

Group B

Papers with a circulation of 20,000 or more.

Labels: Affix these labels, or a copy of the appropriate label, to the **BACK/lower right-hand corner** of each entry.

One label per category has been provided. If additional labels are required, please photocopy these labels on the same color paper. All entries must be mounted, etc. See instructions.

Please print entry blanks on **BLUE** paper for all Group B entry forms.

1 General Excellence **Group B**

Division 1

Free Community Papers—with less than 10% news content. Limit 1 entry.

Publication _____

City _____

1 General Excellence **Group B**

Division 2

Free Community Papers—with more than 10% news content. Limit 1 entry.

Publication _____

City _____

2 Advertising Promotion **Group B**

Division 1

Advertising Promotion ROP, 4 pages or less.

Title _____

Publication _____

2 Advertising Promotion **Group B**

Division 2

Advertising Promotion—full run separate section.

Title _____

Publication _____

2 Advertising Promotion **Group B**

Division 3

Advertising Promotion—separate publication with partial or separate distribution.

Title _____

Publication _____

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3 Self Promotion

Group B

Division 1

Advertisement in your paper that promote the use of your paper.

Title _____

Publication _____

3 Self Promotion

Group B

Division 2

Promotion of your paper other than ads in your paper.

Title/Item _____

Publication _____

4 Best Grocery Ad

Group B

Division 1

Half page or less.

Title _____

Business _____

Publication _____

4 Best Grocery Ad

Group B

Division 2

Greater than half page.

Title _____

Business _____

Publication _____

5 Best Single Ad

Group B

Division 1

Black and White, 1/2 page or less.

Title _____

Business _____

Publication _____

5 Best Single Ad

Group B

Division 2

Black and White, larger than 1/2 page.

Title _____

Business _____

Publication _____

5 Best Single Ad

Group B

Division 3

Black, plus one color fountain, any size.

Title _____

Business _____

Publication _____

5 Best Single Ad

Group B

Division 4

Process Color, 1/2 page or less.

Title _____

Business _____

Publication _____

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5 Best Single Ad

Group B

Division 5

Process Color, larger than 1/2 page.

Title _____

Business _____

Publication _____

7 Best Automotive Ad

Group B

Division 1

Half page or less.

Title _____

Business _____

Publication _____

8 Best Real Estate Ad

Group B

Division 1

Half page or less.

Title _____

Business _____

Publication _____

9 Best Dining Ad

Group B

Division 1

Half page or less.

Title _____

Business _____

Publication _____

6 Best Ad Series

Group B

Division 1

A series of at least three ads showing continuity.

Title _____

Business _____

Publication _____

7 Best Automotive Ad

Group B

Division 2

Greater than half page.

Title _____

Business _____

Publication _____

8 Best Real Estate Ad

Group B

Division 2

Greater than 1/2 page.

Title _____

Business _____

Publication _____

9 Best Dining Ad

Group B

Division 2

Greater than 1/2 page.

Title _____

Business _____

Publication _____

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10 Do More with Less Space

Group B

Division 1

Less than 1/4 page.

Title _____

Business _____

Publication _____

10 Do More with Less Space

Group B

Division 2

1/4 page to larger.

Title _____

Business _____

Publication _____

11 Editorial Entry

Group B

Division 1

Human Interest.

Title _____

Publication _____

11 Editorial Entry

Group B

Division 2

Reporting.

Title _____

Publication _____

11 Editorial Entry

Group B

Division 3

School Sports.

Title _____

Publication _____

12 Classified Promotion

Group B

Division 1

Ads detailing promotions used to build your classified ad business.

Title _____

Publication _____

13 Best Health-Care-Related Ad

Group B

Division 1

Title _____

Business _____

Publication _____

14 Best Sig Page Promotion

Group B

Division 1

Single Page.

Title _____

Publication _____

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14 Best Sig Page Promotion **Group B**

Division 2

More than one page.

Title _____

Publication _____

15 Best Specialty Publication **Group B**

Division 1

Advertising promotion for a separate publication.

Title _____

Publication _____

16 Best Cover Page of Special Section **Group B**

Division 1

Newsprint cover.

Title _____

Publication _____

16 Best Cover Page of Special Section **Group B**

Division 2

Coated stock cover.

Title _____

Publication _____

17 Best Use of Photograph **Group B**

Division 1

In-house photography.

Title _____

Publication _____

17 Best Use of Photograph **Group B**

Division 2

Stock photography.

Title _____

Publication _____

18 Best On-Line Ad **Group B**

Division 1

Color printout of the ad

Title _____

Business _____

Web Site _____

19 Best Web Site **Group B**

Division 1

Color printout of your home Web page.

WEB SITE ADDRESS

Publication _____

Please print entry blanks on BLUE paper for all Group B entry forms.