



New York State Circulation Management Association
9th Annual Sales & Marketing Joint Conference
June 12-14, 2016
Gideon Putnam Hotel
Saratoga Springs, New York

To All NYSCMA Members,

Enclosed are the details for the 2016 Promotion Awards Program. Please read the attached Promotion Award rules and entry forms as we have made changes to the submission of entries this year.

You can now submit entries beginning immediately and up to May 13, 2016. This way you can create and submit your entry while it's fresh in your mind.

Your participation is appreciated. Please call me at 845-346-3077 or e-mail me at: spiersa@th-record.com if you have any questions.

Thank you.

Steve Piersa
Times Herald-Record (Middletown, NY)
NYSCMA, Inc. Director – 2016 Promotion Awards

*Forms are also available on the NYSCMA website @ www.nyscma.com

2016 Promotion Award Update

In order to generate more ideas to share from both within our membership and outside the state, we are making it easier than ever for you to participate in the NYSCMA, Inc. Promotion Awards for 2016. This year entries will be submitted electronically via PowerPoint presentations or PDF's/JPEG's. No more award boards to create.

We hope these changes will encourage increased participation and make it easier for you to submit your programs. As usual, we are looking for your best promotions in each of our categories. *This year we have moved Newspaper In Education from a separate category into Special Projects/Community Involvement.* This year's categories are: Subscription Sales/ Retention and Marketing, Single Copy Sales/Point of Purchase, Special Projects/Community Involvement/ Newspapers in Education and Digital Promotions/E Edition.

Again we will have two circulation classifications: 40,000 circulation and under and over 40,000 circulation.

Reminder: We ask that your entries NOT be submitted on display boards, and send them electronically instead. Please complete the Promotions Award Entry Form and submit up to three attachments for each entry. Email completed entries to: spiersa@th-record.com

Continue reading to find entry forms and entry rules.



Classifications:

Class 1 – under 40,000 circulation

Class 2 – over 40,000 circulation

These classifications are based on AAM 7-day average daily circulation [combined daily, if your newspaper has morning and evening distribution].

Categories:

1. Subscription Sales / Retention and Marketing Programs

Includes youth or adult carrier sales contests, crew sales, telemarketing, direct mail, direct response or any other programs utilized as a program to increasing home delivery sales or retain home delivery circulation or increase revenue or reduce expenses.

2. Single Copy Sales and Point of Purchase Programs

Any program, campaign or readership contest designed to increase single copy sales or increase revenue or reduce expenses.

3. Special Projects/Community Involvement / Newspaper In Education

Includes any public relations, special events or promotions initiated by the circulation department that affects the surrounding community or in cooperation through cross departmental projects. Includes any NIE promotion to generate sponsorship, promotion to teachers, secure subscriber / business donations or develop curriculum materials.

4. Digital Promotions/E-Editions

Includes any program or campaign designed to increase website traffic and utilizing the website for subscription sales or increase revenue or reduce expenses.

NYSCMA



RULES

- Submit your best ideas implemented between April 2015 and March 2016.
- Maximum of **two** entries per category allowed per newspaper.
- Judging based on strategy, creativity, design and results. Entries will be judged in comparison to other entries in the same category.
- The awards will be 1st Place, 2nd Place, and Honorable Mention (if applicable) per category, per circulation classification.
- Entry form(s) and up to three attachments for each entry may be submitted via electronic submission of PowerPoint presentation or PDF.
- Winning entries will be showcased in the NYSCMA Promotion Awards “Best Ideas” available on the NYSCMA website.
- All entries will be displayed at the June 2016 conference. Additionally, the winning entries will be displayed in a power point presentation at the conference and copies of the materials will be available on the website.
- All entries must be emailed no later than **Friday - May 13, 2016**.
- Please direct questions to Steve Piersa (845) 346-3077.

Email completed entries to:
spiersa@th-record.com