

AWARDS CONTEST PACKET



Dear MFCP Members,

The annual award contest is upon us! So, start thinking about all of the ads you've published this year that stand out and make plans to submit them for judging by your peers. The deadline for entering is Wednesday, January 8, 2025.

Plan now on entering the competition and attending the Spring Conference where we will announce the winners.

It is important to read the following rules and verify that your ads are entered correctly.

ENTRY FEE

\$5.00 (for MCN publishers) per entry must accompany your entries. (No charge for category 20).

\$7.00 (for Non-MCN publishers) per entry must accompany your entries. (No charge for category 20).

DEADLINE DATE:

All entries must be postmarked by Wednesday, January 8, 2025.

PDFS OF EACH AD ENTRY:

In addition to pulling physical copies of the ads, please place a PDF of the same ad onto a flash drive. When you mail your entries, simply send the drive along as well and we'll take it from there. Please note how to label your pdf entries is listed behind each category are the following sheet.

Be sure to send them to:
MFCP Ad Contest
c/o Lee Borkowski
29160 Hell Hollow Road
Richland Center, WI 53581

Please phone 888-899-MFCP and alert us that your entries have been shipped. Any late entries will not be allowed to enter the competition, so please be punctual. All entries become the property of MFCP and may be used by MFCP for future promotional benefits.

**** The dates for this year's General Excellence (category 19) will be February 13 and two other weeks of your choice.****

JUDGING

Judges are peers from outside our association who have experience in print publishing. Entries will be judged on appearance, creativity and effectiveness.

WINNERS

Winners will be announced at the Spring Conference. 1st, 2nd, & 3rd place honors will be awarded with the exception of category 19, Judge's Choice and Best of Show in which an overall winner will be selected. Honorable mentions will be given when the judges feel it is deserved.

Attached are the contest rules, entry blanks, and entry forms. Please review them carefully. If you have any questions feel free to call the MFCP headquarters at 888-899-MFCP.

Good luck with all your entries!

Sincerely, Lee Borkowski Executive Director

—RULES—

NOTE: All entries must conform to these rules. Any entry not conforming may be eliminated.

1. Any MFCP member in good standing may enter competition.
2. Entries must have been published between January 1 and December 31, 2024.
3. All entries **MUST** have been generated within your own shop or at your contracted outsourced graphic design service. Any entry supplied by an advertising agency, client, or art service spec ad will be eliminated from competition.
4. If an entry is entered in the wrong category it may be removed from the entire competition.
5. There is no limit to number of entries per publication per division – (except categories 18 & 19 where the limit is one per publication and in category 20 where the limit is 1 per designer).
6. A brief explanation, if necessary, may accompany your entries.
7. Ads will not be judged if entered in any other category except for their specific category.

SUBMISSION INSTRUCTIONS:

1. Entries for category 19 (General Excellence) should be placed in a large envelope with the entry blank attached to the **BACK** of the envelope. Please download a PDF copy of one of the front pages to your flash drive.
2. All entries must be from the actual printed paper (**no laser copies will be accepted**) except for submissions in category 20.
3. **NO Mounting needed!** All entries should be submitted with the entry blank on the back.
4. Mastheads and Datelines **SHOULD NOT** be included.
5. Entry blanks shall be attached to the **BACK** of entries in the upper right hand corner or stapled to the back page of multiple page entries.

ABSOLUTELY NO CONTEST ENTRY BLANKS ON FRONT OF ANY ENTRIES.

NO FULL PAGE TEAR SHEETS:

Full page tear sheets on the back of each entry are no longer required. In a rare situation, a publication may be asked to provide a full page tear sheet after the entry has been submitted.

2025 Awards Competition

(for ads that published 1/1/2024 through 12/31/2024)

file name for zip drive
Category-Division-Name of business

CATEGORY 1

BEST DINING AND ENTERTAINMENT AD

This category includes all restaurant, event and entertainment ads

Division	1	Black & White - Any Size	(1-1-name)
Division	2	Color - spot or process - Any size	(1-2-name)

CATEGORY 2

BEST AUTOMOTIVE AD

This category includes all automotive ads including vehicles, parts and service.

Division	1	Black & White - Any Size	(2-1-name)
Division	2	Color - spot or process - Any size	(2-2-name)

CATEGORY 3

BEST GROCERY AD

This category includes all grocery ads.

Division	1	Any Ad - Black & White	(3-1-name)
Division	2	Separate Section or Color	(3-2-name)

CATEGORY 4

BEST AGRICULTURE AD

This category includes all agriculture ads for products, equipment or services.

Division	1	Black and White ad	(4-1-name)
Division	2	Color Ad	(4-2-name)
Division	3	Separate Section	(4-3-name)

CATEGORY 5

BEST PROFESSIONAL SERVICES AD

This category includes ads for lawyers, finances, insurance, political ads and health

Division	1	Black & White - Any Size	(5-1-name)
Division	2	Color - spot or process - Any size	(5-2-name)

CATEGORY 6

BEST HELP WANTED AD

This category includes any advertisement for help wanted.

Division	1	Black & White	(6-1-name)
Division	2	Color - spot or process	(6-2-name)

CATEGORY 7			
BEST MISCELLANEOUS AD - Small space - quarter page or smaller			
<i>This category includes ads not included in the above categories</i>			
Division	1	Black & White	(7-1-name)
Division	2	Color - spot or process	(7-2-name)
CATEGORY 8			
BEST MISCELLANEOUS AD - Large space - larger than a quarter page			
<i>This category includes ads not included in the above categories</i>			
Division	1	Black & White	(8-1-name)
Division	2	Color - spot or process	(8-2-name)
CATEGORY 9			
BEST AD SERIES			(9-1-name)
<i>This category includes single advertiser ads that have appeared in your publication at least three times within a three month time span. Ads must show continuity of theme and artwork.</i>			
CATEGORY 10			
BEST HOLIDAY AD - CHRISTMAS			
Division	1	Black & White - Any Size	(10-1-name)
Division	2	Color - spot or process - Any size	(10-2-name)
CATEGORY 11			
BEST HOLIDAY AD - OTHER THAN CHRISTMAS			
Division	1	Black & White - Any Size	(11-1-name)
Division	2	Color - spot or process - Any size	(11-2-name)
CATEGORY 12			
BEST ADVERTISING PROMOTION OR SPECIAL SECTION			
Division	1	Promotion appearing as run of paper	(12-1-name)
Division	2	Promotion appearing as special sections	(12-2-name)
Division	3	Promotion distributed separately from your publication	(12-3-name)
Division	4	Signature page	(12-4-name)
CATEGORY 13			
BEST SPECIAL SECTION FRONT PAGE			
<i>This category is for best special section cover pages.</i>			
Division	1	Division 1 newsprint publications without editorial	(13-1-name)
Division	2	Division 2 newsprint publication with editorial	(13-2-name)
Division	3	Division All glossy publications	(13-3-name)

CATEGORY 14		
BEST SELF PROMOTION		
Division	1	Print advertisements in your paper that promote the use of your paper by advertisers or acceptance by readers (14-1-name)
Division	2	Promotion of your paper through publicity other than ads in your papers, but rather by direct mail, billboards, sell sheets, brochures, media kits, etc (14-2-name)
CATEGORY 15		
BEST FRONT PAGE		
<i>This category is for your front page publication masthead. Entries will be judged on overall design appeal and composition quality</i>		
Division	1	Division 1 newsprint publications without editorial (15-1-name)
Division	2	Division 2 newsprint publication with editorial (15-2-name)
CATEGORY 16		
BEST NEWS/EDITORIAL		
<i>This category is for items written by your staff.</i>		
Division	1	Best original News Story (16-1-name)
Division	2	Best original Feature Story (16-2-name)
Division	3	Best original Sports Story (16-3-name)
Division	4	Best original Editorial (taking a stand on an issue in your community)(16-4-name)
CATEGORY 17		
BEST ORIGINAL PHOTOGRAPHY		
<i>Best original photo or series of photos, taken by a member of the paper's staff or a regular photo stringer.</i>		
Division	1	Editorial Photo (17-1-name)
Division	2	Advertising Photo (17-2-name)
CATEGORY 18		
INTERNET SITE		
This is for your website		
Division	1	Overall Web Site (18-1-name)
Division	2	Best Digital ad design - Banner ad or digital ad (18-2-name)
CATEGORY 19		
GENERAL EXCELLENCE		
<i>Publisher shall submit entire issue from week of February 13 and two other weeks of choice.</i>		
Division	1	For papers that carry news (19-1-name)
Division	2	For papers that do not carry news (19-2-name)
CATEGORY 20		
AD CREATION CONTEST		
(20-name)		
1 entry will be allowed per designer		

MFCP 2025 Awards Competition

REGISTRATION FORM

Please enter the number of entries per category you wish to enter.

Entries failing to meet specifications, including proper mounting and labeling, will be disqualified. NO FEES WILL BE REFUNDED.

CATEGORY 1

BEST DINING AND ENTERTAINMENT AD

Division 1 _____
 Division 2 _____

CATEGORY 2

BEST AUTOMOTIVE AD

Division 1 _____
 Division 2 _____

CATEGORY 3

BEST GROCERY AD

Division 1 _____
 Division 2 _____

CATEGORY 4

BEST AGRICULTURE AD

Division 1 _____
 Division 2 _____
 Division 3 _____

CATEGORY 5

BEST PROFESSIONAL SERVICES AD

Division 1 _____
 Division 2 _____

CATEGORY 6

BEST HELP WANTED AD

Division 1 _____
 Division 2 _____

CATEGORY 7

BEST MISCELLANEOUS AD - Small space
 - quarter page or smaller

Division 1 _____
 Division 2 _____

CATEGORY 8

BEST MISCELLANEOUS AD - Large space
 - larger than a quarter page

Division 1 _____
 Division 2 _____

CATEGORY 9

BEST AD SERIES _____

CATEGORY 10

BEST HOLIDAY AD - CHRISTMAS

Division 1 _____
 Division 2 _____

CATEGORY 11

BEST HOLIDAY AD - OTHER THAN
 CHRISTMAS

Division 1 _____
 Division 2 _____

CATEGORY 12

BEST ADVERTISING PROMOTION OR
 SPECIAL SECTION

Division 1 _____
 Division 2 _____
 Division 3 _____
 Division 4 _____

CATEGORY 13

BEST SPECIAL SECTION FRONT PAGE

Division 1 _____
 Division 2 _____
 Division 3 _____

CATEGORY 14

BEST SELF PROMOTION

Division 1 _____
 Division 2 _____

CATEGORY 15

BEST FRONT PAGE

Division 1 _____
 Division 2 _____

CATEGORY 16

BEST NEWS/EDITORIAL

Division 1 _____
 Division 2 _____
 Division 3 _____
 Division 4 _____

CATEGORY 17

BEST ORIGINAL PHOTOGRAPHY

Division 1 _____
 Division 2 _____

CATEGORY 18

INTERNET SITE

Division 1 _____
 Division 2 _____

CATEGORY 19

GENERAL EXCELLENCE

Division 1 _____
 Division 2 _____

CATEGORY 20

AD CREATION CONTEST

Designer Name _____
 Designer Name _____
 Designer Name _____

Publisher's Name: _____

Publication Name: _____

Address: _____ **City:** _____

State: _____ **Zip:** _____ **Phone:** _____

Make checks payable to: Midwest Free Community Papers Entries
Must be POSTMARKED by Wednesday, January 8, 2025.

MAIL ENTRIES:

MFCP Ad Contest
 c/o Lee Borkowski
 29160 Hell Hollow Road
 Richland Center, WI 53581

Please phone and alert the MFCP headquarters
 that your entries have been shipped: 888-899-MFCP.

TOTAL NUMBER OF PAID ENTRIES

CALCULATE ENTRY FEE:

Entry Fee for MCN publisher
 Number of entries _____ x \$5

TOTAL DUE MFCP _____

20. AD CREATION CONTEST

Earn up to \$200.00 for yourself!

This year we are asking you to create an ad for Midwest Free Community Papers network ads to be run in MFCP papers to promote why your client should use print.

Design an ad that is attention-getting and something people will remember. Think outside the box when creating your ad.

This is the information you need to create the ad:

1. The ad size is a quarter page (5" wide by 8" high)
2. The business information is as follows:
 - My Paper
 - 29160 Hell Hollow Road, Richland Center, WI 53581
 - 888-899-6327
3. Ad can be black and white or color, your choice.
4. **There is no entry fee for the Ad Creation Contest.**
5. No more than one entry per designer will be accepted.
6. Judging will be based on creativity, originality and adherence to the information provided.
7. Three winning ads will be chosen. The first place ad designer will be awarded \$200, the second place designer will receive \$100 and the third place designer will receive \$50.
8. Winners will be announced at the Spring conference.
9. All entries must follow the information provided with the MFCP 2025 Awards Competition Official Rules for the development of this year's ad.
10. All ad entries will become the property of MFCP and will be distributed to our members for use within their publications.

The decision of the judges is final.

MFCP AWARDS CONTEST ENTRY

Publication: _____

City/State: _____

Category#: _____

Division#: _____

Ad Designer: (for Ad Creation Contest Only): _____

MFCP AWARDS CONTEST ENTRY

Publication: _____

City/State: _____

Category#: _____

Division#: _____

Ad Designer: (for Ad Creation Contest Only): _____

MFCP AWARDS CONTEST ENTRY

Publication: _____

City/State: _____

Category#: _____

Division#: _____

Ad Designer: (for Ad Creation Contest Only): _____

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Division#: _____

Ad Designer: (for Ad Creation Contest Only): _____

MFCP AWARDS CONTEST ENTRY

Publication: _____

City/State: _____

Category#: _____

Division#: _____

Ad Designer: (for Ad Creation Contest Only): _____