

Recognizing excellence in
advertising and design, for print and online.

The MDDC Press Advertising Contest for NEWSPAPERS

The deadline for electronic
entries is 11:59 p.m. on
January 18, 2012.

Designated mail-in entries must
be post-marked by Jan. 18.



- FIND INSIDE:**
- General info
 - Contest rules
 - BNC instructions
 - Category descriptions
 - Declaration of Originality
 - Entry prep instructions & FAQs
 - Entry form for mail in categories

All New! All Digital!
Enter at BetterBNC.com.

General Information

2011 MDDC Advertising Contest

General Information:

The MDDC Advertising Contest recognizes originality and excellence in advertising for both print and the web. The 2011 contest features 29 categories in each of four circulation divisions. Each publisher or manager must certify the originality of all work submitted.

Deadline for Entries:

All entries must be uploaded to via the BetterNewspaperContest.com online contest entry platform by 11:59 p.m. on **Wednesday, January 18, 2012** with the exception of designated mail-in entries. Designated mail-in entries must be post-marked by January 18, 2012 and addressed to the MDDC Headquarters located at the Capital-Gazette Building, 2000 Annapolis Drive, Annapolis, MD 21401.

Eligibility:

The contest is open to all staff members of full/active member newspapers. Members joining in 2011 may only submit entries published following the newspaper's membership date.

Judging:

The entries will be judged by newspaper advertising professionals from the Montana Press Association.

BNC Temporary Password:

The initial password for all newspapers is **bnc**. You will be prompted to change it on your initial login. This password will not work if someone at your newspaper has already accessed the site and changed it. Contact Jen Thornberry at 855-721-6332 x2 or jthornberry@mddcpres.com if you need to gain access.

Awards:

The 2011 Advertising Contest awards will be presented at the MDDC Annual Awards Luncheon, scheduled for April 19-20, 2012. Certificates will be presented to first, second and third place winners. In addition, one **Best of Category** award is presented in each category, regardless of circulation size. There is also an overall **Sweepstakes** award presented to the newspaper in each circulation division that accumulates the most points in the contest. First place earns three points, second place earns two points, and third place earns one point. In a tie, the number of first place wins will be the determining factor.

A single **Best of Show** ad will be selected from the top five advertising entries as chosen by the judges. Each MDDC member employee in attendance at the Advertising awards luncheon on April 19 will have the opportunity to vote. The winner will receive the Best of Show traveling trophy.

TWO NEW TROPHIES — To recognize the importance to newspapers of self-promotion, MDDC would like to showcase and celebrate member papers' very best promotion campaigns. At-show voting by Advertising luncheon attendees will select the best House Promotion Ad and Best Promotion of Newspaper from the first place winners in each category as selected by the judges. Each MDDC member employee in attendance at the Advertising awards luncheon will have the opportunity to vote. The winners will take home Best Promotion traveling trophies.

Prior to the Luncheon, the names of winning staff members will be disclosed to newspapers and posted on the MDDC website at www.mddcpres.com. Complete details of contest wins, including first and second place winners, will only be revealed at the Awards Luncheon.

Fees:

The fee is \$15 per entry. **There are no per-newspaper participation fees.**

Circulation Divisions:

Circulation divisions for the contest are based on each newspaper's circulation, as reported to MDDC for dues in 2011. (Note that these are called **categories** within the BetterNewspaperContest.com platform.) For the purpose of the Advertising Contest, the circulation divisions are as shown (right):

Division A: Dailies 35,000 and over
 Division B: Dailies under 35,000
 Division C: Non-dailies 15,000 and over
 Division D: Non-dailies under 15,000

Contest Rules

2011 MDDC Advertising Contest

1. A signed Declaration of Originality, a printout of the "**Manage Entries**" page from the BNC platform, and payment for all entries must be mailed to the MDDC office. The mailing address is MDDC Press Association, Capital-Gazette Building, 2000 Capital Drive, Annapolis, MD 21401.
2. Entries must be original, must not have appeared previously in other publications, and must have been published in a member newspaper between January 1 and December 31, 2011. Print entries must include publication date.
3. Mailed entries (Categories A24, A25 and A29 only) must be submitted as full-page tear sheets, photocopies (no smaller than 8½ × 11, including continuations), or printouts from PDFs (100% size, no glossy paper). No clipped items will be accepted. Entry forms should be stapled to the upper left corner on the front of each mailed entry. Tear sheets should be marked clearly and neatly for ease of identification. **Print-outs of ads alone are not acceptable.**
4. Mailed entries for Categories A24, A25 and A29 will not be returned. Please keep a record and/or copies of entries in case they are lost in transit.
5. **All online entries must be judged "live" and must be made available to the judges as such, even if they are no longer available to the public.** Judging will take place between February 1 and March 5, 2012. Entries need to be accessible online during that time.
6. Entry forms may list a maximum of **three (3)** individual names. Entries involving more than three staffers must be listed as a group or department. For example: "Sales Staff," "Art Department," or "Classified Sales Staff."
7. **Individuals may submit only two entries per category in each division.** Team entries by a newspaper in any one category are not limited.
8. Participating newspapers must have paid their Association membership dues for the contest year (2011) and be paid up for 2012 by the time of the Advertising Contest Awards Luncheon. A newspaper must be a full/active member of the MDDC Press Association to participate in the Advertising Contest.
9. Entries submitted in the incorrect division, if detected prior to judging, will be moved to the correct division. Otherwise, they are subject to disqualification. For contest purposes, non-daily divisions include papers published less than five times a week. Divisions are based on the circulation figures filed by the publisher with the MDDC Press Association.
10. The decisions of the judges are final. Judges may declare "no contest" if the category has insufficient entries. Fees will not be returned for categories deemed no contest.
11. When a publishing group creates an ad or promotion in more than one of its papers, and its papers are entered in different circulation divisions, the group must submit the entry under the publication with the highest circulation. Also, any group that has multiple papers in the same circulation division must select only one of its papers to enter each ad.
12. Additional copies of certificates may be purchased after the Luncheon for \$5.00 each.

Contest Categories

2011 MDCC Advertising Contest

A01 BEST PRINT RESTAURANT/ ENTERTAINMENT AD

Any ad or campaign featuring fine restaurants, fast food restaurants, specialty restaurants, entertainment, festivals, and/or sports.



A02 BEST ONLINE RESTAURANT/ ENTERTAINMENT AD

Any online ad or campaign featuring fine restaurants, fast food restaurants, specialty restaurants, entertainment, festivals and/or sports. Online ad must be judged live.



A03 BEST PRINT HOME FURNISHING AND APPLIANCES AD

Any ad or campaign featuring home furnishings and appliances including furniture, carpeting, kitchen appliances, etc.



A04 BEST ONLINE HOME FURNISHING AND APPLIANCES AD

Any ad or campaign featuring home furnishings and appliances including furniture, carpeting, kitchen appliances, etc. Online ad must be judged live.



A05 BEST PRINT APPAREL, JEWELRY AND ACCESSORIES AD

Any ad or campaign featuring clothing, jewelry, handbags, belts, watches, etc. for men, women and children.



A06 BEST ONLINE APPAREL, JEWELRY & ACCESSORIES AD

Any online ad or campaign featuring clothing, jewelry, handbags, belts, watches, etc. for men, women & children. Online ad must be judged live.



A07 BEST PRINT FOOD AD

Any ad or campaign using color OR black and white featuring food, drug or beverage. Grocery stores, pharmacies (only advertising consumables), etc. are included. Restaurant ads may not be entered in this category.



A08 BEST PRINT COLOR RETAIL AD

Any ad or campaign using color featuring general merchandise not included in categories A01, A03, A05 & A07. Includes hardware, pet shops, sporting goods, windows, etc.



A09 BEST ONLINE COLOR RETAIL AD

Any online ad or campaign featuring general merchandise not included in categories A02, A04, & A06. Includes hardware, pet shops, sporting goods, windows, etc. Online ad must be judged live.



ICON LEGEND

	Electronic Entry Upload Required		Submit Site or Page URL
	Designated Mail-In Entry		Color Entries Accepted
	Black & White Entries Accepted		Include Supporting Documents (Optional)

Contest Categories (continued)

Mail-in entries require either a written entry form or the printed entry label from BNC.



A10 BEST PRINT INSTITUTIONAL AD

Any ad or campaign featuring a non-retail business such as hotels, banks, funeral homes, health clubs, gyms, healthcare companies or services, etc. or political campaigns.



A11 BEST ONLINE INSTITUTIONAL AD

Any ad or campaign featuring a non-retail business such as hotels, banks, funeral homes, health clubs, gyms, healthcare companies or services, etc. or political campaigns. Online ad must be judged live.



A12 BEST PRINT REAL ESTATE AD

Any ad or campaign using color OR black and white featuring real estate, development, mobile home, condominiums, vacation, residential, farm, industrial or investment property. This category also includes home improvement/construction.



A13 BEST ONLINE REAL ESTATE AD

Any ad or campaign featuring real estate, development, mobile home, condominiums, vacation, residential, farm, industrial or investment property. This category also includes home improvement/construction. Online ad must be judged live.



A14 BEST PRINT MOTOR VEHICLE AD

Any ad or campaign featuring sales and/or service of any motorized vehicle. Includes cars, trucks, motorcycles, boats, airplanes, all-terrain vehicles, jet skis, etc. and any peripheral such as tires, parts, motors, etc.



A15 BEST ONLINE MOTOR VEHICLE AD

Any ad or campaign featuring sales and/or service of any motorized vehicle. Includes cars, trucks, motorcycles, boats, airplanes, all-terrain vehicles, jet skis, etc. and any peripheral such as tires, parts, motors, etc. Online ad must be judged live.



A16 BEST PRINT ADVERTISING CAMPAIGN

Any series of ads showing continuity or idea for a specific product or service. May be any type of ad: retail, institutional, automotive, etc. Each ad in series should be different.



A17 BEST ONLINE ADVERTISING CAMPAIGN

Any series of ads showing continuity or idea for a specific product or service. May be any type of ad: retail, institutional, automotive, etc. Each ad in series should be different. Online ad must be judged live.



A18 BEST PRINT THEMED FEATURE PAGE

Any single-theme page(s) featuring multiple advertisers under a common headline or theme. Including holidays, special events, businesses, services in a community or a shopping area. May be classified or retail.



ICON LEGEND

	Electronic Entry Upload Required		Submit Site or Page URL
	Designated Mail-In Entry		Color Entries Accepted
	Black & White Entries Accepted		Include Supporting Documents (Optional)

Contest Categories (continued)

Mail-in entries are only permissible for Categories A24, A25 and A29.



A19 BEST PRINT USE OF HUMOR

Any ad or campaign using humor.



A20 BEST PRINT 10-LBS OF STUFF IN A 5-LB BAG

Any ad or campaign that shows the best use of small space when the advertiser wants too much included in the space.



A21 BEST PRINT SMALL AD

To prove bigger is not always better, this category is for any 1/8 page or less ad or campaign (broadsheet or tab). How big is small? If your publication is a broadsheet, the ad should be no more than 16.125 column inches. For a tabloid publication, the maximum size is 8.125 column inches.



A22 BEST PRINT USE OF LOCAL PHOTOGRAPHY

An ad or campaign that shows the best use of local photograph in an ad.



A23 BEST PRINT COMMUNITY SERVICE

Any one community service program in whole or in part by your publication; not expose or editorial in nature, but an example of the publication participating in the life of the community by giving advertising support to a worthwhile subject, cause or event. Submit a brief statement as to how the program was received.



A24 BEST SPECIAL SECTION

Any special section that is published and distributed in the newspaper once a year, quarterly or monthly. This includes progress, school sports, bridal, back-to-school, lawn & garden, holiday greetings, recipe or cooking, school graduation, mall or shopping center, downtown, and fashion merchandising. A section may be any unit of four or more consecutive pages, standard or tabloid.



A25 BEST NICHE PUBLICATION

Any publication designed to target a specific audience by a member newspaper that was not distributed in a newspaper. This includes telephone directories, real estate magazines, chamber directories, automotive magazines, including publications produced for public or private agencies supported by advertising revenue.



A26 BEST INNOVATIVE ONLINE ADVERTISING

Entries should spotlight efforts to drive traffic to the site, increase the use of the site and increase revenue with online advertising and marketing. Online ad must be judged live.



ICON LEGEND

	Electronic Entry Upload Required		Submit Site or Page URL
	Designated Mail-In Entry		Color Entries Accepted
	Black & White Entries Accepted		Include Supporting Documents (Optional)

Contest Categories (continued)

Don't forget the Declaration of Originality. Each newspaper must submit one.



A27 BEST PRINT HOUSE PROMOTION ADS

Any ad or campaign featuring in-paper, original ads designed to increase circulation, classified sales, readership, image or prestige of publication. Maximum of 10 ads.

Judging will be on originality.



A29 BEST INNOVATIVE CONCEPT/WILD CARD

Includes booklets, other publications such as calendars, newsletters, posters, promotional materials, special rates or advertiser incentives or any one ad, a sample of materials, an entire section or other product that does not fit into any other category.



A28 BEST PRINT PROMOTION OF NEWSPAPER

Submit sample(s) or external promotional efforts for publication. This includes direct mail, rate cards, public/community service and post cards.



ICON LEGEND

	Electronic Entry Upload Required		Submit Site or Page URL
	Designated Mail-In Entry		Color Entries Accepted
	Black & White Entries Accepted		Include Supporting Documents (Optional)

Ready to Get Started? Here's a quick preview:

1. Confirm your newspaper's membership is current.

All contest participants must be current with their 2011 membership dues for entries to be judged and must pay for 2012 membership by the Annual Awards Conference in April.

2. Log into BetterBNC.com and submit your electronic entries.

If you have your electronic entries already prepared and in one folder on your computer, this step will go much faster. Login instructions begin on page 10.

3. Prepare the mail-in entries.

Mail-in entries are only accepted for categories A24, A25 and A29. Use the enclosed hard-copy entry form on page 8 or print out the label from from the BNC platform.

4. Complete the Declaration of Originality.

One is needed for each newspaper and must be mailed to MDDC Headquarters with your payment. Mail it to 2000 Capital Drive, Annapolis, MD 21401.

5. Complete all of your entries before January 18, 2012.

Entries must be uploaded by 11:59 p.m., and mail-in entries must be postmarked by 1/18/12.