judged on ease of navigation, contents and design.

NAMPA Awards Registration Form

Publisher's Name _____

Publication Name _____

Address _____

City _____

State _____ Zip _____

Telephone _____

Circulation Divisions.

DIVISION A 25,000 or less

DIVISION B 25,001 - 50,000

DIVISION C 50,001- 100,000

DIVISION D 100,001 and more

Send entries with check (Payable to
NAMPA) to:

NAMPA Awards
Attn: Karen Zarky

1140 Jupiter Rd.
Camdenton, MO 65020

A full set of labels is enclosed for use in
submitting entries. Be sure to add your
distribution division. If more labels are
needed photocopy the labels included in the
mailing.

Questions? Call Karen at 314-630-6607.

Please check the categories you wish to enter, along with number of entries per category. The fee for the first submission is \$45, all additional entries are \$20 each.

- | | | | |
|---------------------------------|----------|-----------------------------------------|-------|
| 1. Best of Show | No entry | 19. Briefs/Shorts | _____ |
| 2. General Excellence | _____ | 20. Calendar of Events | _____ |
| 3. Most Improved | _____ | 21. Feature Layout | _____ |
| 4. Column Review | _____ | 22. Best Overall Use of photography | _____ |
| 5. Senior Issues | _____ | 23. Best Use Of Color | _____ |
| 6. Calendar of Events | _____ | 24. Overall Design | _____ |
| 7. Briefs/Shorts | _____ | 25. Self Promotion | _____ |
| 8. Personal Essay | _____ | 26. Self Promotion/Awards | _____ |
| 9. Profile | _____ | 27. Best Ad Series | _____ |
| 10. Community Service Editorial | _____ | 28. Best Single Ad Black and White | _____ |
| 11. How-To Feature | _____ | 29. Best Single Ad Color | _____ |
| 12. Travel Column | _____ | 30. Best Banner | _____ |
| 13. Feature Writing | _____ | 31. Web Self Promotion | _____ |
| 14. Special Section | _____ | 32. On-Line media Kit | _____ |
| 15. Urgent Senior Issues | _____ | 33. Website General Excellence | _____ |
| 16. FrontCover Photo | _____ | A check in the amount of \$_____ | |
| 17. Front Cover Illustration | _____ | for_____ entries is enclosed. | |
| 18. Table of Contents | _____ | | |

2. General Excellence

Division _____

Publication _____

State _____

6. Calendar of Events

Division _____

Publication _____

State _____

3. Most Improved

Division _____

Publication _____

State _____

7. Briefs/Shorts

Division _____

Publication _____

State _____

4. Column Review

Division _____

Publication _____

State _____

8. Personal Essay

Division _____

Publication _____

State _____

5. Senior Issues

Division _____

Publication _____

State _____

9. Profile

Division _____

Publication _____

State _____

**10. Community Service
Editorial**

Division _____

Publication _____

State _____

14. Special Section

Division _____

Publication _____

State _____

11. How-To Feature

Division _____

Publication _____

State _____

15. Urgent Senior Issues

Division _____

Publication _____

State _____

12. Travel Column

Division _____

Publication _____

State _____

16. Front Cover Photo

Division _____

Publication _____

State _____

13. Feature Writing

Division _____

Publication _____

State _____

17. Front Cover Illustration

Division _____

Publication _____

State _____

18. Table of Contents

Division _____

Publication _____

State _____

22. Best Overall Use of photography

Division _____

Publication _____

State _____

19. Briefs/Shorts

Division _____

Publication _____

State _____

23. Best Use Of Color

Division _____

Publication _____

State _____

20. Calendar of Events

Division _____

Publication _____

State _____

24. Overall Design

Division _____

Publication _____

State _____

21. Feature Layout

Division _____

Publication _____

State _____

25. Self Promotion

Division _____

Publication _____

State _____

26. Self Promotion/Awards

Division _____

Publication _____

State _____

30. Best Banner

Division _____

Publication _____

State _____

27. Best Ad Series

Division _____

Publication _____

State _____

31. Media Kit

Division _____

Publication _____

State _____

28. Best Single Ad Black and White

Division _____

Publication _____

State _____

32. Web Self Promotion

Division _____

Publication _____

State _____

Web Address _____

29. Best Single Ad Color

Division _____

Publication _____

State _____

33. On-Line Media Kit

Division _____

Publication _____

State _____

Web Address _____

34. Website General Excellence

Division _____

Publication _____

State _____

Division _____

Publication _____

State _____

Division _____

Publication _____

State _____

Division _____

Publication _____

State _____

Division _____

Publication _____

State _____

Division _____

Publication _____

State _____

Web Address _____

Division _____

Publication _____

State _____

Division _____

Publication _____

State _____

Web Address _____