

# WCP 2012 Ad Competition

# Registration Form

## Deadline, February 1, 2012

Publication Name \_\_\_\_\_

Publisher's Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

email \_\_\_\_\_

**PLEASE CHECK ONE:**

Group A, yellow, circ. -20,000    Group B, blue, circ. +20,000

**Group A**     **Group B**

Yellow \_\_\_\_\_    Blue \_\_\_\_\_

**Total Number of Entries:**

**X \$5 each**

**Total Entry Fee**

**There is a \$5 fee per entry.** Please check the categories you wish to enter. Please read the criteria carefully. Failure to meet entry criteria may result in disqualification of entry. A full set of labels is enclosed for use in submitting entries. Use only the labels you require in the division applying to your publication. Labels are color-coded. If more labels are needed, photocopy the labels included in this mailing on the same color paper, or call the WCP office.

**Remember, your label goes on the BACK of the entry.**

**Mail Entry & Fees To:**  
**WCP Awards Competition**  
**101 S. Main Street**  
**Fond du Lac, WI 54935**

## Category

Please write "1 entry" or "2 entries" beside each division you are entering.

### 1. General Excellence:

Division 1: \_\_\_\_\_

Division 2: \_\_\_\_\_

### 2. Advertising Promotion:

Division 1: \_\_\_\_\_

Division 2: \_\_\_\_\_

Division 3: \_\_\_\_\_

### 3. Self Promotion:

Division 1: \_\_\_\_\_

Division 2: \_\_\_\_\_

### 4. Best Grocery Ad:

Division 1: \_\_\_\_\_

Division 2: \_\_\_\_\_

### 5. Best Single Ad:

Division 1: \_\_\_\_\_

Division 2: \_\_\_\_\_

Division 3: \_\_\_\_\_

Division 4: \_\_\_\_\_

Division 5: \_\_\_\_\_

### 6. Best Ad Series:

Division 1: \_\_\_\_\_

### 7. Best Automotive Ad:

Division 1: \_\_\_\_\_

Division 2: \_\_\_\_\_

### 8. Best Real Estate Ad:

Division 1: \_\_\_\_\_

Division 2: \_\_\_\_\_

### 9. Best Dining Ad:

Division 1: \_\_\_\_\_

Division 2: \_\_\_\_\_

### 10. Do More with Less Space:

Division 1: \_\_\_\_\_

Division 2: \_\_\_\_\_

### 11. Editorial Entry:

Division 1: \_\_\_\_\_

Division 2: \_\_\_\_\_

Division 3: \_\_\_\_\_

### 12. Classified Promotion:

Division 1: \_\_\_\_\_

### 13. Best Health-Care-Related Ad:

Division 1: \_\_\_\_\_

### 14. Best Sig Page Promotion:

Division 1: \_\_\_\_\_

Division 2: \_\_\_\_\_

### 15. Best Specialty Publication:

Division 1: \_\_\_\_\_

### 16. Best Cover Page of Special Section:

Division 1: \_\_\_\_\_

Division 2: \_\_\_\_\_

### 17. Best Use of Photograph:

Division 1: \_\_\_\_\_

Division 2: \_\_\_\_\_

### 18. Best On-Line Ad:

Division 1: \_\_\_\_\_

### 19. Best Web Site:

Division 1: \_\_\_\_\_

**Limit 1 Entry**  
**NO CHARGE for this category**