

Missouri Press Advertising and Marketing Executives



# 2021 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 Texas Press Association.

Enter online at: [betternewspapercontest.com](http://betternewspapercontest.com); find the 2021  
Missouri Best Ad Contest and find your newspaper listed by city  
name first.

If you need your password or email reset for [betterbnc.com](http://betterbnc.com) OR feel  
your newspaper is in the wrong class, please contact Kristie Fortier  
at [kfortier@mopress.com](mailto:kfortier@mopress.com) or call 573.449.4167 ext. 301

## DETAILS

Make plans now to attend the Missouri Press Advertising and Marketing Executives meeting being held on April 22-23, 2021. Winners will be recognized, and awards presented Thursday, **April 22, 2021**. Event Registration form will be available after January 29, 2021, at [www.mopress.com](http://www.mopress.com) under EVENTS.

Entries must have been published between January 1, 2020 and December 31, 2020.

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

## 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.

Note: For large files, you may use Dropbox, Google Drive, Scribd or issuu to create a remote digital file and share the url. **Please make sure the file is public, made shareable or that a password is provided, so it can be printed for judging and/or display purposes. For smaller files, you can use PDF or Word Documents.**

**ENTER ONLINE AT: [betternewspapercontest.com](http://betternewspapercontest.com)**

**Find: 2021 Missouri Best Ad Contest | Deadline Jan. 29, 2021**

A fee of \$7 per entry must be paid online, mailed or called in by time of entry deadline. Pay online at: <https://bit.ly/2Lq6FVe>. If mailing payment, please mail check to: MPAME Contest, 802 Locust Street, Columbia, MO 65201 or call credit card payment into the MPA office: 573-449-4167 ext. 300.

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 [kfortier@mopress.com](mailto:kfortier@mopress.com)

# CLASSES

## Weeklies

Class 1 | 0-2000

Class 2 | 2,001-5,000

Class 3 | 5,001 and Up

## Non-Weeklies (Publishing 3 + times/ week)

Class 1 | 0-10,000

Class 2 | 10,001 and Up

**Contest Administrators have the authority to combine classes if divisions have less than 4 entries in them.**

**ENTER ONLINE AT: [betternewspapercontest.com](http://betternewspapercontest.com), 2021 Missouri Best Ad Contest | Deadline Jan. 29, 2021**

## DEE HAMILTON SALES PRO AWARD

### **Criteria:**

- Served as Ad Director **OR** an Ad Manager for 10 or more years
- Excellent management/sales skills
- Employed by a past or present member of Missouri Press Association
- Nomination must be submitted through BetterNewspaperContest.com (listed as category 23) along with supporting documentation why this nominee is deserving of the award

**Who was Dee Hamilton?** Dee Served as Missouri Ad Managers' Association President in 1993 and worked for the Buffalo Reflex from 1978-1993, she passed away from cancer in Sept. of 1994. Dee embodied the spirit of a true sales pro and it is our honor to bestow this award in her name.

## CONTEST CATEGORIES

**01. Best Full-Page Ad** - Judging based on originality, layout, copy and creativity. NO HOUSE ADS. NON-WEEKLIES - (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. NON-WEEKLIES - (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. NON-WEEKLIES and WEEKLY.

**04. Best Single House Ad** - Judging based on originality, layout, copy and creativity. NON-WEEKLIES - (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. NON-

## ACCOUNT EXECUTIVE OF THE YEAR

### **Criteria:**

- Served in Ad Sales for 1 or more years
- Excellent sales skills – revenue driven, this person goes above and beyond revenue expectations for your newspaper.
- Employed by a past or present member of Missouri Press Association
- Nomination must be submitted through BetterNewspaperContest.com (listed as category 24) along with documentation supporting why this nominee is deserving of the award

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

**07. Best Special Section** – Can be a one-time special section OR regularly scheduled. Judging based on originality, layout, copy and creativity. NON-WEEKLIES - (2 circulation classes will be used in this

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

**08. Best Cover Design for a Special Section** – Judging based on originality, layout and creativity. Two Classes NON-WEEKLY and WEEKLY.

**09. Best Single Classified Display Ad** - Judging based on originality, layout, copy and creativity. Two Classes NON-WEEKLY and WEEKLY.

**10. Best Classified Section** - Each entry will consist of tearsheets from three (3) classified sections from three consecutive issues from either July 2020 OR December 2020. Judges will consider organization and attractiveness of pages, headings, etc. Two classes NON-WEEKLY and WEEKLY.

**11. Best Newspaper Promotion** - Awarded in recognition of the best ORIGINAL newspaper promotion idea in print OR digital. 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 NON-WEEKLY and WEEKLY.

**12. Best Shared/Signature Page** - Judging based on originality, layout, copy and creativity. NON-WEEKLIES - (2 circulation classes will be used in this category). WEEKLIES - (3 circulation classes will be used in this category).

**13. 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 NON-WEEKLY & WEEKLY.

**14. 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 NON-WEEKLY and WEEKLY.

**15. 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 NON-WEEKLY and WEEKLY.

**16. Best Ad Content Entire Publication** - Submit 3 issues of ENTIRE publication. One copy shall be from month of May 2020, one issue from month of August 2020 and one issue of your choice. 2 classes NON-WEEKLY and WEEKLY.

**17. Best Multimedia Campaign** - Entry may be a series campaign, special page or issue or any other ad campaign using a combination of print, digital, and/or social media platforms. These entries will be judged based on originality of the campaign; creativity; makeup; layout and design; use of art and photos. Two classes NON-WEEKLY and WEEKLY.

**18. 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 NON-WEEKLY and WEEKLY.

**NOTE: This would be the perfect category to enter any great ideas you had during the pandemic to increase or maintain revenue streams!**

**19. Best Print Advertising Campaign** - Judging based on originality, layout, copy and creativity. Submit description of print campaign series during the contest period in the newspaper's print edition. Submit samples and links as needed. Two classes DAILY and WEEKLY. Submit samples and links as needed. Two classes NON-WEEKLY and WEEKLY.

**20. Best Sponsored Content/Native Advertising** - 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, NON-WEEKLY and WEEKLY.

**21. Best Newspaper-Produced Insert** – Entries should be for specific goods, services or merchants, not special sections. Judging based on originality, layout, copy and creativity. Note: you may use Dropbox, Google Drive, Scribd or issuu to create a remote digital file for large files. Please make sure the file is public, sharable or a password is provided so it viewed and printed. Two classes NON-WEEKLY and WEEKLY.

**22. Best Newspaper-Produced Event** - Include promotional materials, including print, digital and social media, a description of the event, number of participants and revenue produced. Two Classes NON-WEEKLY and WEEKLY

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