

# CONTEST RULES

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

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, 2010 and December 31, 2010.

**A fee of \$5 per entry** in each category must accompany the contest entries. (NOTE: when more than one page or pages constitute an entry, the fee is \$5 for the combined single entry.)

All entries must be submitted as **FULL-PAGE** tearsheets, with the entered ad **CLEARLY MARKED** in red. To be included in the winners slide show, entries must be submitted on a **CD** as **PDF FILES**. Do **NOT** mount entries on poster board. When more than one item is included in an entry, mark each page with the category and number of pages, then **STAPLE** the **ENTIRE** entry together. When necessary, submit the entire section (special section, classified, and best ad content categories).

Use **ONLY** the official entry form included with this call for entries (make photocopies if needed). Staple (**no paper clips please**) entry forms to the **upper right hand corner** of the tearsheet.

**ARRANGE ALL ENTRIES IN NUMERICAL ORDER (by category number)** and place in a single envelope or box for shipping. **Enclose a completed SHIPPING MANIFEST**, showing the number of ads being entered, along with entry fees (\$5 per entry, payment must accompany entries).

**ENTRY DEADLINE IS: Friday, February 18, 2011.**

**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 mopressads@socket.net.**

Awards will be presented during the MAMA conference at  
Holiday Inn Sports Complex WATER PARK  
in Kansas City on April 22, 2010

## MISSOURI AD MANAGERS' ASSOCIATION ANNOUNCES 2011 BEST AD CONTEST



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

Make plans now to enter the 2011 MAMA Best Ad Contest.

Contest rules begin on page 2 and **entries are due at the Missouri Press Association office by February 18, 2011.**

The 2011 contest will be judged by members of the Virginia Press Association.

# CONTEST CATEGORIES

## 1. 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).

## 2. Best Ad Smaller Than A Full 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).

## 3. 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.

## 4. 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).

## 5. Most Effective Use Of Small Space

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

## 6. Most Creative Use Of One Spot Color In An Ad

Must be originally cut in-house. Two classes. DAILY and WEEKLY.

## 7. Most Creative Use Of Full Color In An Ad

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

## 8. 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.

## 9. 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).

## 10. Best Single Classified Ad

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

Winners will be recognized and awards given on Thursday, April 14, 2011 during the annual Missouri Advertising Managers' Association meeting in Holiday Inn Sports Complex WATER PARK Kansas City, MO. Make plans now to attend. Registration form can be viewed after Feb. 1, 2011 at [www.mopress.com](http://www.mopress.com) under current forms.

## 11. Best Classified Section

Each entry will consist of tearsheets from three (3) classified sections from three consecutive issues from either July 2010 OR December 2010. 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 Newspaper Produced Insert

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

## 16. Best Ad Content Entire Publication

Submit 3 issues of ENTIRE publication. One copy shall be from month of May 2010, one issue from month of August 2010 and one issue from the month of your choice. 2 classes DAILY and WEEKLY.

## 17. 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.

## 18. Best Online Ads

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.



Mail or ship entries to:  
Missouri Press Association  
MAMA Ad Contest  
802 Locust  
Columbia, MO 65201

Enter Today  
Contest Deadline is  
Friday,  
February 18th, 2011