



# 2021 PALMY AD CONTEST

*Recognizing the best in  
South Carolina newspaper media advertising*

## RULES

**CONTEST DEADLINE** | June 10, 2021

**CONTEST PERIOD** | Ads must have been published between May 1, 2020 - April 30, 2021.

**CONTEST DIVISIONS** | Competition will take place in two divisions regardless of publication frequency:

- **DIVISION J:** Newspapers over 12,000 circulation
- **DIVISION K:** Newspapers with circulation under 12,000

*Your division will auto-fill in the digital contest platform after you select your newspaper. If you think your newspaper is listed in the wrong division, contact SCPA.*

**SCNEWSCONTEST.COM** | Each member will be given a username and password for [scnewscontest.com](http://scnewscontest.com). If you are the ad director of multiple papers, you can submit entries for all of your newspapers using this same log-in information. The ad director is welcome to share this info with staffers so they can upload their entries.

**ELIGIBILITY** | Entries must be conceived, written, designed or sold by "regular" staff members of the newspaper entering the contest. "Regular" employees are those who regularly work(ed) for the entering newspaper. Newspapers **may enter** ads created by in-state and out-of-state corporate design centers that regularly create content for the SCPA member newspaper. No materials may be entered that are prepared by ad agencies or advertisers.

**NUMBER OF ENTRIES** | Each entrant may submit as many entries in each contest as desired. **AN INDIVIDUAL AD MAY BE ENTERED IN ONLY ONE CATEGORY.** However, individual ads included inside of a special section, magazine, niche publication or directory may also be entered once in any other contest.

**NUMBER OF ENTRIES FOR COMPETITION** | There must be a minimum of five entries from at least two separate newspapers for judging to occur. If not, the SCPA Executive Director and judges reserve the right to judge the category as is, or in the next larger circulation division or to declare the category null and return the entry fee.

**GROUP PUBLICATIONS** | Newspaper groups that produce an item for multiple publications within their group may enter the item only once by the newspaper that made the greatest contribution to the project. If the entry was published in all or a majority of the group's publications, it must be entered in the highest circulation newspaper in which the shared item originally appeared. **YOU MAY NOT ENTER THE SAME AD MORE THAN ONCE UNDER MULTIPLE FLAGS.**

**DISQUALIFICATION** | Entries that do not meet contest criteria may be disqualified and entry fees will not be returned. All participants agree to accept the decision of judges as final.

**ENTRY FEES/PAYMENT** | **THANKS TO THE SCPA FOUNDATION, EACH NEWSPAPER'S FIRST FIVE ENTRIES ARE FREE!** After five, each entry is \$7. On the online Entry Report page, you will see a breakdown of all of the entries that are being submitted for your newspaper. No total entry fees will be displayed. Instead, SCPA will ensure that all of your entries are correct and will contact the paper's ad director with an invoice that can be paid by check or online by credit card.

**AWARDS** | Plaques and certificates will be mailed to winners in August 2021. A virtual awards presentation will also be held in August 2021.

**FILE TYPES ACCEPTED** | Print ads must be submitted as full-page PDFs. Digital ads should be submitted as URLs. If a URL no longer exists, either create a new URL, submit the original file type or a screenshot.

**LABELING YOUR ENTRY** | Make sure your description in the Title/Cutline field accurately identifies the ad the judge needs to locate on the page. You should enter the ad's headline and/or advertiser name.

**BEST OF SHOW** | All first place winners will be judged by circulation division for the "Best of Show – Best Single Overall Ad." There are no fees or requirements for this contest.

**PRESIDENT'S AWARD FOR BEST OVERALL ADVERTISING** | This award will be presented to one weekly and one daily, based on number and ranking of awards won, regardless of circulation. First place awards will be worth three points, second place two points and third place one point.

**NEED HELP?** | Call (803) 750-9561 or email [jmadden@scpress.org](mailto:jmadden@scpress.org) for help with the rules, where an ad should be entered or about using the online entry system.

## HOW TO ENTER

1. Acquire your login information from SCPA. Contact Jen Madden at [jmadden@scpress.org](mailto:jmadden@scpress.org).
2. Login at [scnewscontest.com](http://scnewscontest.com). You will see a page showing any entries you have already submitted. Complete rules for the contest are available above. 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.
3. Click on the "Add New Entry" link.
4. On this page, select your newspaper name. A lot of information will autofill. If the information is incorrect, contact SCPA. Your division will be selected for you based on your circulation. Fill in the preparer's name. (The preparer is the person uploading the entry into the online contest platform, not the staffer that will be credited for any award.)
5. Select the contest category from the drop-down menu. When you select the category, special instructions will appear below it. This field will clear each time you save an entry, so you must select a category for each new entry.
6. Enter the ad's headline and/or advertiser name in the Title/Cutline box for your entry.
7. Include the name(s) of the person or people who should be credited for any award. This is generally the sales rep and/or designer.
8. Add your file or files. You can drag and drop files or use the "Add files" button to navigate to your files. Upload as many files as are necessary to complete your entry. If you are submitting URL(s) for digital ads, enter each URL in a separate box.
9. When you have completed each submission, click the "Save" button. After clicking "Save," you will be directed back to the list of your entries.
10. 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 5 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. If you are entering for multiple papers, you can submit entries for all of your newspapers by choosing another newspaper name at the top of the page.

# CATEGORIES

*Each is a single ad unless specified.*

## PRINT CONTESTS

*Submit as full page PDFs. Ads in these categories must have been published in your newspaper, magazine, special section, niche product or other print product.*

- 1. PROFESSIONAL SERVICES** | Includes lawyers, financial services, insurance, real estate, funeral homes, travel, pet care, spas and salons, tattoo and piercing.
- 2. HOME AND GARDEN** | Includes appliances, hardware, flooring, home maintenance, roofing, windows, plumbing, pest control, landscaping, lawn and agriculture/tractor supplies.
- 3. FURNITURE** | Includes home furnishings, mattresses and office furnishings.
- 4. OUTDOORS/RECREATION** | Includes hunting, fishing, golf, camping, recreational vehicles, gyms, pools and hot tubs.
- 5. AUTOMOTIVE** | Includes new and used automotive dealers, auto repair and tire sales.
- 6. FASHION** | Includes apparel and shoes.
- 7. GIFTS** | Includes jewelry, florists and gift shops.
- 8. FOOD & ALCOHOL** | Includes grocery stores, ABC stores, beer/wine stores, bakeries, farmers markets and specialty food markets.
- 9. RESTAURANTS/NIGHTLIFE** | Includes restaurants, coffee shops, breweries, clubs and bars, as well as live performances at these venues.
- 10. EVENTS/ENTERTAINMENT** | Includes festivals, live-performance events concerts, sporting events, art galleries and theater.
- 11. HEALTH SERVICES** | Includes hospitals, long-term care homes, physicians, chiropractors, optometrists, audiology, dentists, plastic surgeons, pharmacies, medical spas and health/diet.
- 12. PUBLIC SERVICE** | Includes non-profits, community organizations, churches and schools.
- 13. HOLIDAY** | Includes house ads and ads for clients that are themed around any holiday.
- 14. SMALL SPACE** | Less than 1/4 page; regardless of category; will be judged on effectiveness of ad, given its size.
- 15. 1/4 AND LESS THAN 1/2 PAGE** | Regardless of category; will be judged on effectiveness of ad, given its size.
- 16. 1/2 PAGE OR GREATER** | Regardless of category; will be judged on effectiveness of ad, given its size.

# PRINT CONTESTS (CONT.)

**17. USE OF COLOR** | Regardless of category; will be judged on effectiveness of color.

**18. MERCHANT GROUP OR SIG PAGE** | Includes any group participation of businesses or shopping centers, or vendor-supported ads. Can be up to a single page or double truck. If more pages than a double truck, submit in 20. Special Section/Magazine or 21. Niche Pub or Directory.

**19. MISC PRINT AD** | Any print ad not fitting in any other category.

## NON-CORE PRINT PRODUCT CONTESTS

*Categories will be judged online. Do not mail copies. Submit URL to e-edition viewer or upload full-page PDFs from the product.*

**20. SPECIAL SECTION/MAGAZINE** | Includes features, sports, news, home and progress editions.

**21. NICHE PUB OR DIRECTORY** | Includes medical directories, Chamber of Commerce directories, business card directories and newcomer/city guides.

## DIGITAL CONTESTS

*Submit as URLs. If a URL no longer exists, create a new URL or submit the original file type or screenshot.*

**22. STATIC DIGITAL AD** | Includes static digital ads of any size or type.

**23. RICH MEDIA DIGITAL AD** | Includes rich media, moving and animated ads of any size or type.

**24. VIDEO** | Includes use of advertising video (stand-alone, sponsored content, pre- or mid-roll, etc.).

**25. SPONSORED CONTENT** | Includes native advertising and sponsored or branded content.

## OTHER CONTESTS

**26. DESIGNER OF THE YEAR** | Entry shall consist of five published print or digital ads. Criteria include creativity, relevance, ability to communicate subject, impact of graphics and editing. This award is for the body of work, not an individual ad. Ads entered in this contest may be entered into any other category. There is no limit on the number of designers at each newspaper who can enter this contest. A daily and weekly winner will be selected. Limit one entry per person.

**27. INNOVATION** | Innovative ideas and programs to include non-traditional revenue streams including contests and promotions, events, products, sponsorships and more. Show and tell us what you did, explaining engagement and impact to your bottom line.

**28. NEWSPAPER PROMOTION** | Includes house ads, subscription campaigns, sales pieces, promotions, special rates and advertiser incentives. Entries in this contest do not have to be published.