

## 2010 Ad Campaign Award

# AWARDS OF EXCELLENCE

Awarded to the best ad campaign (black and white or colour), developed and executed by the newspaper for an advertising client, consisting of a minimum of two or more insertions. The advertisements must be produced entirely in-house, using original art, photography, and copy writing.

Entries are judged on:

- Overall impact and success in communicating message - 30 points
- Design (includes typography, layout, headlines) - 25
- Quality of copy writing (unique selling proposition, benefits statements, etc.) - 15
- \* Images/ graphics (MUST be original) - 15
- Creativity/ originality - 15

ONE Entry per newspaper

EACH entry must come from a staff member or regular freelancer/ contributor

DO NOT submit the same entry in more than one category.

ENTRY should clearly show a date from April 1/09 - March 31/10

**JUDGING will be arranged by Awna and the judges' decision will be final.**

**ENTRY DEADLINE : May 13, 2010**

1. Go to [www.betternewspapercontest.com](http://www.betternewspapercontest.com)
  2. Click on "Newspaper Login" (upper left)
  3. Select 2010 Awna Premier Awards from the Contest drop down menu
  4. Select your newspaper from the News Organization drop down menu
  5. a) If this is your first time here, enter the temporary password 'bnc'.  
b) If you have logged in previously, enter the password you chose for yourself.
  6. If this is your first time here, you are asked to choose a password, for account security  
When you are logged in and viewing your 'dashboard' and can see from here the entries and info you have submitted so far.
1. To add an entry:
    - a. hover mouse over "My Contest" (upper left), and select "Submit Entry"
    - b. Choose a category and fill in the appropriate fields
    - c. Click Browse to upload your entry (or the hi-res PDF page that you submitted to AWSOM is ideal)
    - d. Click Submit