

Missouri Advertising Managers' Association

[2019 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.

The contest will be judged by Colorado Press Association.

Enter online at: betternewspapercontest.com; find the 2019 Missouri Best Ad Contest and find your newspaper listed by city name first.

If you need your password or email reset or feel your newspaper is not listed in the correct circulation category, contact Kristie Williams at kwilliams@socket.net

Entry deadline: Monday, January 28, 2019 by 11PM.

[DETAILS]

Make plans now to attend the Missouri Advertising Managers' Meeting being held on April 11-12, 2019 at Holiday Inn Executive Center in Columbia.

Winners will be recognized and awards presented Thursday, **April 11th, 2019**. Event Registration form will be available after January 10, 2019, at www.mopress.com under EVENTS.

To download this document and categories, go to: <http://mopress.com/mama-contest/>

ENTER ONLINE AT: betternewspapercontest.com, 2019 Missouri Advertising Best Ad Contest | Deadline Jan. 28, 2019

[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 identifies 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, 2018 and December 31, 2018.

A fee of \$7 per entry must be paid online, mailed, 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.)

If mailing payment, 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 rules or category descriptions will not be judged, and entry fees will not be refunded. If you have any questions, call 573-449-4167 or email kwilliams@socket.net.

[CLASSES

Weeklies

Class 1 | 0-2000

Class 2 | 2,001-5,000

Class 3 | 5,001 and Up

Non Weeklies (Publishing 3 or more times a week)

Class 1 | 0-10,000

Class 2 | 10,001 and Up

[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

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[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. DAILIES - (2 circulation classes will be used in this category). WEEKLIES - (3 circulation classes will be used in this category).

06. Most Creative Use of Full Color in An Ad - Non-paid section covers do not qualify. DAILIES - (2 circulation classes will be used in this category). WEEKLIES - (3 circulation classes will be used in this category).

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 2018 OR December 2018. 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 2018, one issue from month of August 2018 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 print or digital media such as websites, newspaper along with samples and links as needed. Two classes DAILY and WEEKLY.

20. Best Advertising Campaign - Submit description of print AND/OR digital campaign series during the contest period of the newspaper's print edition, website, mobile site, tablets, apps, 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.

21. Best Sponsored Content - These ads are designed to look like traditional editorial content that would appear in the newspaper or on your website but are paid for by an advertiser. They can also be printed and presented as an entire newspaper section, inserted the same way within a newspaper as store fliers, comics sections, and other non-editorial content. Judging is based on originality, layout, copy and creativity. 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.

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