Missouri Advertising Managers' Association
2015 Best Ad Contest
BetterBNC.com Entry Instructions
www.betterbnc.com Password: see login instructions

LARGE FILE UPLOAD Information and Instructions

If you have entries for the Missouri Advertising Managers' Association Best Ad Contest that involve several pages or entire sections or editions, you can upload the files and then enter the URLs (online address) of the files to the contest template. **Better BNC has RealView linked on the Entry Form for contestants to upload large files there for free! PLEASE USE REALVIEW FOR ALL LARGE UPLOADS!**

Entries to the Missouri Advertising Managers' Association – Best Ad Contest will be submitted using BetterBNC Online Journalism Awards Platform.

Below are directions for preparing and submitting entries. If you have questions, contact Kristie Williams or Jeremy Patton at Missouri Press by calling (573) 449-4167 or emailing kwilliams@socket.net or jpatton@socket.net

IMPORTANT: BetterBNC is optimized for GOOGLE CROME. Please have a recent version downloaded and installed for the best contest experience. To download the latest addition of Google Crome go to: https://www.google.com/chrome

DEADLINE: There is no need to wait until the deadline to upload your entries! The contest template will close at 11PM on Friday, February 13, and will not accept entries after that -- no exceptions. You may begin uploading your entries starting on January 26th.

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 add a circle or include other graphic markings to indicate which ad is to be judged.

Login:
If this is your first year using BetterBNC, or if you just logged in as a "Contestant" verses a "Contestant Manager" the temporary password for your account will be 'bnc'. If you or someone from your media organization made entries in this contest using the BetterBNC system last year, the password that was setup last year has been retained for this years' contest. If possible, please use the "Forgot Password" button on the log-in page to retrieve the password for your account. If you do not have access to the email address that is currently in the account, or you do not know what email address is in the account, please contact Kristie Williams kwilliams@socket.net or Jeremy Patton jpatton@socket.net or call the MPA office at 573-449-4167 and ask for Jeremy or Kristie, for this information.

Select the appropriate contestant type: If you are the single point of contact for your organization, select **Contestant Manager**. **NOTE:** Once you have submitted 2 entries, you will receive an email validating your Contestant Manager account, enabling you to create Authorized Entrant accounts to make entries on behalf of your organization. If you have received an email authorizing you to submit entries for your organization, select **Authorized Entrant**. Contestant Manager and Authorized Entrant only:

- Select the appropriate Contest 2015 Missouri Advertising Managers' Best Ad Contest
- Select the appropriate News Organization (your newspaper).
- **Enter the password: See instructions above** and click Login. When you first login, the system will prompt you to create a secure password and enter your contact information.

Submitting Entries: You'll select in the template the same division/circulation code for each of your entries, according to whether your newspaper is a daily or a weekly. Your paper is in the circulation division according to your circulation reported in the 2015 MPA Newspaper Directory, if you feel the classification of your newspaper is incorrect, please contact Kristie Williams at kwilliams@socket.net .

Dailies Circulation Classes & the Codes to enter in the template: 0-10,000 (D1); 10,001 and over (D2). Weeklies Classes: 0-3,000 (W1); 3,001-16,000 (W2); 16,001 and over (W3). These codes allow the software to divide entries into the appropriate group for judging. NOTE: Categories vary on number of circulation classes, please see individual category rules for specific specifications on classes.

On the Manage Entries page, click Submit Entry (left side).
Select the appropriate Division (grouping of categories, ie ADS, Photos, etc.). Select the appropriate Category.

IF APPLICABLE: Read the corresponding Category Note (directly below the Category selection box), describing the category's requirements.
Complete the Headline/Title field.
Add entry content (may vary by category):

To upload digital file attachments (other than audio/video), click Browse, navigate to the desired file, and select Open. Allowed file types are PDF, DOC, TXT, JPG, GIF, and PNG. If more than one attachment is desired for this entry, click Attach More and repeat these steps. If you reach a point where you cannot add any more attachments to an entry, you may have reached the attachments limit set by your contest administrator.

NOTE: Please try to keep file sizes under 5mb to aid judges in accessing entry content. For larger files (Special Sections, Community Service, Sports Pages), you may upload your file(s) to Realview, for ease of use, a link to Realview is located within the BetterBNC contest site.

IF APPLICABLE: To add web content or audio/video entries, copy and paste the content's web address into the provided Website URL field. To host your content online, either upload it to a free *streaming content* website (e.g. YouTube) or talk to your IT person about adding it to your website. Make sure the content will be accessible online throughout the contest and awards process.
Here are some examples of free *streaming content* websites where you can upload audio and video content:
Audio: www.kiwi6.com, www.tindeck.com
Video: www.youtube.com

IMPORTANT: Ensure that items are not behind a paywall or a password-protected area. If they are, you must provide username/password info in the Comments section of your entry. **Judges may disqualify your entry** if work samples are inaccessible.

VERY IMPORTANT: Pay for your entries! Pay your contest fees by check or credit card, **failure to pay will result in your entries being disqualified**. The fee is $7 per entry, NOT PER UPLOAD. Make checks to MAMA and mail to 802 Locust St., Columbia, MO 65201-4888 or pay by credit card by calling Missouri Press at (573) 449-4167.