

BE RECOGNIZED

Showcase your creative ideas at the...

# 2006 Creative Excellence Competition

# Categories

## ELIGIBILITY

There will be three groups based on ABC or CAC Sunday, Circulation for the period ending December 31, 2005

Group 1 - 125,001 and over  
Group 2 - 50,001 to 125,000  
Group 3 - 50,000 and under

All entries must have been published in an FNAME member newspaper during the 12 months preceding the deadline.

The competition Entry Form requires a statement of where and when the advertisement 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 documentation will be grounds for disqualification.

## RECOGNITION

The Award Presentation will take place on Friday, August 25th

A Gold FNAME Award will be presented for first place, a Silver Award Certificate for second place and a Bronze Award Certificate for third place in each category. There will be no ties. The Grand Award will go to the newspaper in each circulation group which achieved the greatest number of points on the following basis:

Gold 10 Points  
Silver 5 Points  
Bronze 2 Points

## JAY WEIMAR AWARD FOR 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 decision will be final. Judging will be based 100% on creativity and adaptability. With the exception of category 15, all entries must have been created by a member newspaper.

## 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, 31, 2006
- Please attach translation for all Hispanic ads on a separate results card.
- A check must be enclosed with entries.
- Entry form must be sign.
- For more information, call Carol von Feilitzsch, 561-820-4281 or Kim Barnes, 561-820-4283 or email: Carol at [cvonfeilitzsch@pbpost.com](mailto:cvonfeilitzsch@pbpost.com) or Kim at [kbarnes@pbpost.com](mailto:kbarnes@pbpost.com)

Entry Deadline: Friday, June 30th  
The Award Presentation will take place on  
Friday, August 25th



## CATEGORY 1

### Display Advertising

Featuring areas such as apparel, furniture, appliances, hardware, food and drug, florists or jewelry.

## CATEGORY 2

### Business to Consumer/ Business to Business

Best ad featuring financial, professional or educational services.

## CATEGORY 3

### Automotive/Boating

Best ad featuring automotive or boat dealerships - new or used, repair services, auto aftermarket.

## CATEGORY 4

### Real Estate

Best ad featuring real estate developers, home builders - single or multi-advertiser.

## CATEGORY 5

### Health Care

Best ad featuring health care providers including hospitals and nursing homes.

## CATEGORY 6

### Market Book/Collateral Material

Best market book, research piece, rate card, sales packet and/or other collateral promoting a newspaper or its market.

## CATEGORY 7

### Multiple Participants, Councils, Associations

Best ad featuring a shopping center.

## CATEGORY 8

### Special Section

Best in-paper special section with participation by one or more advertisers, regardless of merchandise.

## CATEGORY 9

### Dining & Entertainment

Best ad featuring a restaurant, entertainment, travel or tourism.

## CATEGORY 10

### Niche Publication

Best alternative delivery product (editorial or advertorial) featuring a targeted demographic (seniors, health, women's issues, parenting, etc.)

## CATEGORY 11

### Inserts

Best web-print or press-fed insert designed for a single advertiser, direct mail or in-paper, regardless of merchandise

## CATEGORY 12

### Best Color Ad

Best ad featuring spot or full color, regardless of category.

## CATEGORY 13

### Promotional Ads

Best house ad or series promoting the newspaper (tearsheets only). Includes ads promoting news, circulation, advertising and community relations.

## CATEGORY 14

### Best Cover Design

Any special section.

## CATEGORY 15

### Best Ad Created Outside the Newspaper

Regardless of merchandise. Includes advertising agencies.

## CATEGORY 16

### Out of the Box

Best ad, sales promotion, ad series or section, regardless of category.

## CATEGORY 17

### On-Line

Best on-line ad or ad campaign. URL addresses must be submitted for all on-line entries. In addition, you must submit a printed 8 1/2 x 11" color screen shot and a CD which is PC compatible. Affix the entry form to the front of the CD case.