



2016 Advertising Competition

New York Newspapers Advertising & Marketing Executives is now accepting entries for the 2016 Advertising Competition

Each year, NYNAME recognizes newspapers and their advertising staff for their hard work and talents in newspaper advertising with an awards competition.

These awards are presented at an awards banquet, held in conjunction with the Annual Sales & Marketing Joint Conference. The banquet celebrating 2016 winners will be held Monday, June 13th at the Gideon Putnam Hotel in Saratoga Springs, New York.

This year contest entries will once again be collected online, and as always there is NO ENTRY FEE! Thanks for participating, and good luck!

Deadline: **Fri, Feb. 26, 2016**

- Categories:**
- 1) Classified Section - **NEW!**
 - 2) Newspaper Self-Promotion
 - 3) General Ad - 2x3 or Smaller - **NEW!**
 - 4) General Ad - 2x4 or Larger - **NEW!**
 - 5) Specialty Supplement
 - 6) Public Service or Non-Profit Newspaper Supplement - **NEW!**
 - 7) Innovative Ad Project
 - 8) Classified Promotion - **NEW!**
 - 9) Locally Prepared Auto, Real Estate or Recruitment Ad - **NEW!**
 - 10) Online Static Ad
 - 11) Online Dynamic Ad
 - 12) Mobile or Tablet Ad - **NEW!**
 - 13) Conquest Targeted E-Mail - **NEW!**

NEW FOR 2016

- Adjusted Circulation Groups
- New Categories and Descriptions

Enter in 5 Easy Steps:

1. Log on to:
www.betterbnc.com/nynome2016
2. Click on "Login to this Contest"
3. Select "Contestant Manager"
4. Select your newspaper
5. Enter your existing password (or temporary password of "bnc") and submit entries online!

ENTER TODAY AT
BetterBNC.com/nynome2016



2016 Ad Competition

Category Descriptions

Print Categories

1) Classified Section

Can include auto, recruitment, real estate and private party. Can submit self-contained section or separate elements.

2) Newspaper Self-Promotion

Tells the story of a newspaper or one of its services or accomplishments. Can be an ad series or section.

3) General Ad – 2x3 or Smaller

Shows exceptional use of space, illustration and message.

4) General Ad – 2x4 or Larger

Shows exceptional use of space, illustration and message.

5) Specialty Supplement

Stitched/coated stock, etc.

6) Public Service or Non-Profit Special Section

Printed on newsprint.

7) Innovative Ad Project*

Original project or idea implemented by the advertising department resulting in additional revenue for the paper. - **EACH PAPER MAY SUBMIT UP TO THREE ENTRIES IN THIS CATEGORY ONLY!**

8) Classified Promotion

Testimonials, self-promotion, house ads appearing in the classifieds.

9) Locally Prepared Auto, Real Estate or Recruitment Ad

Half page or larger.

Digital Categories

10) Online Static Ad

Non-moving advertisement created by the newspaper created by the newspaper appearing on its desktop website.

11) Online Dynamic Ad

Animated advertisement, homepage takeover, or specialty ad created by the newspaper appearing its desktop website.

12) Mobile or Tablet Ad

Static, flash, or HTML 5 ad made exclusively for display on mobile or tablet devices.

13) Conquest Targeted E-mail

Advertiser e-mail created by ad department for a targeted audience.

***NOTE:** Entries collected in the Innovative Ad Project category will be automatically entered for publication in the 2016 Innovative Ideas Book, to be distributed to all NYNAME attendees of the 2016 Conference!

Contest Rules and Information

- This contest is open to members of NYNAME/NYNPA only.
- Only entries published between January 1, 2015 and December 31, 2015 are eligible.
- One entry per category, per newspaper, except for category #7, in which up to three entries are permitted.
- All entries must be submitted in the form of a PDF, JPG or URL.
- Agency and/or store prepared ads are not eligible and will be disqualified if entered.
- Please note that a series of thematically related ads should be treated as one entry.
- 1st, 2nd, and 3rd place will be awarded for each category in each of three circulation groups. The new circulation groups for the 2016 competition are as follows:
 - Under 10,000
 - 10,000-25,000
 - Over 25,000
- Winners will be announced on June 13, 2016 at the Awards Banquet, held in conjunction with the 2016 Annual Sales & Marketing Joint Conference in Saratoga Springs, NY. (Visit www.nynewspaperconference.com for info.)

Judging Guidelines

First, second and third place entries will be selected in each category for each circulation class. If there are not enough entries in a category, only first and second place will be awarded. In some cases, due to having only one entry in one particular category, that entry will win by default. Winners will be determined on the basis of imagination, effective use of space and what the ad accomplished. Winning entries will be selected for their overall effectiveness, as determined by the judges. Contest judges are also asked to weigh any or all of the following factors when coming to a decision: appeal, design, use of color, any other techniques in attracting attention or motivational action.

How to Enter

Each newspaper must designate a "Contestant Manager" who will be responsible for managing all entries and adding other "Authorized Entrants" for that paper.

If your paper participated in last year's contest, please use the same Contest Manager password from that contest. (To retrieve lost login information please contact Don Ferlazzo at 518-449-1667 ext. 700 or dferlazzo@nynpa.com)

If your paper did not participate in last year's contest, the first person that logs in to the contest website from your newspaper should be your paper's Contestant Manager, as he or she will have full control over all entries and adding additional users for your paper. After that person has uploaded two entries he/she will be recognized by the website as the Contestant Manager and asked to verify his/her role via e-mail. Once the Contestant Manager has been verified he/she will be able to add Authorized Entrants who can also upload, edit, and delete entries for your paper.

- 1) Log on to www.BetterBNC.com/nynname2016
- 2) Click on "Login to this Contest" in the upper right corner of the screen
- 3) Select "Contestant Manager" (or "Authorized Entrant" if applicable)
- 4) Select your newspaper
- 5) Either enter your existing password (if registered last year) or the temporary password of "bnc" (if new to the contest), and upload entries online!

Questions? Lost Login Credentials?

Contact Don Ferlazzo at NYNPA

(518) 449-1667 ext. 700

or dferlazzo@nynpa.com

Save The Date!

Ninth Annual Sales & Marketing Joint Conference

NYSCMA Inc. & **NYNAME**

Celebrating NYSCMA Inc.'s 100th Conference!



Black and White & Read All Over

June 12-14, 2016
The Gideon Putnam
24 Gideon Putnam Rd.
Saratoga Springs, NY 12866

Info & Updates at
www.nynewspaperconference.com



 [Facebook.com/nynpa](https://www.facebook.com/nynpa)

 #2016NYNC