



FLORIDA NEWSPAPER ADVERTISING MARKETING EXECUTIVES

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# 2004 TEARSHEET COMPETITION

*Call for Entries*

ANNUAL CONFERENCE • SEPTEMBER 9-11 • RITZ-CARLTON GOLF RESORT, NAPLES

# 2004 Awards Competition

*Be recognized for your creative ideas that brought new or incremental revenue to your newspaper while contributing to its marketing strategies.*



## ELIGIBILITY

There will be three groups based on ABC Sunday, or CAC circulation for the 12-month period ending March 31, 2004.

- **GROUP ONE**            **125,001 and over**
- **GROUP TWO**        **50,001 to 125,000**
- **GROUP THREE**     **50,000 and under**

All entries must have been published in an FNAME member newspaper during the 12 months prior to May 28, 2004.

Each FNAME newspaper may submit an unlimited number of entries for judging, including any number of entries within a category.

The Competition Entry Form requires a statement of where and when the advertising first appeared and must be signed by the entrant. Should a question be raised regarding an entry, the entrant agrees by their signature to submit any documentation deemed necessary by FNAME for review. Inability to provide this

## RECOGNITION

A Gold FNAME Award will be presented for first place, a Silver Award for second place and a Bronze Award for third place in each of the categories.

Appropriate awards or certificates will be presented to each newspaper. There will be no ties. The Grand Award will go to the newspaper in each circulation group garnering the greatest number of points on the following basis:

- **GOLD**                    **10 points**
- **SILVER**                **5 points**
- **BRONZE**              **2 points**

## BEST OF SHOW

FNAME will present one Best of Show Award for newspaper-created advertising. This Best of Show Award will be selected by judges from all groups and all categories.

## JUDGING

Entries will be judged by a group of qualified advertising professionals - whose decisions will be final - on the following basis: 100% for creativity and adaptability.



## IMPORTANT REMINDERS

- Entries must be displayed in strict accordance with enclosed mounting instructions and exhibit rules.
- Entries must have been published within the 12 months prior to May 28, 2004.
- You must enclose a check with your entries.
- You must sign your entry form.

*For more information, call Rick Kendall at 239-263-4743 or email: [rckendall@naplesnews.com](mailto:rckendall@naplesnews.com)*

# 2004 Awards Competition

Be a winner! Include this manifest with your entries.  
Entry deadline: Friday, May 28, 2004



## MANIFEST

Remember: All entries must have been published in an FNAME member newspaper during the 12 months prior to May 28, 2004.

NEWSPAPER \_\_\_\_\_ GROUP \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_ PHONE \_\_\_\_\_

E-MAIL \_\_\_\_\_

### Indicate the number of entries in each category:

CATEGORY 1 \_\_\_\_\_ CATEGORY 9 \_\_\_\_\_

CATEGORY 2 \_\_\_\_\_ CATEGORY 10 \_\_\_\_\_

CATEGORY 3 \_\_\_\_\_ CATEGORY 11 \_\_\_\_\_

CATEGORY 4 \_\_\_\_\_ CATEGORY 12 \_\_\_\_\_

CATEGORY 5 \_\_\_\_\_ CATEGORY 13 \_\_\_\_\_

CATEGORY 6 \_\_\_\_\_ CATEGORY 14 \_\_\_\_\_

CATEGORY 7 \_\_\_\_\_ CATEGORY 15 \_\_\_\_\_

CATEGORY 8 \_\_\_\_\_ CATEGORY 16 \_\_\_\_\_



Total Number of Entries: \_\_\_\_\_

Multiply Times \$10.00 = \_\_\_\_\_

Add \$20.00 Entry Fee + \_\_\_\_\_

Equals Total Amount = \_\_\_\_\_

Amount Paid:

Make check payable to FNAME. Enclose check and entry form with your entries. Sorry, credit cards not accepted.  
SEND POSTAGE PAID TO: Naples Daily News, Attn: Rick Kendall, 1075 Central Avenue, Naples, FL 34102

## Entry Forms

### GROUP 1



**Circulation 125,001 and over**

Attach to front top right corner of board

Category # \_\_\_\_\_ Pub. Date. \_\_\_\_\_

Name of Entry \_\_\_\_\_

Newspaper \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone Number \_\_\_\_\_

### RESULTS CARD



**Optional**

Attach to front top left corner of board

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### GROUP 2



**Circulation 50,001 to 125,000**

Attach to front top right corner of board

Category # \_\_\_\_\_ Pub. Date. \_\_\_\_\_

Name of Entry \_\_\_\_\_

Newspaper \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone Number \_\_\_\_\_

### RESULTS CARD



**Optional**

Attach to front top left corner of board

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### GROUP 3



**Circulation 50,000 and Under**

Attach to front top right corner of board

Category # \_\_\_\_\_ Pub. Date. \_\_\_\_\_

Name of Entry \_\_\_\_\_

Newspaper \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone Number \_\_\_\_\_

### RESULTS CARD



**Optional**

Attach to front top left corner of board

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