APA
Media
AWARDS

Print | Digital | Magazine

2023 APA Media Awards

Magazine Rules

ENTRY DEADLINE: Monday March 20, 2023

2023 AMA Magazine Contest Essentials

Contest Deadline: Monday, March 20, 2023.
Deadline for receipt of entries is 11:59 PM, Monday, March 20. All entries must be entered online at _www.newspapercontest.com/Alabama/_ on this date. Categories that require mail-in entries must be postmarked no later than Monday, March 20, 2023.

Contest Period:
January 1, 2022, to December 31, 2022

Number of Entries:
Only one entry may be submitted by each magazine title in categories 1 and 11. No more than four (4) entries may be submitted for the other categories.

Entry Fee/Payment:
$8.50 per entry

Divisions:
Only one division for 2023 (M-Magazine)

Eligibility:
The contest is open to magazines that have joined under the APA magazine category. All entries must be original from your magazine. Magazine titles entering the contest must provide at least one (1) judge per paper. A signed Publisher's Statement of Validity is required.

Group Publications:
In instances in which more than one magazine title published under one ownership cooperates in its news and advertising, a single piece of work can be entered by only one magazine title.

Membership Requirements:
The AMA Contest Committee moved to require magazine titles to be current members of APA in order to participate in the contest.
  Annual Membership Fees:
   -Magazines not affiliated with active member newspapers: $500
   -Magazine titles affiliated with active member newspapers: equal to 10% of active
   parent publication dues

Please contact APA for more information.

Entry Prep:
All entries should be submitted as a cropped PDF, JPG or URLs, and a lower quality PDF of the entire page to include the date of publication and paper. Check the rules for more details. Some categories require hard copies to be mailed as well as entered online. Note: PDF's should be print quality resolution, but please try to optimize the file to the smallest size. Ads for entry should be clearly marked so it is obvious what to judge.

2023 Magazine Contest Essentials

Web Category:
   If linking to a part of your website that is behind your paywall or password-protected area, make sure to include a user name and password for the judges that will work in the months of March, April and May. Judges may disqualify your entry if work samples are inaccessible. Simply enter your paywall info into the Title/Cutline box or create a PDF with the access info and upload when you submit your entry.

Judging information:
   Judging will be handled by newspaper professionals from another state (our 2023 partner is the North Carolina Press Association). Judges reserve the right to disqualify entries submitted in an inappropriate category or that do not otherwise follow the criteria described herein. Decisions of the judges are final, however the AMA Contest Committee reserves the right to revoke any award found to be in violation of the contest rules.

Awards:
   Magazines will receive select awards at the APA Summer Convention as part of the AMA banquet. Not all winners will be announced prior to the banquet.

Indicates that category is a mail-in category. Packages should be shipped to :

Alabama Press Association
AMA Magazine Entry
600 Vestavia Parkway, Suite 291
Vestavia, AL 35216

Packages must be postmarked by **March 20, 2023.**

PDF Instructions

- Each entry must be less than 100 MB, but smaller files are better.

- Eliminate extra pages. Upload only the page(s) on which the entry is located.

- For multiple-page entries, combine all pages, including jumps, into one PDF.

- If you don't have Adobe Acrobat or can't figure out what to do, call APA for help.

Extract pages from multi-page PDFs:

- If your entry is part of a multi-page PDF, open the PDF with Adobe Acrobat and save it with a new name.
- Open the new PDF, go to "Document" menu, select "Extract Pages" and follow the directions.
- Eliminate all pages that are NOT part of your entry. In the "Pages" panel, you can rearrange the PDFs in the order you want the judges to see them.
- Save the new PDF.

Combine multiple PDFs into one:

- Each entry should consist of one single PDF file whenever possible.
- If a category calls for more than one piece, combine the pieces into a single file for uploading to the contest platform. It is especially important that jumps are included!
- Using Adobe Acrobat, open the first PDF that you want in your entry and save it with a new name.
- Open the new PDF, go to the "Document" menu and choose "Insert Pages." Navigate to the next PDF that you want in the entry and select it.
- Continue until you have inserted all of your pages. In the "Pages" panel, you can rearrange the PDFs in the order you want the judges to see them. Save the new PDF.

Marking an entry on a full-page PDF:

- Within Acrobat, be sure to mark your entry with an arrow or box so judges will know what to judge.
- This is especially important if you have more than one ad or article per page.

Make PDF files smaller:

- For printing, most newspaper PDFs include high-resolution images. However, contest entries will be viewed and judged on computer screens at low resolution and in RGB color.
- Changing the resolution and changing the CMYK color mode to RGB are the two most effective ways to reduce file size without sacrificing the screen viewing quality.
- Winning entries will be displayed in a printed tab, so do not reduce below average print quality.

BASIC ENTRY INSTRUCTIONS

http://www.newspapercontest.com/Alabama

The Association Code is: AlabamaPress

Step 1 — Login to http://www.newspapercontest.com/Alabama. Complete rules for all contests are available online. Some browsers, such as Safari, will open the rules in a new window; others will require you to download the PDF file to your computer.

Step 2 — Click on the "Register" tab.

Step 3— Register on the contest website using your email address. **The Association Code is: AlabamaPress**. You will receive a confirmation email, which you will need to complete your registration. **Note: You will need separate email addresses for the editorial, advertising and magazine contests.**

Step 4 — On this page, select your newspaper name. A lot of information will auto-fill. If you do not see your paper listed or if the information is incorrect, please call APA at (205) 871-7737.

Step 5 — Select "Editorial" or "Advertising" or "Magazine" to begin submitting entries. As you create entries, this field will not change unless you select to change it. All required fields are marked with a red asterisk.

Step 6 — Select the contest category. These are drop-down menus for your convenience. This field will clear each time you save an entry, so you must select a class or category for each new entry. When you select the class or category, special instructions will appear below it.

Step 7 — If necessary, provide an explanation of your entry. The explanation/cutline box is limited to 3,000 characters. It's a good idea to write your explanation in another program, such as Word, and copy/paste into the explanation box. If a URL is required, fill in the URL box; there is no need to type "http://."

Step 9 — Include the name of the person or people who should be credited for any award. This is generally the writer, reporter, photographer, graphic artist, cartoonist, etc. It is not necessarily the name of the person submitting the entry or the person picking up the award at the convention.

Step 10 — Add your file or files. You can drag and drop files or use the "Add files" button to navigate to your files. Generally, files should be in PDF format except photos, which should be in high-resolution JPG format. Other files and URLs may be acceptable as noted in the special instructions. Upload as many files as are necessary to complete your entry but refer to the special instructions for any limitations. Mail-in categories **MUST** also be entered into the online system. Follow the instructions for each category listed in the Contest Rules and Regulations.

Step 11 — When you have completed your submission, click the "Save" button. If you click the "Back to list" button, you will lose the entry you just completed. After clicking "Save," you will be directed back to the list of your entries. You may not change an entry after it is saved, but you may delete an entry and resubmit it.

Step 12 — To submit another entry, click "Add New Entry." As long as you have not logged out of the system, your newspaper name will still be in place and you can simply start at Step 6 again. You may log out and log back in later to continue adding entries. You will need to select your newspaper name each time you log in.

Step 13 — If you are finished submitting entries, please review the list. When you are finished uploading all your entries, click the "Billing" button on the list page. This will take you to a page where the entry fee is automatically generated. You will have the option of paying online with a credit card via PayPal (you do not have to have a PayPal account to use this feature), phoning in a credit card payment or mailing in payment. Once payment is made, we will disable your access to the page. If you find out later that you need access, you would need to call the APA office at (205) 871-7737 or register using a different email address.

Category 1 Magazine of the Year ONE ENTRY PER PAPER

This is the top award given for magazines. Winners in the Magazine of the Year Award category can be said to be consistently outstanding issue to issue.

The judge's points awarded for the Magazine of the Year are based on the following criteria:

General photography.	Up to 25 points
Layout and design.	Up to 25 points
Editorial content.	Up to 25 points
General advertising.	Up to 25 points

In addition, points (3, 2, and 1) will be added to the MOTY total score for each first, second and third place in the Categories 2-12.

To Enter: Select the category name from the online entry tab. Use the explanation box to offer additional information about your entry. Entry name should be the name, caption or specific description of the cover photo or illustration. Mail three different issues as one entry. Only one entry allowed per magazine title. Also, upload a PDF/JPG of the cover (mailed submission is what will be judged). See "Contest Essentials" for mailing instructions.

Category 2 Best Single Feature Story

Judging will be based on style, research, interview, use of art, and the ability to hold the reader's interest.

To Enter: Select the category name from the online entry tab. Use the explanation box to offer additional information about your entry. Entry name should be the headline of the story. Upload full page PDF with story clearly marked or submit URL link directly to story.

Category 3 Best Personality Profile

Judging will be based on interview subject, style, research, and the overall interview and storytelling.

To Enter: Select the category name from the online entry tab. Use the explanation box to offer additional information about your entry. Entry name should be the headline of the story. Upload full page PDF with article clearly marked or submit URL link directly to story.

Category 4 Best Business Feature

Judging will be based on a single story or a column on a local business, financial institution, real estate company, agriculture firm, or any other related local, economy-stimulating company.

To Enter: Select the category name from the online entry tab. Use the explanation box to offer additional information about your entry. Entry name should be the headline of the story. Upload full page PDF(s) with feature story clearly marked or submit URL link directly to story.

Category 5 Best Photo Essay

Judging will be based on quality of the photographs, the layout and design of the pages(s), and whether the photographs tell the story. Text will be considered, but primary consideration will be given to the photographs.

*To Enter: Select the category name from the online entry tab. Use the explanation box to identify the photos being judged. Entry name should be the name of the photo essay or subject matter. Upload full page PDF(s) or submit URL link directly to page(s), **AND** hi-res cropped versions of the images in JPG format.*

Category 6 Best Single Photograph

Judging will be based on clarity, visual appeal and creativity, and imagination and skill of the photographer of one photograph that has only appeared in one issue of the magazine.

To Enter: Select the category name from the online entry tab. Use the explanation box to offer additional information about your entry. Entry name should be the name, caption or specific description of the photo. Upload full page PDF(s) with photo clearly marked or submit URL link directly to photo, and hi-res cropped version of the image in JPG format.

Category 7 Best Individual Website

The magazine website will be randomly visited by judges a minimum of three times during March, April or May. The award will recognize online excellence based on the following criteria: **Content**: Quality of news, entertainment and editorial matter; **Navigation**: Ease of finding and retrieving information from site; **Visual/design**: Evaluated on layout, use of graphics, photos, animation, color, multi-media, podcasts and other visual elements; **Advertising**: Innovative strategies and evidence of revenue generation; **Community**: Demonstration that website fulfills a "community" role.

To Enter: Select the category name from the online entry tab. Put the link to the website in the URL field. Use the explanation box to offer additional information about your website. See note regarding Web Categories under "Contest Essentials" section.

Category 8 Best Single Ad

Judging will be based on creativity, visual impact, copy, artwork, and overall composition. Ad must be an original creation by a full-time or regular contract employee of the magazine, newspaper, or other media company that publishes the magazine.

*To Enter: Select the category name from the online entry tab. Entry name should be the caption of the ad or the advertiser name. Upload hi-res PDF or JPG of the cropped ad being entered **AND** a full page PDF or JPG of the entire page on which the ad appears, or submit URL link directly to the full page on which the ad appears, including name and date (month) of publication.*

Category 9 Best Advertising Campaign or Series

Campaign must consist of a minimum of (3) three ads for a single advertiser in one or more editions with a continuing theme. Emphasis will be given to design, copy, layout, visual impact, and creativity. Campaign must be an original creation by a fulltime or regular contract employee of the magazine, newspaper, or other media company that publishes the magazine.

*To Enter: Select the category name from the online entry tab. Entry name should be the campaign or the advertiser name. Use the explanation box to present a statement of the effectiveness of the campaign or offer additional information about your entry. Upload hi-res PDF or JPG or submit URL links of the cropped ads being entered **AND** a full page PDF/JPG of the entire page on which the ad appears, include name and date (month) of publication. If possible, please combine each campaign or series into one PDF.*

Category 10 Best House Ad or Self-Promotion HOUSE ADS ALLOWED

The entry may be a single house ad, a series, a campaign or a special page to promote the magazine. Consideration will be given to specially prepared campaigns or series of advertisements with an original theme. Materials must be entirely the work of the newspaper/newspaper staff. Emphasis will be given to originality; layout and design; headlines and copy; and photography and other art or illustrations.

*To Enter: Select the category name from the online entry tab. Entry name should be the caption or name of series. Use the explanation box to present a statement of the effectiveness of the campaign or offer additional information about your entry. Upload hi-res PDF or JPG or submit URL links of the cropped ad(s) being entered **AND** a full page PDF/JPG of the entire page that the ad is on which includes name and date (month) of publication. If possible, please combine multiple ad entries into one PDF.*

Category 11 Best Overall Design

Judges will consider general makeup, headlines, use of font and type size, art and illustration throughout the magazine.

To Enter: Select the category name from the online entry tab. Use the explanation box to offer additional information about your entry. Entry name should be the name and date (month) of the issue entered. Mail three different issues as one entry. Only one entry allowed per magazine title. Also, upload a PDF/JPG of the cover (mailed submission is what will be judged). See "Contest Essentials" for mailing instructions.

Category 12 Best Cover Photo or Illustration

Judging will be based on originality of the image, creative license, ability to grab the reader's attention, and overall strategy as it relates to the issue and its cover lines.

To Enter: Select the category name from the online entry tab. Use the explanation box to offer additional information about your entry. Entry name should be the name, caption or specific description of the cover photo or illustration. Upload PDF/JPG of the cover .

Category 13 Best Themed Issue

Submit one issue per entry. A themed issue is single issue or special supplement devoted to a dominant theme, identified on the front cover and throughout the contents. Example: Mobile Magazine–Mardi Gras Edition (as a supplemental issue or a regularly planned issue with an overall theme). Judging will be based on originality of the image, creative license, ability to grab the reader's attention, and overall strategy as it relates to the issue and its cover lines.

To Enter: Select the category name from the online entry tab. Use the explanation box to offer additional information about your entry. Entry name should be the name, caption or specific description of the cover photo or illustration. Upload up to three PDF/JPG of the cover .

Category 14 Best Travel Feature

A travel feature is a story or spread devoted to a dominant travel theme. Judging will be based on originality of the image, creative license, ability to grab the reader's attention, and overall strategy as it relates to the issue and its cover lines.

To Enter: Select the category name from the online entry tab. Use the explanation box to offer additional information about your entry. Entry name should be the name, caption or specific description of the cover photo or illustration. Upload up to three PDF/ JPG of the cover.

Category 15 Best Culinary Feature

A culinary feature is story or spread devoted to a dominant theme (food, cooking, resturants, etc.). Judging will be based on originality of the image, creative license, ability to grab the reader's attention, and overall strategy as it relates to the issue and its cover lines.

To Enter: Select the category name from the online entry tab. Use the explanation box to offer additional information about your entry. Entry name should be the name, caption or specific description of the cover photo or illustration. Upload up to three PDF/ JPG of the cover.

Category 16 Best Column

To qualify, a column must be locally written and should be a regular feature. Judging will be based on the quality of the writing, effectiveness and interest to readers as commentary.

To Enter: Select the category name from the online entry tab. Use the explanation box to offer additional information about your entry. Entry name should be the name, caption or specific description of the cover photo or illustration. Upload up to three PDF/ JPG of the cover.

Category 17 Best Community Event

*A community event can be sponsored by advertisers but should be **magazine generated** and the **original idea of your publication staff**. Also included are sports media days, expos, fund raisers. Entries should include a description and photos of your event.*

To Enter: Select the category name from the online entry tab. Use the explanation box to offer additional information about your entry. Entry name should be the name, caption or specific description of the cover photo or illustration. Upload up to three PDF/ JPG of the cover .

Publisher's Statement of Validity

I hereby certify that all entries submitted by this newspaper in the 2023 APA Media Awards Contest meet the prescribed requirements and qualifications as related to circulation figures, membership, publication dates and all other aspects spelled out and implied by the rules of the 2023 AMA Magazine Division.

I understand that any violation brought to the attention of the APA Media Awards Contest Committee is subject to review. Any award found to be in violation of the contest rules can and will be revoked.

All entries must be original from your publication. They must be conceived and written by the newspaper staff members. A staff member is defined as a regularly employed, full-or-part-time person who works for your newspaper. Freelance work is allowed only if it appears exclusively in your newspaper or on your website.

Signature of Publisher: _____

Newspaper: _____

Date: _____

You can email this form to *jaclyn@alabamapress.org* or fax to (205) 871-7740.
You may also include it with any hard copy entries you are mailing to APA.

PLEASE NOTE:
*Entries must be uploaded no later than 11:59 PM, Monday, March 20, 2023.
* Entries requiring hard copies should be postmarked no later than Monday, March 20, 2023,
and mailed to: **APA Media Awards Contest, 600 Vestavia Parkway, Suite 291, Vestavia, AL 35216**

2023 APA Media Awards Contest Hard Copy Entry Form

Name of Publication: _____

Check categories entered & list publication date(s) for each entry:

☐ **Category 1 Magazine of the Year**

Mail three different issues as one entry. Only one entry allowed per magazine t itle. Also, upload a PDF/JPG of the cover (mailed submission is what will be judged). See "Contest Essentials" for mailing instructions.

Issue Date: _____   **Issue Date:** _____   **Issue Date:** _____

☐ **Category 11 Best Overall Design**

Mail three different issues as one entry. Only one entry allowed per magazine title. Also, upload a PDF/JPG of the cover (mailed submission is what will be judged). See "Contest Essentials" for mailing instructions.

Issue Date: _____   **Issue Date:** _____   **Issue Date:** _____

Labels for Required Hard Copy Entries

STAPLE label to the upper left-hand corner of each individual entry. Each individual entry should have its own label. Do not use paper clips or tape to affix entry labels or multiple pages. Make copies if you need more.

2023 AMA MAGAZINE CONTEST

Contest Category (name & number):

_____

Magazine:

_____

Name(s) of writer(s) or photographer(s):

_____

2023 AMA MAGAZINE CONTEST

Contest Category (name & number):

_____

Magazine:

_____

Name(s) of writer(s) or photographer(s):

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Contest Category (name & number):

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Magazine:

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Name(s) of writer(s) or photographer(s):

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