

2009 FNAME CREATIVE  
EXCELLENCE AWARDS

# CALL FOR ENTRIES

ENTRY DEADLINE  
**FRIDAY, JULY 31**

## REMEMBER

Eligible entries must have been published between June 1, 2008, and May 31, 2009.

## SEND POSTAGE PAID TO

The Miami Herald /FNAME Tearsheet Contest  
Attn: Eric Douglas/Operations Manager  
One Herald Plaza  
Miami, FL 33132

## DOUBLE CHECK YOUR ENTRIES

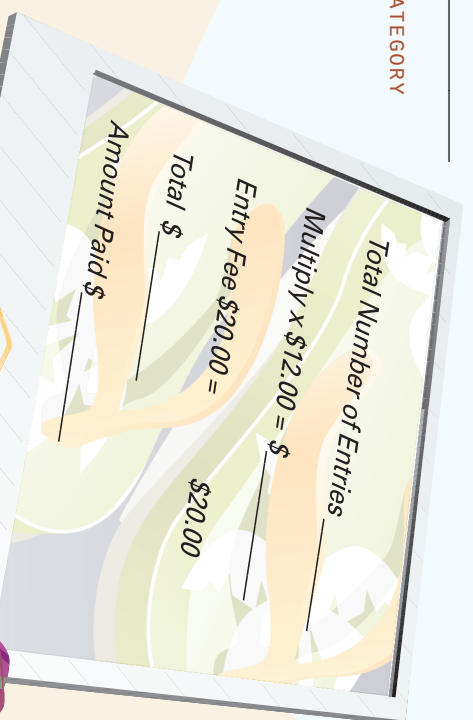
- Is the form filled out correctly and included with your tearsheet?
- Is the check made out for the proper amount? (\$20 entry fee plus \$12 per entry)
- Do your entries conform to all rules?
- Make checks payable to FNAME. Enclose check and entry form with your entries. Sorry, credit cards not accepted.

For more information, call Debbie Aguiar, 305.376.4779 or Silvia Schencker, 305.376.2708 or email: [Debbie at DAguiar@miamiherald.com](mailto:Debbie at DAguiar@miamiherald.com) or Silvia at [SSchencker@miamiherald.com](mailto:SSchencker@miamiherald.com)

Newspaper \_\_\_\_\_  
Group \_\_\_\_\_  
Contact Person \_\_\_\_\_  
Email \_\_\_\_\_

INDICATE THE NUMBER OF ENTRIES IN EACH CATEGORY

Category 1 \_\_\_\_\_ Category 10 \_\_\_\_\_  
Category 2 \_\_\_\_\_ Category 11 \_\_\_\_\_  
Category 3 \_\_\_\_\_ Category 12 \_\_\_\_\_  
Category 4 \_\_\_\_\_ Category 13 \_\_\_\_\_  
Category 5 \_\_\_\_\_ Category 14 \_\_\_\_\_  
Category 6 \_\_\_\_\_ Category 15 \_\_\_\_\_  
Category 7 \_\_\_\_\_ Category 16 \_\_\_\_\_  
Category 8 \_\_\_\_\_ Category 17 \_\_\_\_\_  
Category 9 \_\_\_\_\_



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ENTRY DEADLINE  
**FRIDAY, JULY 31**

## FNAME Conference

HOSTED BY THE MIAMI HERALD MEDIA COMPANY  
SEPTEMBER 24, 25, 26, 2009  
SONESTA HOTEL, COCONUT GROVE, FL

## TOES IN THE SAND... AWARD IN YOUR HAND

2009 FNAME CREATIVE EXCELLENCE AWARDS

You've worked hard all year on your newspaper marketing creative. Developing new concept... killer designs... convincing copy... whew!

Now it's time to kick back, soak up the sun – and get some well-deserved recognition.

Simply submit your finest work of the last year, and picture this: you could be named one of the best in Florida newspaper marketing.

THEN KUDOS, CREATIVE GURU!  
YOUR LIFE'S A BEACH, AND  
THERE'S NO JACKET REQUIRED.

# Flip flops in the sand



# CATCH THE WAVE

## ELIGIBILITY

There will be three groups based ABC or CAC Sunday, Circulation for the period ending December 31, 2008.

- 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 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 the FNAME for review. Inability to provide this documentation will be grounds for disqualification.

# THE BIG KAHUNA

**THE AWARD PRESENTATION WILL TAKE PLACE ON FRIDAY, SEPTEMBER 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

## LIFEGUARD RULES

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, 2009.
- 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 Debbie Aguiar, 305.376.4779 or Silvia Schencker, 305.376.2708 or email: Debbie at [DAguiar@miamiherald.com](mailto:DAguiar@miamiherald.com) or Silvia at [SSchencker@miamiherald.com](mailto:SSchencker@miamiherald.com)

# TROPICAL TREASURES

## 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, homebuilders — 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 online ad or ad campaign. URL addresses must be submitted for all online entries. In addition, you must submit a printed 8.5 x11" color screen shot and a CD which is PC compatible. Affix the entry form to the front of the CD Case.

## CATEGORY 18

**Best Multi-Media Campaign**  
Integrated Advertising Campaign, which includes:

- Online
- Video
- Niche Publications
- Inserts/Circulars
- ROP
- Other Media
- Direct Mail Components

# MOUNTING INSTRUCTIONS

All exhibits must be mounted on an 18"x 28" white show cardboard 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 places 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.

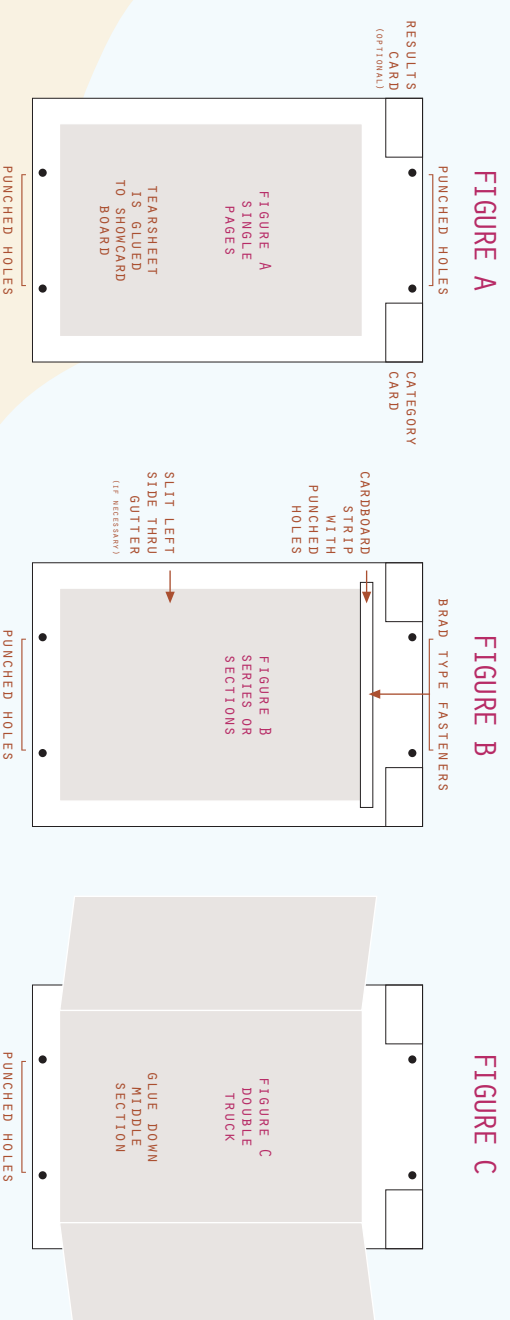
The results card (optional) must be mounted flush to the upper left corner.

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 marker books, tabloids, quarter folds 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 winner's 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. Double trucks must use just one board. Center and glue the entry as (indicated in Figure C).



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