AWARDS CONTEST PACKET

Dear MFCP Members,

The annual award contest is upon us! So, start thinking about all of the ads you've published this year that stand out and make plans to submit them for judging by your peers. The deadline for entering is Friday, January 12, 2024.

Plan now on entering the competition and attending the Spring Conference where we will announce the winners.

It is important to read the following rules and verify that your ads are entered correctly.

ENTRY FEE
$5.00 (for MCN publishers) per entry must accompany your entries. (No charge for category 19).
$7.00 (for Non-MCN publishers) per entry must accompany your entries. (No charge for category 19).

DEADLINE DATE:
All entries must be received in the MFCP headquarters by 4:30 p.m. on Friday, January 12, 2024.

PDFS OF EACH AD ENTRY:
In addition to pulling physical copies of the ads, please place a PDF of the same ad onto a flash drive. When you mail your entries, simply send the drive along as well and we'll take it from there. Please note: the format for labeling your PDF entries is listed by each category on the following category sheets.

Be sure to send them to:
MFCP Ad Contest
c/o Lee Borkowski
29160 Hell Hollow Road
Richland Center, WI 53581

Please phone 888-899-MFCP and alert us that your entries have been shipped. Any late entries will not be allowed to enter the competition, so please be punctual. All entries become the property of MFCP and may be used by MFCP for future promotional benefits.

**** The dates for this year's General Excellence (category 18) will be February 13 and two other weeks of your choice.****

JUDGING
Judges are peers from outside our association who have experience in print publishing. Entries will be judged on appearance, creativity and effectiveness.

WINNERS
Winners will be announced at the Spring Conference. 1st, 2nd, & 3rd place honors will be awarded with the exception of category 19, Judge's Choice and Best of Show in which an overall winner will be selected. Honorable mentions will be given when the judges feel it is deserved.

Attached are the contest rules, entry blanks, and entry forms. Please review them carefully. If you have any questions feel free to call the MFCP headquarters at 888-899-MFCP.

Good luck with all your entries!

Sincerely, Lee Borkowski Executive Director

—RULES—

NOTE: All entries must conform to these rules. Any entry not conforming may be eliminated.

1. Any MFCP member in good standing may enter competition.

2. Entries must have been published between January 1 and December 31, 2023.

3. All entries MUST have been generated within your own shop or at your contracted outsourced graphic design service. Any entry supplied by an advertising agency, client, or art service spec ad will be eliminated from competition.

4. If an entry is entered in the wrong category it may be removed from the entire competition.

5. There is no limit to number of entries per publication per division – (except categories 17 & 18 where the limit is one per publication and in category 19 where the limit is 1 per designer).

6. A brief explanation, if necessary, may accompany your entries.

7. Ads will not be judged if entered in any other category except for their specific category.

SUBMISSION INSTRUCTIONS:

1. Entries for category 18 (General Excellence) should be placed in a large envelope with the entry blank attached to the BACK of the envelope. Please download a PDF copy of one of the front pages to your flash drive.

2. All entries must be from the actual printed paper **(no laser copies will be accepted)** except for submissions in category 20.

3. NO Mounting needed! All entries should be submitted with the entry blank on the back.

4. Mastheads and Datelines SHOULD NOT be included.

5. Entry blanks shall be attached to the BACK of entries in the upper right hand corner or stapled to the back page of multiple page entries.

ABSOLUTELY NO CONTEST ENTRY BLANKS ON FRONT OF ANY ENTRIES.

NO FULL PAGE TEAR SHEETS:
Full page tear sheets on the back of each entry are no longer required. In a rare situation, a publication may be asked to provide a full page tear sheet after the entry has been submitted.

2024 Awards Competition

(for ads that published 1/1/2023 through 12/31/2023)

file name for zip drive
Category-Division-Name of busines

CATEGORY 1			
BEST DINING AND ENTERTAINMENT AD			
This category includes all restaurant, event and entertainment ads			
Division	1	Black & White - Any Size	(1-1-name)
Division	2	Color - spot or process - Any size	(1-2-name)
CATEGORY 2			
BEST AUTOMOTIVE AD			
This category includes all automotive ads including vehicles, parts and service.			
Division	1	Black & White - Any Size	(2-1-name)
Division	2	Color - spot or process - Any size	(2-2-name)
CATEGORY 3			
BEST GROCERY AD			
This category includes all grocery ads.			
Division	1	Any Ad - Black & White	(3-1-name)
Division	2	Separate Section or Color	(3-2-name)
CATEGORY 4			
BEST AGRICULTURE AD			
This category includes all agriculture ads for products, equipment or services.			
Division	1	Black and White ad	(4-1-name)
Division	2	Color Ad	(4-2-name)
Division	3	Separate Section	(4-3-name)
CATEGORY 5			
BEST PROFESSIONAL SERVICES AD			
This category includes ads for lawyers, finances, insurance, political ads and health			
Division	1	Black & White - Any Size	(5-1-name)
Division	2	Color - spot or process - Any size	(5-2-name)
CATEGORY 6			
BEST HELP WANTED AD			
This category includes any advertisement for help wanted.			
Division	1	Black & White	(6-1-name)
Division	2	Color - spot or process	(6-2-name)

CATEGORY 7			
BEST MISCELLANEOUS AD - Small space - quarter page or smaller			
This category includes ads not included in the above categories			
Division	1	Black & White	(7-1-name)
Division	2	Color - spot or process	(7-2-name)
CATEGORY 8			
BEST MISCELLANEOUS AD - Large space - larger than a quarter page			
This category includes ads not included in the above categories			
Division	*1*	Black & White	(8-1-name)
Division	2	Color - spot or process	(8-2-name)
CATEGORY 9			
BEST AD SERIES			(9-1-name)
This category includes single advertiser ads that have appeared in your publication at least three times within a three month time span. Ads must show continuity of theme and artwork.			
CATEGORY 10			
BEST HOLIDAY AD - CHRISTMAS			
Division	1	Black & White - Any Size	(10-1-name)
Division	2	Color - spot or process - Any size	(10-2-name)
CATEGORY 11			
BEST HOLIDAY AD - OTHER THAN CHRISTMAS			
Division	1	Black & White - Any Size	(11-1-name)
Division	2	Color - spot or process - Any size	(11-2-name)
CATEGORY 12			
BEST ADVERTISING PROMOTION OR SPECIAL SECTION			
Division	1	Promotion appearing as run of paper	(12-1-name)
Division	2	Promotion appearing as special sections	(12-2-name)
Division	3	Promotion distributed separately from your publication	(12-3-name)
Division	4	Signature page	(12-4-name)
CATEGORY 13			
BEST SPECIAL SECTION FRONT PAGE			
This category is for best special section cover pages.			
Division	1	Division 1 newsprint publications without editorial	(13-1-name)
Division	2	Division 2 newsprint publication with editorial	(13-2-name)
Division	3	Division All glossy publications	(13-3-name)

CATEGORY 14			
BEST SELF PROMOTION			
Division	1	Print advertisements in your paper that promote the use of your paper by advertisers or acceptance by readers	(14-1-name)
Division	2	Promotion of your paper through publicity other than ads in your papers, but rather by direct mail, billboards, sell sheets, brochures, media kits, etc	(14-2-name)
CATEGORY 15			
BEST FRONT PAGE			
This category is for your front page publication masthead. Entries will be judged on overall design appeal and composition quality			
Division	1	Division 1 newsprint publications without editorial	(15-1-name)
Division	2	Division 2 newsprint publication with editorial	(15-2-name)
CATEGORY 16			
BEST NEWS/EDITORIAL			
This category is for items written by your staff.			
Division	1	Best original News Story	(16-1-name)
Division	2	Best original Feature Story	(16-2-name)
Division	3	Best original Sports Story	(16-3-name)
Division	4	Best original Editorial (taking a stand on an issue in your community)	(16-4-name)
CATEGORY 17			
BEST ORIGINAL PHOTOGRAPHY			
Best original photo or series of photos, taken by a member of the paper's staff or a regular photo stringer.			
Division	1	Editorial Photo	(17-1-name)
Division	2	Advertising Photo	(17-2-name)
CATEGORY 18			
INTERNET SITE			
This is for your website			
Division	1	Overall Web Site	(18-1-name)
Division	2	Best Digital ad design - Banner ad or digital ad	(18-2-name)
CATEGORY 19			
GENERAL EXCELLENCE			
Publisher shall submit entire issue from week of February 13 and two other weeks of choice.			
Division	1	For papers that carry news	(19-1-name)
Division	2	For papers that do not carry news	(19-2-name)
CATEGORY 20			
AD CREATION CONTEST			(20-name)
1 entry will be allowed per designer			

MFCP 2024 Awards Competition
REGISTRATION FORM

Please enter the number of entries per category you wish to enter.
Entries failing to meet specifications, including proper mounting and labeling, will be disqualified. NO FEES WILL BE REFUNDED.

CATEGORY 1
BEST DINING AND ENTERTAINMENT AD
Division 1 _____
Division 2 _____

CATEGORY 2
BEST AUTOMOTIVE AD
Division 1 _____
Division 2 _____

CATEGORY 3
BEST GROCERY AD
Division 1 _____
Division 2 _____

CATEGORY 4
BEST AGRICULTURE AD
Division 1 _____
Division 2 _____
Division 3 _____

CATEGORY 5
BEST PROFESSIONAL SERVICES AD

Division 1 _____
Division 2 _____

CATEGORY 6
BEST HELP WANTED AD
Division 1 _____
Division 2 _____

CATEGORY 7
BEST MISCELLANEOUS AD - Small space - quarter page or smaller
Division 1 _____
Division 2 _____

CATEGORY 8
BEST MISCELLANEOUS AD - Large space - larger than a quarter page
Division 1 _____
Division 2 _____

CATEGORY 9
BEST AD SERIES _____

CATEGORY 10
BEST HOLIDAY AD - CHRISTMAS
Division 1 _____
Division 2 _____

CATEGORY 11
BEST HOLIDAY AD - OTHER THAN CHRISTMAS
Division 1 _____
Division 2 _____

CATEGORY 12
BEST ADVERTISING PROMOTION OR SPECIAL SECTION
Division 1 _____
Division 2 _____
Division 3 _____
Division 4 _____

CATEGORY 13
BEST SPECIAL SECTION FRONT PAGE
Division 1 _____
Division 2 _____
Division 3 _____

CATEGORY 14
BEST SELF PROMOTION
Division 1 _____
Division 2 _____

CATEGORY 15
BEST FRONT PAGE
Division 1 _____
Division 2 _____

CATEGORY 16
BEST NEWS/EDITORIAL
Division 1 _____
Division 2 _____
Division 3 _____
Division 4 _____

CATEGORY 17
BEST ORIGINAL PHOTOGRAPHY
Division 1 _____
Division 2 _____

CATEGORY 18
INTERNET SITE
Division 1 _____
Division 2 _____

CATEGORY 19
GENERAL EXCELLENCE
Division 1 _____
Division 2 _____

CATEGORY 20
AD CREATION CONTEST
Designer Name _____
Designer Name _____
Designer Name _____

Publisher's Name: _____

Publication Name:_____

Address: _____ **City:** _____

State: _____ **Zip:** _____ **Phone:** _____

Make checks payable to: Midwest Free Community Papers Entries
due by 4:30 p.m., Friday, January 12, 2024.
MAIL ENTRIES:
MFCP Ad Contest
c/o Lee Borkowski
29160 Hell Hollow Road
Richland Center, WI 53581

Please phone and alert the MFCP headquarters
that your entries have been shipped: 888-899-MFCP.

TOTAL NUMBER OF PAID ENTRIES
_____

CALCULATE ENTRY FEE:
Entry Fee for MCN publisher
Number of entries _____ x $5

TOTAL DUE MFCP_____

20. AD CREATION CONTEST

Earn up to $200.00 for yourself!

This year we are asking that you create an ad that can be used as fill in your publication. The ad should encourage advertisers to use your products and/or services and be backed up with actual data.

You could have a fill ad that focuses on your reach and readership (using info from CVC if applicable) or one that just talks about the many services you may offer. You can also just focus on one service, on your reputation within the community, the effectiveness of color, etc, etc.... This category is really wide open! You choose.

Take the opportunity to create a **brand new ad** for you to use in your publication. We are not looking for one that you already designed; those should be entered in Category 14. (Self Promotion)

Our hope is to receive many quality fill ads that other members can personalize with their information and use within their own papers.

Though you can use your own data within these ads, please use our logo and phone number to ensure fairness when judging.

This is the information you need to create the ad:

1. The ad size is a quarter page (5" wide by 8" high)
2. The business information is as follows:

   My Paper
   29160 Hell Hollow Road, Richland Center, WI 53581
   888-899-6327

3. Ad can be black and white or color, your choice.
4. **There is no entry fee for the Ad Creation Contest.**
5. No more than one entry per designer will be accepted.
6. Judging will be based on creativity, originality and adherence to the information provided.
7. Three winning ads will be chosen. The first place ad designer will be awarded $200, the send place designer will receive $100 and the third place designer will receive $50.
8. Winners will be announced at the March 2024 conference.
9. All entries must follow the information provided with the MFCP 2024 Awards Competition Official Rules for the development of this year's ad.
10. All ad entries become the property of MFCP and will be distributed to our members for use in their publications

The decision of the judges is final.

MFCP AWARDS CONTEST ENTRY

Publication:_____

City/State:_____

Category#:_____

Division#:_____

Ad Designer: (for Ad Creation Contest Only):_____

MFCP AWARDS CONTEST ENTRY

Publication:_____

City/State:_____

Category#:_____

Division#:_____

Ad Designer: (for Ad Creation Contest Only):_____

MFCP AWARDS CONTEST ENTRY

Publication:_____

City/State:_____

Category#:_____

Division#:_____

Ad Designer: (for Ad Creation Contest Only):_____

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Division#:_____

Ad Designer: (for Ad Creation Contest Only):_____

MFCP AWARDS CONTEST ENTRY

Publication:_____

City/State:_____

Category#:_____

Division#:_____

Ad Designer: (for Ad Creation Contest Only):_____