



2018 Catholic Press Awards *All Member Business Division*

Welcome to the 2018 Catholic Press Awards

The purpose of the award program is to recognize the contributions and hard work of association members throughout 2017. Winner announcements occur during the annual Catholic Media Conference each June, appear in *The Catholic Journalist* with judge comments, and are available on the CPA website post CMC.

Each Publication and Freelance member may submit **one FREE entry**.

Entry Divisions Reorganized and Expanded to Seven

The Awards Committee is working to make it easier for members to find their favorite categories among the hundreds of possible entries. It reorganized the program from four divisions to seven including a new division for communication departments and organizations.

The All Member entries are now in the Digital and Business divisions. All General and Individual Excellence categories are now in the Excellence division. The new Communication division is for non-news content.

The Seven Divisions are:

- Business (All Member)
 - Advertising & Annual Report entries for all publisher members
- Digital (All Member)
 - Website, blogs, Social Media entries for all publisher members
- Communication Departments
 - Communicator and promotion work that is not press/news related
- General & Individual Excellence (All Member)
 - Top awards pulled from Newspaper, Magazine, Spanish Language & Communication divisions
- Magazine & Newsletter
 - Same as previous years without digital and excellence categories
- Newspaper
 - Same as previous years without digital and excellence categories
- Spanish Language
 - Same as previous years without digital and excellence categories

The Quick Look Chart shows categories sorted by topic so you can easily find entries by group, then identify the category number and use that to read the description and make your submission.

New categories are listed at the top of the Quick Look chart and marked **NEW**



General Background Information

- ▶ **First entry FREE**
 - One free entry per Publisher or Freelance Member when submitted before Feb. 5, 2018
 - Not required to purchase a paid entry
- ▶ \$36 for all digital entries and hardcopy material postmarked by Feb. 4, 2018
- ▶ \$45 for all digital entries and hardcopy material postmarked by Feb. 11, 2018
- ▶ Submit all entries digitally even when hard copies are required.
- ▶ All entries are for work published in 2017.
- ▶ All members must be in good standing as of March 31, 2018.
- ▶ Entry Deadlines:
 - 11:59 p.m. CT, February 4, 2018 includes postmarked hardcopy material (\$36 per)
 - 11:59 p.m. CT, February 11, 2018 includes postmarked hardcopy material (\$45 per)
- ▶ Payment deadline is Tuesday, February 13.

The following pages contain:

- ▶ Quick look at categories Page 3
- ▶ Category numbers and descriptions Pages 3-5
- ▶ Eligibility requirements Page 6
- ▶ Submission instructions Pages 7-8
- ▶ Payment instructions Page 9
- ▶ Labels for hard copy submissions Page 10





Quick Look

The Quick Look chart is designed to let you find entry categories by type instead of number. Use the category number (N35) to find the detailed description and to submit your entry in the award software.

Type	Number	Title
Advertising	AB01	BEST EXAMPLE OF EFFECTIVE ADVERTISING PROMOTION ORIGINATING WITH THE PUBLICATION OR PUBLICATION'S WEBSITE
Advertising	AB02a	BEST SINGLE AD ORIGINATING WITH THE PUBLICATION
Advertising	AB02b	▪ Black and White
Advertising	AB02c	▪ Color
Advertising	AB03	▪ Best online ad
Advertising	AB03	BEST AD COPYWRITING
Advertising	AB04	BEST PRINT CIRCULATION PROMOTION CAMPAIGN
Advertising	AB05	BEST MEDIA KIT CREATED IN 2017
Advertising	AB06	BEST LOCAL RETAIL CAMPAIGN ORIGINATING WITH THE PUBLICATION
Advertising	AB07	BEST PROMOTIONAL HOUSE AD
Advertising	AB40	MOST EFFECTIVE USE OF SMALL SPACE
Advertising Supplement	AB20	BEST SPECIAL SUPPLEMENT OR SPECIAL ISSUE WITH ADVERTISING EMPHASIS
Financial Report	AB21b	BEST ANNUAL REPORT FOR A CATHOLIC NONPROFIT ORGANIZATION
Financial Report	AB21a	BEST ANNUAL REPORT ON (ARCH)DIOCESAN FINANCES

Full descriptions listed below are in numeric order.

Categories & Descriptions

-  The paper symbol next to a category title indicates that hard copies are also required.
-  The pen symbol indicates that Freelance Members may enter this category with Publisher Members.

AB01: BEST EXAMPLE OF EFFECTIVE ADVERTISING PROMOTION ORIGINATING WITH THE PUBLICATION OR PUBLICATION'S WEBSITE

Entry may include presentations, house ads, mailings, exchange reciprocals, and other material used to promote advertising sales in 2017. In the event it is not feasible to submit some materials, a complete and full description must be attached to a cover letter; photocopies may be enclosed.

PLEASE NOTE: Entrants are required to submit evidence of increase in advertising volume and to provide figures showing the cost to acquire such advertising.



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An entry consists of one HARD COPY of all elements of the promotion campaign and written documentation of the investment and benefits of the campaign. Please clip all elements together. Please send the hard copy to the CPA office, and a PDF copy of one page for possible use during the Catholic Press Awards Banquet through the awards website.

AB02: BEST SINGLE AD ORIGINATING WITH THE PUBLICATION

Best original ad prepared by the publication's staff for an advertising client. House ads may not be entered in this category but may be entered in category AB07.

An entry consists of one PDF file of the page on which the advertisement was published.

AB2a: Black and White Ad

AB2b: Color Ad

AB2c: Best online Ad

AB03: BEST AD COPYWRITING

Best use of headlines and text in attracting the reader's attention and inviting action.

An entry consists of one PDF file of the page on which the advertisement was published.

AB04: BEST PRINT CIRCULATION PROMOTION CAMPAIGN

This category is for campaigns that contain more than one element and occur over a period of time. The campaign must originate with the publication and be conducted during 2017. An entry may include mailers, videos, promotion pieces, meeting reports, premiums and any other materials used as part of the campaign to increase circulation. PLEASE NOTE: Entrants are required to submit evidence of increases in circulation during the campaign, as well as the cost of the campaign and the cost per new subscription acquired.

An entry consists of one HARD COPY of all campaign elements, a description of the promotional campaign, and evidence of an increase in circulation. Please clip all elements together. Please send the hard copy to the CPA office, and a PDF copy of one page for possible use during the Catholic Press Awards Banquet through the awards website.

AB05: BEST MEDIA KIT CREATED IN 2017

Media kits will be judged on the basis of a clear, uncluttered presentation of information, including, but not limited to, pertinent information of editorial profile, advertiser testimonials, reader profile, and the professional use of graphics. Entry should be new or substantially revised during 2017.

An entry consists of a one HARD COPY of all media kit materials sent to the CPA office. Please clip all elements together. Each entrant must submit a PDF copy of one page for possible use during the Catholic Press Awards Banquet through the awards website.



AB06: BEST LOCAL RETAIL CAMPAIGN ORIGINATING WITH THE PUBLICATION

A retail campaign includes THREE related ads for a single retail client operating in the publication's distribution area. Must be created and produced by the publication's staff. Judging will consider quality of copy, graphics and overall presentation. House ads may not be entered in this category but may be entered in category AB07.

An entry consists of one PDF file containing full pages on which THREE related ads were printed.

AB07: BEST PROMOTIONAL HOUSE AD

This category is for ads produced by the publication to increase advertising, circulation, readership, image and/or the prestige of the publication. Entries can be a single ad or a continuing campaign. Judging will focus on originality and overall quality of presentation. Entrants are not required to demonstrate results of campaign.

An entry consists of one PDF file containing the page(s) on which the advertisement(s) were published.

An entry consists of a URL for the online information and a one HARD COPY set of the print pieces sent to the CPA office. Please clip all hard copy elements together.

AB20: BEST SPECIAL SUPPLEMENT OR SPECIAL ISSUE WITH ADVERTISING EMPHASIS

Criteria for this award stress originality of layout and the extent to which advertising content relates to the editorial content. Supplements entered in this category may not be entered in any N19 category. Please enter seasonal issues in N22.

An entry consists of one HARD COPY of the supplement or issue sent to the CPA office. Each entrant must submit a PDF copy of one page for possible use during the Catholic Press Awards Banquet.

AB21: BEST ANNUAL REPORT

Entry may be an all-print report or a print/PowerPoint combination. The report published in 2017 demonstrates accomplishments in the previous year (calendar year or fiscal year), showing accountability for proper use of resources and services offered to the larger community. Reports must have published in the publication or online. Internal reports are not eligible.

An entry consists of a single digital file for an all-print report or two digital files for a print/PowerPoint report (one file for print portion and the other for the PowerPoint presentation). You may submit URLs if your content is available online.

AB21a: Report on (arch)diocesan finances **[NEW]**

AB21b: Report on a Catholic nonprofit organization

AB40: MOST EFFECTIVE USE OF SMALL SPACE

An ad or ads designed by the newspaper that demonstrates a creative use of small space.

An entry consists of one PDF file of the page on which the advertisement was published.



ELIGIBILITY REQUIREMENTS

The Catholic Press Awards is a recognition program for CPA members. The following eligibility requirements apply.

1. Submitters must be a CPA Publisher Member or Freelance Member in good standing. Member dues must be paid by March 31, 2018 to receive an award. **No refunds** offered after judging.
2. Entries must be the original work of a publication or freelancer. Include bylines/credits on all submissions. Plagiarized or incorrectly credited entries are grounds for disqualification.
3. Publisher Members may submit the work of any employee or freelancer. The author/creator need not be a Staff Member or Freelance Member.
4. **Freelance Members** may only enter designated categories marked with a pen symbol. 
 - Your work must appear in the print edition of, on the website of, or in promotion of a Publisher Member.
 - **To avoid duplicate entries**, we ask Freelance Members to consult with the publication that printed the material before submitting it. Please confirm that the publication is not submitting the same work in the same category as you.
5. Only entries published in calendar year 2017 are accepted.

REASONS FOR DISQUALIFICATION

The following are common reasons why entries are disqualified from competition.

- **Too few submissions in a single category:** Every category requires at least two submissions, by different entrants, to qualify for evaluation. Submissions not evaluated receive refunds.
- **Entry does not meet submission requirements:** Entries must be submitted properly and include all required components to be evaluated by the judges. Please check the category descriptions to make sure your entries are correct. Be sure that hard copy submissions are postmarked by the deadline and labelled correctly. Disqualified entries are not eligible for a refund.

JUDGING

Faculty members from the Journalism Schools of Northwestern, Spring Hill College and DePaul University, along with select professionals familiar with the Catholic Press, judge the entries.



SUBMISSION INSTRUCTIONS

GETTING STARTED

Submit all entries digitally through the CPA awards website beginning January 2, 2018.

- <https://catholicpress.secure-platform.com/a/organizations/main/home>

The website allows you to view categories, make submissions, and pay in the same place.

Please read category descriptions to determine submission requirements for each category. If you have questions about eligibility, submissions, or payment, please visit our FAQ page. Tough questions may be directed to Kathleen Holloway at cpaawards@catholicpress.org or contact the office at 312-380-6789.

CREATE A PUBLICATION PROFILE FIRST

For simplicity's sake, we recommend creating **one PROFILE account** for your publication.

- **Returning Entrants:** you can use the same login information you used last year
- **New Entrants:** click "Enter the Catholic Press Awards" on the homepage and follow prompts to create a username and password for your account
- **Publisher Members:** please enter your publication name in the "Organization Name" field instead of your company name (i.e., The Catholic Journalist instead of The Catholic Press Association)

CREATING A NEW SUBMISSION

1. Once logged into your Profile account, click "MAKE ANOTHER APPLICATION" then "ENTER CATHOLIC PRESS AWARDS" You will be prompted to review your past submissions or to begin a new submission.
2. Select, "CLICK HERE TO BEGIN A NEW SUBMISSION", fill out the form as prompted and click "SAVE AND NEXT" to continue. You can return to the previous form at any time.
 - a. All entries are marked "Incomplete" until paid.
3. Options after making submissions:
 - a. Save your work: Click "SAVE" to save your work and leave the form. You may return and edit it at any time, until you pay for it, by clicking on "MY APPLICATIONS" and clicking "EDIT".
 - b. Prepare to Pay: Click "ADD TO CART" to move your saved submission to your cart.
 - i. You may return and edit them by clicking "MAKE CHANGES" prior to paying.
 - ii. You can also remove it from your cart.
 - iii. Click "CHECKOUT" to pay
4. **Paid entries are marked "Complete" and cannot be edited.** Prior to paying, please proof all submissions in your cart for content accuracy and prevention of duplicate or missing entries.
5. To fix mistakes after completion, contact Kathleen Holloway at cpaawards@catholicpress.org on or before February 9, 2018.



HARD COPY MATERIALS

The following categories require a hard copy submission in addition to the digital submission on the website: AB04 and AB05.

To ensure that your submissions are ready for judging:

- Consult the category description to confirm number of hard copies required and what material must be submitted by hard copy
- Provide clean material with no marks or highlighting on the submission
- Label your hard copy materials for easy identification (See LABELLING ENTRIES)
- If two sets of material are required, please clip together each set and affix a label to each set
- Hard copies need to be postmarked by February 4 and received by February 9 to be considered

LABELLING ENTRIES

Please label all hard copy submissions so that judges can identify them. To label your entries:

- From your profile, click “My Applications.” You have the option of printing the submission forms from you completed entries. Click “Print” next to form and affix print out to your hard copy entries. Be sure to print two forms if two hard copy entries are required.

OR

- Print the labels on the last page of the packet. Fill out all information, cut out label, and affix label to each set of hard copy submission.

Be sure to affix label to every set of hard copies. Hard copy entries that arrive without labels may be disqualified.

SHIPPING

In order to help with processing, please:

- Keep individual boxes to no more than 25 lbs.
- Mark the outside of box with **Box 1 of #** being sent, and so on
- If paying by check, include printed invoice and payment in Box 1
- Delivery confirmation may have to be done through your carrier’s tracking service
- Call Kathleen Holloway at 312-380-6789 with any questions



ENTRY FEE & PAYMENT PROCESS

First Entry FREE

- ▶ One free entry per Publisher or Freelance Member when submitted before Feb. 5, 2018
- ▶ Not required to purchase a paid entry
- ▶ Free entry automatically added to your cart

Additional Entries

- ▶ \$36 for all digital entries and hardcopy material postmarked by February 4, 2018
- ▶ \$45 for all digital entries and hardcopy material postmarked between February 5 -11, 2018

Payment

1. When you have items in your cart, a direct link to your cart will appear under “MY APPLICATIONS.” Click it to edit submission or pay for your entries.
2. When ready, click the “CHECKOUT” button.
3. If you only submit one entry this year, you will receive a notice that your balance is zero and you will be prompted to finalize the transaction. If you have items to pay for, you will be prompted to pay by check or credit card.
4. Select your method of payment, then click “PROCESS.”
5. In the next screen, you have the option to print your invoice and submission forms. Please print a copy of your invoice to include with your payment if you are paying by check.

MAIL HARD COPY MATERIALS AND PAYMENT TO:

CPA Awards Program
Catholic Press Association
205 West Monroe St., Suite 470
Chicago, IL 60606

ENTRY DEADLINE

\$36: 11:59 pm CST – Friday, February 4, 2018

\$45: 11:59 pm CST – Friday, February 11, 2018

For all digital entries and postmarked material



Labels for Hard Copy Submissions

Award # _____ (Example: A04)

Publication _____

City _____ State _____

Run date _____

Headline/Title _____

Byline, Credits _____

2018 Catholic Press Awards

Award # _____ (Example: A04)

Publication _____

City _____ State _____

Run date _____

Headline/Title _____

Byline, Credits _____

2018 Catholic Press Awards

Award # _____ (Example: A04)

Publication _____

City _____ State _____

Run date _____

Headline/Title _____

Byline, Credits _____

2018 Catholic Press Awards

Award # _____ (Example: A04)

Publication _____

City _____ State _____

Run date _____

Headline/Title _____

Byline, Credits _____

2018 Catholic Press Awards

Award # _____ (Example: A04)

Publication _____

City _____ State _____

Run date _____

Headline/Title _____

Byline, Credits _____

2018 Catholic Press Awards

Award # _____ (Example: A04)

Publication _____

City _____ State _____

Run date _____

Headline/Title _____

Byline, Credits _____

2018 Catholic Press Awards