



[CONTEST RULES

The contest is open to all staff members of publications holding ACTIVE or ACTIVE ONLINE membership in the Missouri Press Association.

All entries must be submitted as FULL-PAGE electronic tearsheet files. Please name the file(s) in a way that clearly defines the ad(s) being submitted for judging. You may also circle or include other graphic markings to indicate which ad(s) is/are to be judged.

All entries must have been conceived, written, designed and sold by full or part-time employees of the newspaper.

Entries must have been published between January 1, 2017 and December 31, 2017.

A fee of \$7 per entry must be mailed or called in by time of entry deadline.
(NOTE: When more than one page or pages constitute an entry, the fee is \$7 for the combined single entry.)

Please mail check to: MAMA Contest, 802 Locust Street, Columbia, MO 65201 or call credit card payment into the MPA office: 573-449-4167.

Entries submitted that do not conform to the above rules will not be accepted, and entry fees will not be refunded. If you have any questions, call 573-449-4167 or email kwilliams@socket.net.

[DEE HAMILTON SALES PRO AWARD

Criteria:

- Served as Ad Director or in Ad Sales for 10 years or more
- Excellent management/sales skills
- Past or present member of MAMA
- Nominee must be employed with a member newspaper at time of presentation
- Nomination form must be submitted, along with supporting documentation why this person is deserving of the award

[**ENTRY DEADLINE IS Monday, February 5, 2018.**]

**Awards will be presented during the MAMA conference at
Camden on the Lake, Lake Ozark April 19-20, 2018.**



MISSOURI ADVERTISING MANAGERS' ASSOCIATION

[2018 BEST AD CONTEST]



Your readers have been responding to your ads all year.
Now it's time to let the contest judges have their turn.
Enter **TODAY** and be **RECOGNIZED** by your peers.

Make your plans now to enter the MAMA Best Ad Contest.

Contest rules begin on page 2 and entries are to be submitted through betterbnc.com

Deadline: Monday, February 5, 2018.

The contest will be judged by Illinois Press Association

CONTEST CATEGORIES

01. Best Full Page Ad

Judging based on originality, layout, copy and creativity. NO HOUSE ADS. DAILIES - (2 circulation classes will be used in this category). WEEKLIES - (3 circulation classes will be used in this category).

02. Best Ad Smaller Than A Full Page, No Smaller Than 1/4 Page

Judging based on originality, layout, copy and creativity. NO HOUSE ADS. DAILIES - (2 circulation classes will be used in this category). WEEKLIES - (3 circulation classes will be used in this category).

03. Best Ad Series

(3 or more ads) - Each entry will consist of at least three ads with a continuing theme for a single advertiser. Judges will consider the basic idea, layout, copy, typography and originality. Two classes. DAILY and WEEKLY.

04. Best Single House Ad

Judging based on originality, layout, copy and creativity. DAILIES - (2 circulation classes will be used in this category). WEEKLIES - (3 circulation classes will be used in this category).

05. Best Ad Smaller than 1/4 Page

Judging based on originality, layout, copy and creativity. Two Classes. DAILY and WEEKLY.

06. Most Creative Use Of Full Color In An Ad

Non-paid section covers do not qualify. Two classes. DAILY and WEEKLY.

07. Best Regularly Scheduled Section

Regular Section in newspaper published monthly (or more frequently). Judging based on originality, layout, copy and creativity. Two classes. DAILY and WEEKLY.

08. Best One Time Special Section

Judging based on originality, layout, copy and creativity. DAILIES - (2 circulation classes will be used in this category). WEEKLIES - (3 circulation classes will be used in this category).

09. Best Single Classified Display Ad

Judging based on originality, layout, copy and creativity. Two Classes DAILY and WEEKLY.

10. Best Single Classified Line Ad

Judging based on originality, layout, copy and creativity. Two Classes DAILY and WEEKLY.

11. Best Classified Section

Each entry will consist of tearsheets from three (3) classified sections from three consecutive issues from either July 2017 OR December 2017. Judges will consider organization and attractiveness of pages, headings, etc. Two classes DAILY and WEEKLY.

12. Best Newspaper Promotion

Awarded in recognition of the best ORIGINAL newspaper promotion idea. To be judged on reader appeal, originality and creativeness in promoting your newspaper. Limited to three entries per newspaper, either single idea or series. Two classes DAILY and WEEKLY.

13. Best Shared/Signature Page

Judging based on originality, layout, copy and creativity. DAILIES - (2 circulation classes will be used in this category). WEEKLIES - (3 circulation classes will be used in this category).

14. Best Advertising Sales Tool

Sales tools may include, but are not limited to the following: research studies, promotion calendars, fliers, newsletters, rate cards, etc. - anything used by the sales staff to aid its selling activities. Two classes DAILY & WEEKLY.

15. Best Ad Designer

Submit portfolio of 3-5 examples by the same designer. Entry can include examples of paid ads and/or house ads. Any number of designers may enter this category. Two classes DAILY and WEEKLY.

16. Best Online Ad Designer

Submit hard copies of 1-3 examples by the same designer. Entry can include examples of paid ads and/or house ads. Any number of designers may enter this category. Two classes DAILY and WEEKLY.

17. Best Ad Content Entire Publication

Submit 3 issues of ENTIRE publication. One copy shall be from month of May 2017, one issue from month of August 2017 and one issue of your choice. 2 classes DAILY and WEEKLY.

18. Best Advertising Idea or Promotion

Entry may be a single advertisement, series campaign, special page or issue or any other idea. These entries will be judged based on originality of idea or promotion; selling power of copy; makeup; layout and design; use of art and photos.

19. Best Idea to Grow Revenue

Submit explanation of marketing strategies and activities used to grow advertising revenue during the contest period. Advertising can be in digital media such as websites, mobile, social networks AND/OR in print such as display advertising or classifieds, OR integrated advertising buys across both platforms. Submit samples and links as needed. Two classes DAILY and WEEKLY.

20. Best Digital Campaign

Submit description of digital campaign series during the contest period of the newspaper's website, mobile site, tablets, apps, text alert service, video, rich media, social network, or the marketing of features related to these digital assets. Use samples and links as needed. Two classes DAILY and WEEKLY.

21. Best Print Campaign

Submit description of print campaign series during the contest period of the newspaper along with samples and links as needed. Two classes DAILY and WEEKLY.

22. Best Newspaper-Produced Insert

Judging based on originality, layout, copy and creativity. Note: you may use Dropbox, Google Drive, Scribd or Issue to create a remote digital file for large files. Please make sure the file is public or a password is provided and that it can be printed. Two classes DAILY and WEEKLY.

DETAILS

Winners will be recognized and awards given on Thursday, April 19th, 2018 during the annual Missouri Advertising Managers' Association meeting at Camdeon on the Lake, Lake Ozark. Make plans now to attend.

Event Registration form will be available after January 18, 2018, at www.mopress.com under EVENTS.

See MAMA entry instructions for uploading to the online contest platform.

ENTER TODAY!

Contest Deadline is Monday, February 5, 2018

There will be **NO** deadline extension