

Once a year, sure as a full moon casts a ghostly glow on the high seas ... and pirates walking the plank fear the curse of Davey Jones' locker ... Florida's newspaper marketers pillage their cubicles and plunder their archives to prepare for the

2007 FNAME CREATIVE EXCELLENCE AWARDS

Call for Entries

It's a fierce, cutthroat competition, testing the talents of the heartiest lads and lasses, but worthy of the spoils of being recognized as the biggest and best in Florida newspaper marketing.

Avast, ye hearties ... and read on if you dare!



Embassy Suites Hotel Tampa
Downtown Convention Center
September 6-8, 2007
513 S. Florida Avenue ~ Tampa, FL 33602

Prepare Ye for Battle

Showcase the bounty of last year's blood, sweat and tearsheets at the

2007 CREATIVE EXCELLENCE COMPETITION

Weigh Anchor... The Voyage Begins!

ELIGIBILITY

There will be three groups based on ABC or CAC Sunday, Circulation for the period ending December 31, 2006

- 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.

Merriment and Mayhem

The Award Presentation will take place on Friday, Sept. 7

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

Pieces of Eight

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.

Treasure Hunt

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.

Shiver Me Timbers!

- 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, 2007
- Please attach translation for all Hispanic ads on a separate results card.
- A check must be enclosed with entries.
- Entry form must be signed.
- For more information, call Kathleen Kilgore, 813-259-7451 or Don Weaver, 813-259-7972 or email: Kathleen at kkilgore@tampatrib.com or Don at dweaver@tampatrib.com

Categories

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 8½x11" color screen shot and a CD which is PC compatible. Affix the entry form to the front of the CD case.



Deadline for Entries

Friday, June 29

The Awards Presentation will take place on Friday, Sept. 7

SENDING YOUR ENTRIES

Mounting Instructions – aaaaarrrrrggghhh!

All exhibits must be mounted on an 18" x 28" white showcard board including on-line. White board thicker than 4-ply is not permitted. Colored board may not be used.

All boards must be presented in vertical format (18" across x 28" down) and must have the entry centered and parallel to the top of the panel (no angled entries.) Mount entire tearsheet, regardless of size.

All boards must be punched with 4 holes. To facilitate their proper display these holes must be placed 3/4" down from the top and 4 3/4" in from each side (as shown in Figure A.)

The category card must be mounted flush to the upper right corner on each entry.

The results card (optional) must be mounted flush to the upper left corner.

No decorations, rules, logos, mastheads, borders etc. will be allowed on the display boards — just your entry, your category card and the (optional) results card.

Acetate pockets are acceptable for items such as market books, tabloids, quarterfolds etc. and must center the entry on the display board.

A series of thematically related ads, or complete sections will be treated as one entry and must be on one panel. The recommended method is to punch the top of the section and a strip of cardboard with at least three holes. Assemble and mount onto the display panel with brass brads, as shown in Figure B. Slit the left side of a section through the gutter to form single pages, attached by the top brads only. It is suggested that you cover the back of the brads with masking tape so they do not rip other entries.

Optional: To provide optimum quality for the conference presentation and the winners brochure, please supply a CD with PDFs of your entries. PDFs can be submitted at your normal settings for proofs or press. If PDFs are not submitted, photos will be taken of your tearsheets.

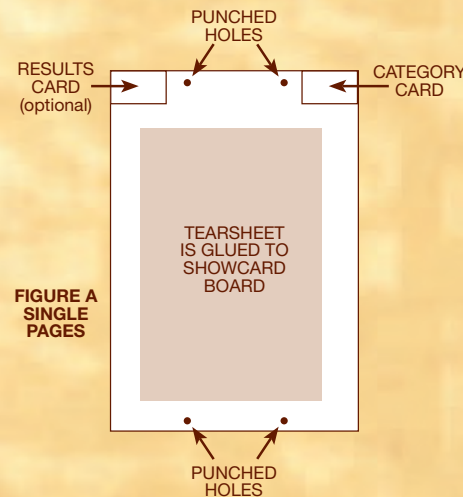


FIGURE A
SINGLE
PAGES

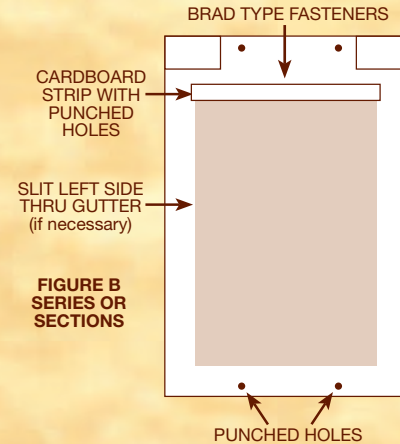


FIGURE B
SERIES OR
SECTIONS

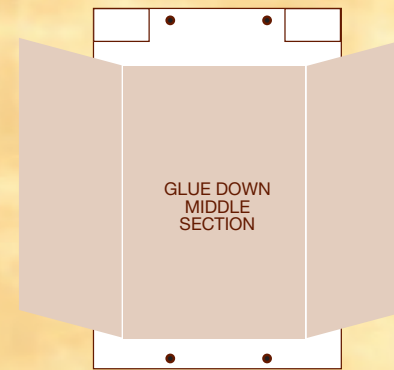


FIGURE C/DOUBLE TRUCK

Double trucks must use just one board. Center and glue the entry as indicated in Figure C.

Double check your entries

- Is the form filled out correctly and included with your tearsheet?
- Is the check made out for the proper amount? (\$20 entry fee plus \$12 per entry)
- Do your entries conform to all rules?

Shipping

Be sure to pack your entries, entry form and check (payable to FNAME) and mail postage-paid to:

The Tampa Tribune
Attn: Don Weaver/Graphics Manager
Advertising Operations
202 South Parker Street
Tampa, FL 33606