

# 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 21st, 2022.

Plan now on entering the competition and attending the March 4th 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 21, 2022.

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) are the issues published during the weeks of April 12, 2021 September 13, 2021 and October 25, 2021\*\*\***

## **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, Friday, March 4 in Ames, Iowa. 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, 2021.
3. All entries MUST have been generated within your own shop. 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.
2. NO Mounting needed! All entries should be submitted with the entry blank on the back.
3. Mastheads and Datelines SHOULD NOT be included.
4. 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.

# 2022 Awards Competition

(for ads that published 1/1/2021 thru 12/31/2021)

## CATEGORY 1

### BEST DINING AND ENTERTAINMENT AD

*This category includes all restaurant, event and entertainment ads*

Division	1	Black & White - Any Size
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Division	2	Color - spot or process - Any size
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## CATEGORY 2

### BEST AUTOMOTIVE AD

*This Category includes all automotive ads - vehicles, parts & service*

Division	1	Black & White - Any Size
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Division	2	Color - spot or process - Any size
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## CATEGORY 3

### BEST GROCERY AD

*This Category includes all grocery ads*

Division	1	Any Ad - Black & White or Color
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Division	2	Separate Section
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## CATEGORY 4

### BEST AGRICULTURE AD

*This Category includes all Agriculture ads for products, equipment or services*

Division	1	Any Ad - Black & White or Color
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Division	2	Separate Section
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## CATEGORY 5

### BEST PROFESSIONAL SERVICES AD

*This category includes ad for lawyers, finances, insurance, political ads and health*

Division	1	Black & White - Any Size
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Division	2	Color - spot or process - Any size
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## CATEGORY 6

### BEST MISCELLANEOUS AD - Small space - quarter page or smaller

*This category includes ads not included in the above categories*

Division	1	Black & White
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Division	2	Color - spot or process
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## CATEGORY 7

### BEST MISCELLANEOUS AD - Large space - larger than a quarter page

*This category includes ads not included in the above categories*

Division	1	Black & White
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Division	2	Color - spot or process
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**CATEGORY 8****BEST AD SERIES**

*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 9****BEST HOLIDAY AD - CHRISTMAS**

Division	1	Black & White - Any Size
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Division	2	Color - spot or process - Any size
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**CATEGORY 10****BEST HOLIDAY AD - OTHER THAN CHRISTMAS**

Division	1	Black & White - Any Size
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Division	2	Color - spot or process - Any size
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**CATEGORY 11****BEST ADVERTISING PROMOTION OR SPECIAL SECTION**

Division	1	Promotion appearing as run of paper
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Division	2	Promotion appearing as special sections
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Division	3	Promotion distributed separately from your publication
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Division	4	Signature page
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**CATEGORY 12****BEST SPECIAL SECTION FRONT PAGE**

*This category is for best special section cover pages.*

Division	1	Division 1 newsprint publications without editorial
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Division	2	Division 2 newsprint publication with editorial
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Division	3	Division All glossy publications
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**CATEGORY 13****BEST SELF PROMOTION**

Division	1	Print advertisements in your paper that promote the use of your paper by advertisers or acceptance by readers
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Division	2	Promotion of your paper through publicity other than ads in your paper, but rather by direct mail, billboards, radio, TV, brochures, media kits, etc
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**CATEGORY 14****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
Division	2	Division 2 newsprint publication with editorial
Division	3	Division All glossy publications

**CATEGORY 15****BEST NEWS/EDITORIAL**

*This category is for items written by your staff.*

Division	1	Best original News Story
Division	2	Best original Feature Story
Division	3	Best original Sports Story
Division	4	Best original Editorial (taking a stand on an issue in your community)

**CATEGORY 16****BEST ORIGINAL PHOTOGRAPHY**

*Best original photo or series of photos in news or sports, taken by a member of the paper's staff or a regular photo stringer.*

Division	1	Editorial Photo
Division	2	Advertising Photo

**CATEGORY 17****INTERNET SITE**

This is for your website

Division	1	Overall Web Site
Division	2	Best Digital ad design - Banner ad or digital ad

**CATEGORY 18****GENERAL EXCELLENCE**

*Publisher shall submit entire issues from three different weeks from the year. The weeks for this contest are the issues published during the weeks of April 12, 2021 September 13, 2021 and October 25, 2021*

Division	1	For papers that carry news
Division	2	For papers that do not carry news

**CATEGORY 19****AD CREATION CONTEST**

**1 entry will be allowed per designer**

**JUDGE'S CHOICE****BEST OF SHOW**

# MFCP 2022 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 \_\_\_\_\_

**CATEGORY 5**

BEST PROFESSIONAL SERVICES AD

Division 1 \_\_\_\_\_  
 Division 2 \_\_\_\_\_

**CATEGORY 6**

BEST MISCELLANEOUS AD - Small space  
 - quarter page or smaller

Division 1 \_\_\_\_\_  
 Division 2 \_\_\_\_\_

**CATEGORY 7**

BEST MISCELLANEOUS AD - Large space  
 - larger than a quarter page

Division 1 \_\_\_\_\_  
 Division 2 \_\_\_\_\_

**CATEGORY 8**

BEST AD SERIES \_\_\_\_\_

**CATEGORY 9**

BEST HOLIDAY AD - CHRISTMAS

Division 1 \_\_\_\_\_  
 Division 2 \_\_\_\_\_

**CATEGORY 10**

BEST HOLIDAY AD - OTHER THAN  
 CHRISTMAS

Division 1 \_\_\_\_\_  
 Division 2 \_\_\_\_\_

**CATEGORY 11**

BEST ADVERTISING PROMOTION OR  
 SPECIAL SECTION

Division 1 \_\_\_\_\_  
 Division 2 \_\_\_\_\_  
 Division 3 \_\_\_\_\_  
 Division 4 \_\_\_\_\_

**CATEGORY 12**

BEST SPECIAL SECTION FRONT PAGE

Division 1 \_\_\_\_\_  
 Division 2 \_\_\_\_\_  
 Division 3 \_\_\_\_\_

**CATEGORY 13**

BEST SELF PROMOTION

Division 1 \_\_\_\_\_  
 Division 2 \_\_\_\_\_

**CATEGORY 14**

BEST FRONT PAGE

Division 1 \_\_\_\_\_  
 Division 2 \_\_\_\_\_  
 Division 3 \_\_\_\_\_

**CATEGORY 15**

BEST NEWS/EDITORIAL

Division 1 \_\_\_\_\_  
 Division 2 \_\_\_\_\_  
 Division 3 \_\_\_\_\_  
 Division 4 \_\_\_\_\_

**CATEGORY 16**

BEST ORIGINAL PHOTOGRAPHY

Division 1 \_\_\_\_\_  
 Division 2 \_\_\_\_\_

**CATEGORY 17**

INTERNET SITE

Division 1 \_\_\_\_\_  
 Division 2 \_\_\_\_\_

**CATEGORY 18**

GENERAL EXCELLENCE

Division 1 \_\_\_\_\_  
 Division 2 \_\_\_\_\_

**CATEGORY 19**

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 29, 2021.**

**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** \_\_\_\_\_

## 19. AD CREATION CONTEST

### **Earn up to \$200.00 for yourself!**

Design a help-wanted "spec ad" for your publication.

This year we are asking you to create an ad for use in your publication. The ad should be attention-getting and something people will remember. You want to stress the reason that hiring managers should place their ads in your publication.... (reach, readership, results, etc)

#### **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. Your targeted reader is anyone associated with making hiring decisions.
4. Ad can be black and white or color, your choice.
5. **There is no entry fee for the Ad Creation Contest.**
6. No more than one entry per designer will be accepted.
7. Judging will be based on creativity, originality and adherence to the information provided.
8. Three winning ads will be chosen. The first place ad designer will be awarded \$200, the second place designer will receive \$100 and the third place designer will receive \$50.
9. Winners will be announced at the March 2022 conference.

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): \_\_\_\_\_

## 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): \_\_\_\_\_

## 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): \_\_\_\_\_

## MFCP AWARDS CONTEST ENTRY

Publication: \_\_\_\_\_

City/State: \_\_\_\_\_

Category: \_\_\_\_\_

Division: \_\_\_\_\_

Ad Designer: (for Ad Creation Contest Only): \_\_\_\_\_