Ideas Contest

Tennessee Press Association Contest for Advertising & Circulation Ideas

2024

Showcase your best ideas and design work for print and digital.

Enter the 2024 Ideas Contest today!

Monday DEADLINE: 3.18.24

ENTER ONLINE:
https://betternewspapercontest.com/2024TPAIdeasContest

PASSWORD:
Ideas2024

AWARDS

Awards in the Tennessee Press Association Advertising & Circulation Ideas Contest will be given in each category and division for First, Second and Third place. A plaque will be given for Best of Show. All others receive a certificate. Awards will be presented in a manner, time and date to be determined by the TPA Board of Directors.

GENERAL RULES

Categories:

(see pages 4-6 for descriptions)

Advertising

- **Best Special Section #1**
- **Best Self-Promotion of a Newspaper #2**
- **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 Professional Service Ad #11**
- **Best Furniture and/or Appliance Ad #12**
- **Best Classified Section #25**
- **Best Marketing Materials #28**
- **Best Niche Product #29**
- **Best Use of Humor Ad #30**
- **Innovation #41**

Circulation

- **Best Subscription Promotion Idea #13**
- **Best Carrier Contest Idea # 14**
- **Best Rack Card #15**
- **Best Single Copy Promotion #16**
- **Best N.I.E. Promotion #17**
- **Best Carrier Recruitment #18**
- **Best N.I.E. Sponsorship Recruitment #21**
- **Best Dealer/Vendor Promotion #22**
- **Best Bulk Promotion #23**
- **Best Reader Contest #24**
- **Best Subscriber Retention Program #26**
- **Best Internet Subscription Promotion #27**

Digital

- **Best Overall Web site #19**
- **Best Digital Display Ad Static #20**
- **Best Digital Animated Display Ad #31**
- **Best Expandable Digital Ad #32**
- **Best Digital Self-Promotion Ad #33**
- **Best Social Media Promotion #34**
- **Best Social Media Self-Promotion #35**
- **Best Video Ad or Underwriting Spot #36**
- **Best Digital Contest #37**
- **Best Multimedia Ad Campaign #38**
- **Best E-Marketing #39**
- **Best Native Ad #40**
- **Innovation #41**

Entries are sorted into competition divisions. There are four divisions that are determined by daily or non-daily status and total print distribution as listed in the published 2023 USPS Statement of Ownership, Management & Circulation or Audit.

Competition Divisions:

N-1 **Non-daily with 1 publication day a week and a total print distribution less than 5,000**

N-2 **Non-daily with a total print distribution greater than 5,000 and/or non-dailies with 2 to 3 publication days a week**

D-1 **Daily with a total print distribution less than 15,000**

D-2 **Daily with a total print distribution of 15,000 or above**

- **DEADLINE:** Entries must be submitted online at www.betternewspapercontest.com/2024TPAIdeasContest. The system opens for entries on Feb. 9 and closes at 10:59 p.m. Central Time on **Monday, March 18, 2024.**
- All entries should have appeared in your newspaper, website or have been conducted from January 1, 2023 through December 31, 2023.
- Any Tennessee Press Association member newspaper in good standing can submit entries. The fee is $7 per entry. The entry fee must be received by TPA on or before April 5, 2024.
- Submit a PDF of the ad only. Do not submit a full page tearsheet—except in the case of Best Special Section or Niche Product.
- 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. However, a separate entry must be made for each and a fee is required for each entry submitted.
- Do not include national advertisements or those completely prepared by newspaper-sponsored art services.
- **All entries must be conceptualized by the staff of the newspaper submitting the entries.**
- A project on which multiple newspapers collaborate must be entered only in the division of the larger newspaper.
- Decisions of the judges will be final.
- Entering the contests gives TPA permission to display the entries; distribute the entries to judges, contest participants and Ideas Contest Awards attendees as well as to publish the entries in print or online.
- Each newspaper that enters the contest will receive a link to the Powerpoint presentation of the 2024 winners.

Contact Tennessee Press Association with any questions about the Ideas Contest at (865) 584-5761, ext. 105 or rgentile@tnpress.com or Mobile: (865) 384-5923.

DEADLINE: MARCH 18

HOW TO SUBMIT ENTRIES

NOTE: Google Chrome is the recommended web browser for accessing the online contests system.

File types that may be uploaded are: PDF, JPG, GIF, and PNG.
Files should not be larger than 20 megabytes. For larger files, you may use your own server or an outside service such as realviewdigital.com, issuu.com, scribd, etc. and provide the URL to the content with your entry.
System will accept entries beginning on Feb. 9.

Login Instructions

1. Logging in for the first time:
Go to:
www.betternewspapercontest.com/2024TPAIdeasContest
Password: Ideas2024

PASSWORD: Ideas2024

- Below "Are you a contestant?" click "Newspaper Login"
- Where it says "Login as" select "Contestant Manager"
- Under "News Organization" select your newspaper. Don't forget to look under "The" at the bottom, and if you do not see your newspaper on the list, call TPA at (865) 584-5761, ext. 105 or email rgentile@tnpress.com.
- In the password box, enter temporary password: Ideas2024
- Press "Login"
- Now you must choose a new password and update the contact information for your newspaper.
- Press "Submit"

How to Submit Entries

2. To submit entries:
- Click on "Submit Entry"
- At "Division" leave it as "General"
- Enter the Advertiser & Caption or title of entry
- Enter comments (use this field to enter a user name and password, if needed to access the material)
- Click Browse to select a file from your file menu. If more than one attachment is desired for this entry, click on "attach more" and repeat these steps.
- Press "Submit"
- After each successful entry, the Official Entry Form will be presented. This is confirmation of your entry.

Select Submit Another Entry to submit more entries, or Manage entries, which will allow you to review the entries you've already submitted, or Logout.
For detailed instructions, go to www.BetterBNC.com and click on "Contestant Instructions".

How to Manage Entries

1. There are two tables on the "Manage Entries" page — "entries" (enabled and will be judged) and "disabled entries" (will not be judged). Be sure your attachments or URLs are showing in the "existing attachments" column.

2. Use the "Action" links for each individual entry which allow you to view your Official Entry Form/Label, edit an incomplete entry or make certain changes, and toggle any entry between enable/disable.

For a fast and efficient contest entry submission experience, enter the contest early (at least a few days before the deadline) and avoid the potential slowing down of the online contest system.

FEES & PAYMENT

TENNESSEE PRESS ASSOCIATION

Mail payment to:

Tennessee Press Association
ATTN: Ideas Contest
P.O. Box 31346
Clarksville, TN 37040

It is the entrant's responsibility to ensure that payment is processed to be received by TPA on or before April 5, 2024.

Entry Fee

ENTRY FEE: $7.00 per entry, make check payable to *Tennessee Press Association*.

Submitting Payment

Payment of entry fees must be received by April 5, 2024 in order for a newspaper's entries to be judged. It is the entrant's responsibility to ensure that payment is processed to be received by TPA on or before April 5, 2024.

1. On the Manage Entries page, confirm your newspaper name, and number of entries submitted.
2. Click Calculate Entry Fee.
3. A list of all your enabled entries will be displayed, with the entry fee of $7 per entry. Review the list of entries for accuracy. The Total Entry Fee Due is calculated at the bottom of the list.

TO PAY WITH A CREDIT CARD

4. Please email rgentile@tnpress.com to request a link to pay with a credit card.

CATEGORIES & DESCRIPTIONS

#1 Best Special Section—Best special section participated in by one or more advertisers (regardless of merchandise). Submit a PDF of the entire section. Please see the tips for entering files larger than 5 megabytes.

#2 Best Self-Promotion of a Newspaper—Best ad or series promoting circulation, advertising, editorial, or other department. Can include locally-created, non-public service advertising (house ads).

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

#4 Best Use of Multi-Color Ad

#5 Best Use of Single Color Ad

#6 Best Black & White Ad

#7 Best Feature Page or Pages—Sometimes referred to as signature page where one or more advertisers are involved. Best ad or series published by a downtown council, shopping center, or community wide group of merchants.

#8 Best 1/4 Page or Smaller Ad

#9 Best Food Store Ad—Best ad or series featuring food, dairy, drug, restaurants, liquor or other beverage product.

#10 Best Automotive Ad — Best ad or series featuring automotive, boats, aircraft, tires, gasoline, repair service or other related products and services.

#11 Best Professional Service Ad—Best ad or series featuring real estate, healthcare, financial, insurance or other "professional service".

#12 Best Furniture and/or Appliance Ad—Best ad or series featuring furniture, furnishings, appliances or hardware.

#13 Best Subscription Promotion Idea

#14 Best Carrier Contest Idea—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.

#15 Best Rack Card

#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!

#17 Best Newspaper in Education Promotion

#18 Best Carrier Recruitment—Beyond help wanted ads, beyond stickers for route availability, showcase your in-

TIPS

Setting up your account
We encourage you to set up your account and enter early. As the deadline nears the system will slow down from heavy usage. See page 3 for login instructions.

Title your entry
Use an entry title that will clearly identify your entry.

Maximum file size is 20 Megabytes/options
Please keep files under20 MB. And remember, judges will view your files on computer screens at 72 resolution, so high-resolution files are not needed. File types that may be uploaded are: PDF, JPG, GIF, and PNG.

Alternate options for files over 20 megabytes:
If you reduce your PDF file and it is still too large, you may choose to use a service such dropbox, google drive, scribd, www.realviewdigital.com, issuu.com, Yudu.com your own website or another hosting service to create a URL for the entry. Enter that URL into the appropriate field when submitting your entry on www.betternewspapercontest.com/2024TPAIdeasContest. Or, have them stored on your server and provide links with the entry.
Please do not place them behind a paywall.

DEADLINE: Monday, March 18, 2024

CATEGORIES & DESCRIPTIONS

novative 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.

#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 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 contests 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 contests 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 innovation in your market!

Some of the items you need to send with your entry are: ROP ads showing the contest's 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 PDFs of 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

DEADLINE: Monday, March 18, 2024

CATEGORY DESCRIPTIONS CONTINUED

efforts

#27 Best Internet Subscription Promotion—Submit PDFs of 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 lead the people to your site to subscribe in the first place!

#28 Best Marketing Materials—Best newspaper marketing book, sales material, rate sheet, etc.

#29 Best Niche Publication—Best "niche" publication produced by a newspaper but not necessarily running in the newspaper; i.e. real estate or automotive publications, tourist guides, senior tabs, hunting guides, women's magazines, etc.

#30 Best Use of Humor in an Ad

#19 Best Overall Website—This entry will be judged on originality, utility and navigability. Websites may be for the newspaper, designed for an event or designed for an advertiser.

#20 Best Digital Static Display Ad—A single online ad (of any size) for a single advertiser, other than the newspaper, which is designed for delivery on a website or mobile app. This category is for static ads. Entries must be submitted using a link to the ad.

#31 Best Digital Animated Display Ad—A single online animated ad (of any size) for a single advertiser, other than the newspaper itself, which is designed for delivery on a website or mobile app.

#32 Best Expandable Digital Ad

#33 Best Digital Self-Promotion Ad—A single online ad (of any size) promoting the newspaper and/or its operations, which is designed for delivery on a website or mobile app.

#34 Best Social Media Promotion for an Advertiser—This entry should include a description of no more than 300 words and examples of the overall social media marketing or promotional campaign for a client.

#35 Best Social Media Self Promotion—This entry should include a description of no more than 300 words and examples of the overall social media marketing or promotional campaign for a newspaper.

#36 Best Video Ad or Underwriting Spot—A single video advertisement or underwriting spot. (stand-alone, sponsored content, pre-or mid-roll, etc.)
The video could be either used within a video broadcast or webcast, or stand-alone on a website. Please submit a link to view the video ad from a publicly available host, such as Vimeo or YouTube. If you submit a link through your website, please ensure that it is to a static site that will serve the video every time a viewer loads the page.

#37 Best Digital Contest

#38 Best Multimedia Ad Campaign—A series of ads (min. of 3, max of 5 examples) for a single advertiser, other than the newspaper itself, in at least two different media. Examples of different media include printed publications, online portals, mobile apps, distribution rack signs, email blasts, etc. Please make clear in your submission in which media the ad appeared. In addition to submitting the ads, if possible, please show the ad as it appeared to the public (such as a photo of the ad on the park bench, or of the street team handing out the flyer.)

#39 Best E-Marketing—(For an advertiser or self-promotion.) Entry could be email blast for an advertiser or an email blast for newspaper's self-promotion. Included in the category is best e-newspaper newsletter advertising/sponsorship opportunity. E-Direct Marketing programs would be included in this category as well.

#40 Best Native Advertisement or Sponsored Content—Entries to consist of the best sponsored/paid advertorial content on the newspaper's website. Advertiser and newspaper self-promotion programs included in this category.

#41 Innovation—Innovative ideas and programs to include non-traditional revenue streams including contests and promotions, events, products, sponsorships and more. Show and tell us what you did, explaining engagement and impact to your bottom line.

All entries must be conceptualized by the staff of the newspaper submitting the entries.

Deadline: 3.18.24

2024 TPA Ideas Contest Payment Instructions

Submitting Payment

1. On the Manage Entries page, confirm your newspaper name, and number of entries submitted.
2. Click Calculate Entry Fee.
3. A list of all your enabled entries will be displayed, with the entry fee of $7 per entry. Review the list of entries for accuracy. The Total Entry Fee Due is calculated at the bottom of the list.
4. Print this report to submit with your payment. It is the entrant's responsibility to ensure that payment is processed to be received by TPA on or before April 5, 2024.

ENTRY SERVICE FEES:

Newspaper: _____ **City:** _____

Contact Person: _____

E-mail Address for questions: _____

Entry Fee is $7.00 per entry.

Total Number of Entries: _____ **X $7.00 = Amount Enclosed: $** _____

MAKE CHECK PAYABLE TO:

Tennessee Press Association
ATTN: State Press Contests
412 N. Cedar Bluff Road, Suite 403
Knoxville, TN 37923

OR

Tennessee Press Association
ATTN: State Press Contests
P.O. Box 31346
Clarksville, TN 37040

QUESTIONS? (865) 584-5761 Ext. 105

TO PAY BY CREDIT CARD:

TPA will accept credit cards through our PayPal account. To pay in this manner, please **email rgentile@tnpress.com for a link to pay with a credit card.**

ALL PAYMENTS MUST BE RECEIVED BY APRIL 5, 2024

Entries must be received by March 18, 2024.