

Tennessee Press Association

Advertising & Circulation

# Ideas Contest

# 2012

Lots of  
Sweet Deals



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Each day, you'll receive a special offer to save on shopping, eating out and enjoying yourself in Howard County. Keep the deal for yourself or finish your holiday shopping. See this for the content of your deal.

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2011 Best of Show  
The Daily Times, Maryville

**DEADLINE:**  
Feb. 10, 2012

# AWARDS

Awards will be given in each category and division for First, Second and Third place. A plaque will be given for the Jack Freeland Memorial Award for Best of Show.

Awards will be presented in conjunction with the TPA Advertising & Circulation Conference, which is tentatively scheduled for Friday, April 27, 2012 in Gatlinburg.

# GENERAL RULES

Entries are sorted into competition divisions. There are five divisions that are determined by daily or non-daily status and paid circulation as listed in the 2012 Tennessee Newspaper Directory. The divisions are:

- |  |   |
|--|---|
| <b>N-1 Non-daily with a paid circulation less than 5,000</b>   | <b>D-1 Daily with a paid circulation less than 10,000</b>               |
| <b>N-2 Non-daily with a paid circulation of 5,000 or above</b> | <b>D-2 Daily with a paid circulation of 10,000 but less than 25,000</b> |
|  | <b>D-3 Daily with a paid circulation of 25,000 or above</b>             |

- **DEADLINE:** Entries must be postmarked by **Friday, February 10, 2012** and received by TPA no later than Feb. 17, 2012. Failure to comply with the postmark deadline will result in disqualification.
- Any TPA member newspaper can submit entries.
- All entries should have appeared in your newspaper or have been conducted from January 1, 2011 through December 31, 2011. Designs that have previously won in the Ideas Contest may not be resubmitted.
- Any single ad, series or special section can only be entered in two categories. There is no limit to the number of entries that can be submitted by each newspaper in each category.
- Do not include national advertisements or those completely prepared by newspaper-sponsored art services. All entries must be created by the staff of the newspaper submitting the entries.
- DO NOT MOUNT entries on posterboard or in any other manner.
- Each entering newspaper will receive a CD with the Powerpoint presentation of the 2012 winners.
- Decisions of the judges will be final.

# HOW TO PREPARE ENTRIES

- All entries must be full-page tearsheets, unaltered in any way. Designated ads must be clearly marked with red, hand-drawn arrows. Do not fold tearsheet beyond the newspaper quarterfold.
- DO NOT mount entries.
- Paste proper label on the back of each tearsheet in the upper-right hand corner. Labels are enclosed. (You may photocopy entry labels if needed.)
- Entries in the Best Internet Banner or Tile Ad category must be submitted on a CD. You may submit all on one disk; however, a separate fee applies to each entry.

# FEES/SHIPPING INFORMATION

- **ENTRY FEE: \$6.00 per entry**, make check payable to *Tennessee Press Association*. See enclosed form for making a payment by credit card. **All payments must be received by Feb. 24, 2012.**
- Entries must be postmarked by **Friday, February 10, 2012**, and received by TPA no later than Feb. 17, 2012 to be considered for judging.

**SHIP TO: Tennessee Press Association**  
**ATTN: Ideas Contest**  
**435 Montbrook Lane**  
**Knoxville, TN 37919**  
**Phone (865) 584-5761**

TPA is receiving entries for two contests simultaneously. Please clearly mark "Ideas Contest" on your packaging.

# CATEGORIES AND ENTRY DESCRIPTIONS

## Advertising

- Best Special Section #1
- Best Sales Promotion for an Advertiser #3
- Best Use of Multi-Color Ad #4
- Best Use of Single Color Ad #5
- Best Black & White Ad #6
- Best Feature Page or pages #7
- Best 1/4 Page or Smaller Ad #8
- Best Food Store Ad #9
- Best Automotive Ad #10
- Best Real Estate Ad #11
- Best Furniture and/or Appliance Ad #12
- Best Internet Banner or Tile Ad for an Advertiser #20
- Best Classified Section #25

## Circulation

- Best Subscription Promotion Idea #13
- Best Carrier Contest Idea # 14
- Best Single Copy Promotion #16
- Best Newspaper in Education Promotion #17
- Best Carrier Recruitment #18
- Best Overall Web site #19
- Best N.I.E. Sponsorship Recruitment #21
- Best Dealer/Vendor Promotion #22
- Best Bulk Promotion #23
- Reader Contest #24
- Best Subscriber Retention Program #26
- Best Internet Subscription Promotion #27

## Other

- Best Self-Promotion of a Newspaper #2
- Best Rack Card #15
- Best Overall Web site #19

## Category Descriptions

**#2 Best Self-Promotion of a Newspaper**—Best ad or series promoting circulation, advertising, editorial, or other department—any house ads.

**#3 Best Sales Promotion for a Retailer**—Entry must contain a series of at least three ads, all for the same retailer

**#7 Best Feature Page or Pages**—Sometimes referred to as signature page where one or more advertisers are involved.

**#14 Best Carrier Contest Idea**—Formerly listed as Best Carrier Sales Promotion Idea, the name was changed to better describe the category. This category is for those attempts to involve the carrier force. The contest can be service-driven, sales-oriented or other areas where carriers were used to improve circulation efforts. Show your creativity and the depth of your department! Some of the materials needed for entries would be: Carrier flyers showing rules and timelines of the contest; Pictures showing promotion materials used in carrier area; Results of overall contest; Flyers or promotional materials highlighting carrier incentives for those participating; Details on how the winner was chosen; and prize(s) won. Please remember the winner of the Best Carrier Contest Idea is not chosen by results alone! Your idea might not have gone as well as planned, but it could be adapted for other markets that might have different results.

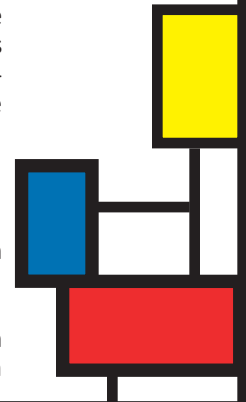
**#16 Best Single Copy Promotion**—This category is designed to highlight the departments who extend growth potential to the single copy market. How does your market capitalize on the occasional buyer? Did you use a premium item for purchasing one copy rather than a subscription? Include the following with your entry (if applicable): ROP ads promoting the offer; In-store signage promoting the event (please send a photo if signage is larger than a rack card); Promotional rack cards; Results of promotion, etc. Show how you maximized your single copy promotional dollars!

**#18 Best Carrier Recruitment**—Beyond help wanted ads, beyond stickers for route availability, showcase your innovative thinking on how to get carriers! What works for your market? What programs or incentives transformed your carrier search from drab to fab? ROP ads? Online applications? Specialized flyers? Carrier involvement? Take this opportunity to brag about your accomplishments on building a reliable carrier force. Use this as a teaching category for those people new to our industry.

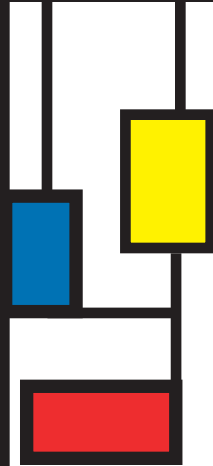
**#19 Best Overall Web Site**—This entry will be judged on originality, utility and navigability.

**#20 Best Internet Banner or Tile Ad**—Entries must be submitted on a CD. All entries should be submitted on the same CD; however, a separate fee still applies to each ad entered.

**#21 Best N.I.E. Sponsorship Recruitment**—This category is designed for successful newspapers in education (N.I.E.) promotions securing paid sponsorships or fundraising events to generate revenue to pay for classroom



## CATEGORY DESCRIPTIONS CONTINUED



newspapers. Entries can be ROP ads, flyers, inserts, online applications, promotional packets, vendor involvement, special events for NIE sponsorship growth, etc. which were used to generate N.I.E. revenue. A good idea, but not required, would be to list your circulation size, frequency, results obtained from promotion—anything to help support the successfulness of the promotion. Beyond generalized letters, beyond bill stuffers and other ordinary channels, showcase your innovative thinking on how you grew your NIE sponsorship program! What works for your market? What programs or incentives transformed your sponsorship?

**#22 Best Dealer/Vendor Promotion**—This category is designed for successful dealer/vendor promotions used to increase and/or maximize single copy sales at dealer/vendor locations. Entries can be ROP ads, mystery shopper promotions, promotional packets, flyers, inserts, photo of displays, etc., that were used to increase single copy sales at the dealer/vendor sales locations. A good idea, but not required, would be to list your circulation size, frequency, results, length of promotion, or anything to help illustrate the success of the promotion. Please remember the winner is not chosen by results alone! Your idea might not have gone as well as planned but it could be adapted for other markets that might have different results.

**#23 Best Bulk Promotion**—Third Party (Bulk) Sales is defined as copies or subscriptions purchased in quantities of 11 or more, which promote the professional or business interests of the purchaser. All copies purchased by hotels or restaurants for free distribution to their guests and by sponsors for free distribution to hospital patients and nursing home residents, irrespective of the number of copies, would qualify as third party (bulk) sales. There are two types of third party sales—direct and sponsored. Direct sales may be defined as those sales involving the purchase of copies where the purchaser controls all aspects of the distribution. Direct third party (bulk) sales involve a single purchaser of newspapers for a specific event or distribution program. Sponsored Sales may be defined as those sales involving the solicitation of funds from more than one sponsor for contribution to a specific Third Party Sales program. An example of this type of sale is when subscriber “vacation donation” monies are contributed to a Meals-on-Wheels program.

Some of the items you need to send with your entry are but not limited to the following: ROP ads detailing the program; Letters sent to potential sponsors; Flyers distributed promoting the program; Rack cards used promoting the program; Bill stuffers used; Direct mail pieces, etc.

**#24 Best Reader Contest**—Reader contest are promotions that get our readers active in the product. Reader contests are not judged by the “prize” given, but the creativity and freshness of the promotion. Reader contest can be geared toward younger readers, older readers, new subscribers or even the loyal customer base that we all have. The best aspect of reader contest is that you have the ability to show your “fun” side! Use this category to showcase your willingness to provide creative innovativeness in your market!

Some of the items you need to send with your entry are: ROP ads showing the contests rules and regulations; Rack cards promoting the contest; Pictures of your winners; Pictures of banners used for the promotion; Details on how the winners were chosen. Be sure to include the dates of the promotion.

**#25 Best Classified Section**—Submit classified sections from three consecutive issues as one entry. Judges will consider organization and appearance of pages, headings, etc.

**#26 Best Subscriber Retention Program**—Circulation budgets always contain a “start pressure” budget which usually seems unreachable. Circulation directors use kiosks, sales crews, carrier promotion and many other vehicles to obtain the number of starts needed to meet the start budget. This category highlights the best efforts to KEEP those starts.

Submit materials such as ads, mail pieces, etc., used to convey the program to the subscriber. Summarize information to help illustrate the success of the program. Include your circulation size, frequency, results, length of promotion or other information. Some of the items you can use for this category are as follows: Postcards sent to new subscribers or to subscribers who have had service issues; Welcome or miss-you letters to your customers; Interoffice signage promoting good retention efforts; Carrier memos or flyers reflecting a commitment to retention efforts; Reward programs geared toward customer retention efforts

**#27 Best Internet Subscription Promotion**—Submit printed materials to illustrate details of the promotion. Include a printed copy of your online offer, your circulation size, frequency, results, length of promotion or other information that illustrates the success of the promotion. Entries may include ROP ads, flyers, rack cards, other media, etc. This category is designed to highlight the departments who stretch growth potential to a world-wide market. How does your market capitalize on the Internet demographic? Did you use a different premium item for ordering online? Make sure you show what leads the people to your site to subscribe in the first place!

**DEADLINE: FRIDAY, FEBRUARY 10, 2012**

**1**

TPA ADVERTISING AND CIRCULATION  
**IDEAS CONTEST ENTRY**

**Special Section**

NEWSPAPER: \_\_\_\_\_

CITY: \_\_\_\_\_

SUBMITTED BY: \_\_\_\_\_

**3**

TPA ADVERTISING AND CIRCULATION  
**IDEAS CONTEST ENTRY**

**Promotion for Advertiser**

NEWSPAPER: \_\_\_\_\_

CITY: \_\_\_\_\_

SUBMITTED BY: \_\_\_\_\_

**5**

TPA ADVERTISING AND CIRCULATION  
**IDEAS CONTEST ENTRY**

**Single Color Ad**

NEWSPAPER: \_\_\_\_\_

CITY: \_\_\_\_\_

SUBMITTED BY: \_\_\_\_\_

**7**

TPA ADVERTISING AND CIRCULATION  
**IDEAS CONTEST ENTRY**

**Feature Page**

NEWSPAPER: \_\_\_\_\_

CITY: \_\_\_\_\_

SUBMITTED BY: \_\_\_\_\_

**9**

TPA ADVERTISING AND CIRCULATION  
**IDEAS CONTEST ENTRY**

**Food Ad**

NEWSPAPER: \_\_\_\_\_

CITY: \_\_\_\_\_

SUBMITTED BY: \_\_\_\_\_

**2**

TPA ADVERTISING AND CIRCULATION  
**IDEAS CONTEST ENTRY**

**Self Promotion of Newspaper**

NEWSPAPER: \_\_\_\_\_

CITY: \_\_\_\_\_

SUBMITTED BY: \_\_\_\_\_

**4**

TPA ADVERTISING AND CIRCULATION  
**IDEAS CONTEST ENTRY**

**Multi-Color Ad**

NEWSPAPER: \_\_\_\_\_

CITY: \_\_\_\_\_

SUBMITTED BY: \_\_\_\_\_

**6**

TPA ADVERTISING AND CIRCULATION  
**IDEAS CONTEST ENTRY**

**Black and White Ad**

NEWSPAPER: \_\_\_\_\_

CITY: \_\_\_\_\_

SUBMITTED BY: \_\_\_\_\_

**8**

TPA ADVERTISING AND CIRCULATION  
**IDEAS CONTEST ENTRY**

**1/4 Page or Smaller Ad**

NEWSPAPER: \_\_\_\_\_

CITY: \_\_\_\_\_

SUBMITTED BY: \_\_\_\_\_

**10**

TPA ADVERTISING AND CIRCULATION  
**IDEAS CONTEST ENTRY**

**Automotive Ad**

NEWSPAPER: \_\_\_\_\_

CITY: \_\_\_\_\_

SUBMITTED BY: \_\_\_\_\_

PHOTOCOPY AND USE THESE LABELS -- Affix one label to the back of EACH entry.

**11**

TPA ADVERTISING AND CIRCULATION  
**IDEAS CONTEST ENTRY**

**Real Estate Ad**

NEWSPAPER: \_\_\_\_\_

CITY: \_\_\_\_\_

SUBMITTED BY: \_\_\_\_\_

**13**

TPA ADVERTISING AND CIRCULATION  
**IDEAS CONTEST ENTRY**

**Subscription Promotion**

NEWSPAPER: \_\_\_\_\_

CITY: \_\_\_\_\_

SUBMITTED BY: \_\_\_\_\_

**15**

TPA ADVERTISING AND CIRCULATION  
**IDEAS CONTEST ENTRY**

**Rack Card**

NEWSPAPER: \_\_\_\_\_

CITY: \_\_\_\_\_

SUBMITTED BY: \_\_\_\_\_

**17**

TPA ADVERTISING AND CIRCULATION  
**IDEAS CONTEST ENTRY**

**N.I.E. Promotion**

NEWSPAPER: \_\_\_\_\_

CITY: \_\_\_\_\_

SUBMITTED BY: \_\_\_\_\_

**19**

TPA ADVERTISING AND CIRCULATION  
**IDEAS CONTEST ENTRY**

**Best Overall Web Site**

NEWSPAPER: \_\_\_\_\_

CITY: \_\_\_\_\_

SUBMITTED BY: \_\_\_\_\_

SEE SEPARATE  
ENTRY FORM  
FOR THIS  
CATEGORY

**12**

TPA ADVERTISING AND CIRCULATION  
**IDEAS CONTEST ENTRY**

**Furniture/Appliance Ad**

NEWSPAPER: \_\_\_\_\_

CITY: \_\_\_\_\_

SUBMITTED BY: \_\_\_\_\_

**14**

TPA ADVERTISING AND CIRCULATION  
**IDEAS CONTEST ENTRY**

**Carrier Contest Idea**

NEWSPAPER: \_\_\_\_\_

CITY: \_\_\_\_\_

SUBMITTED BY: \_\_\_\_\_

**16**

TPA ADVERTISING AND CIRCULATION  
**IDEAS CONTEST ENTRY**

**Single Copy Promotion**

NEWSPAPER: \_\_\_\_\_

CITY: \_\_\_\_\_

SUBMITTED BY: \_\_\_\_\_

**18**

TPA ADVERTISING AND CIRCULATION  
**IDEAS CONTEST ENTRY**

**Carrier Recruitment**

NEWSPAPER: \_\_\_\_\_

CITY: \_\_\_\_\_

SUBMITTED BY: \_\_\_\_\_

**20**

TPA ADVERTISING AND CIRCULATION  
**IDEAS CONTEST ENTRY**

**Best Internet Banner/Tile Ad**

NEWSPAPER: \_\_\_\_\_

CITY: \_\_\_\_\_

SUBMITTED BY: \_\_\_\_\_

SEE SEPARATE  
ENTRY FORM  
FOR THIS  
CATEGORY

PHOTOCOPY AND USE THESE LABELS -- Affix one label to the back of EACH entry.

**21**

TPA ADVERTISING AND CIRCULATION  
IDEAS CONTEST ENTRY

**NIE Sponsorship Recruitment**

NEWSPAPER: \_\_\_\_\_

CITY: \_\_\_\_\_

SUBMITTED BY: \_\_\_\_\_

**23**

TPA ADVERTISING AND CIRCULATION  
IDEAS CONTEST ENTRY

**Bulk Promotion**

NEWSPAPER: \_\_\_\_\_

CITY: \_\_\_\_\_

SUBMITTED BY: \_\_\_\_\_

**25**

TPA ADVERTISING AND CIRCULATION  
IDEAS CONTEST ENTRY

**Best Classified Section**

NEWSPAPER: \_\_\_\_\_

CITY: \_\_\_\_\_

SUBMITTED BY: \_\_\_\_\_

**27**

TPA ADVERTISING AND CIRCULATION  
IDEAS CONTEST ENTRY

**Internet Subscription**

NEWSPAPER: \_\_\_\_\_

CITY: \_\_\_\_\_

SUBMITTED BY: \_\_\_\_\_

**22**

TPA ADVERTISING AND CIRCULATION  
IDEAS CONTEST ENTRY

**Dealer/Vendor Promotion**

NEWSPAPER: \_\_\_\_\_

CITY: \_\_\_\_\_

SUBMITTED BY: \_\_\_\_\_

**24**

TPA ADVERTISING AND CIRCULATION  
IDEAS CONTEST ENTRY

**Reader Contest**

NEWSPAPER: \_\_\_\_\_

CITY: \_\_\_\_\_

SUBMITTED BY: \_\_\_\_\_

**26**

TPA ADVERTISING AND CIRCULATION  
IDEAS CONTEST ENTRY

**Subscriber Retention**

NEWSPAPER: \_\_\_\_\_

CITY: \_\_\_\_\_

SUBMITTED BY: \_\_\_\_\_

PHOTOCOPY AND USE THESE LABELS -- Affix one label to the back of EACH entry.

**download and print  
extra labels by visit-  
ing [www.tnpress.com](http://www.tnpress.com).  
[ideascontest/ideascon-  
test12.pdf](http://www.tnpress.com/ideascontest/ideascon-<br/>test12.pdf)**

19

TPA ADVERTISING AND CIRCULATION  
IDEAS CONTEST ENTRY

**Best Overall Web Site**

NEWSPAPER: \_\_\_\_\_

CITY: \_\_\_\_\_

WEBSITE TO BE EVALUATED: www. \_\_\_\_\_

SUBMITTED BY: \_\_\_\_\_

This entry will be judged on originality, utility and navigability.

20

TPA ADVERTISING AND CIRCULATION

IDEAS CONTEST ENTRY

**Best Internet Banner or Tile Ad**

NEWSPAPER: \_\_\_\_\_

CITY: \_\_\_\_\_

TOTAL NUMBER OF ADS ENTERED: \_\_\_\_\_

SUBMITTED BY: \_\_\_\_\_

Submit all of your entries on the same CD. Please list the name of each ad below. An entry fee of \$6 is required for each entry.

ADVERTISER:

FILE NAME:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_



**2012 Tennessee Press Association  
IDEAS CONTEST**

**ENTRY FEES:**

Newspaper: \_\_\_\_\_ City: \_\_\_\_\_

Contact Person: \_\_\_\_\_

E-mail Address for Confirmation: \_\_\_\_\_

Entry Fee is \$6.00 per entry.

Total Number of Entries: \_\_\_\_\_ X \$6.00 = Amount Enclosed: \$ \_\_\_\_\_

Please indicate your method of payment: Check: \_\_\_\_\_ Credit Card: \_\_\_\_\_

**MAKE CHECK PAYABLE AND SEND ENTRIES TO:**

**Tennessee Press Association                      (865) 584-5761**  
**ATTN: Ideas Contest**  
**435 Montbrook Lane**  
**Knoxville, TN 37919**

**TO PAY BY CREDIT CARD:**

**FILL OUT THIS FORM AND FAX TO: (865) 558-8687**

TPA will accept credit cards through our PayPal account. To pay in this manner, please list your e-mail address below for the invoice. Kathy Hensley from the TPA accounting office will contact you by e-mail with a link that will allow you to pay by credit card:

Email Address: \_\_\_\_\_