



AMERICAN HORSE PUBLICATIONS 2017 ANNUAL AWARDS COMPETITION

for material published in and dated 2016

(NEW or REVISED FOR 2017)

CONTEST IS FOR MEMBERS OF AMERICAN HORSE PUBLICATIONS IN GOOD STANDING. TO VERIFY MEMBER ELIGIBILITY, CONTACT AHORSEPUBS@AOL.COM.

RULES AND ENTRY FORMS ARE AVAILABLE ONLINE AT WWW.AMERICANHORSEPUBS.ORG

GENERAL ENTRY RULES

- ◆ AHP presents annual awards in various categories to its members. The Board of Directors and/or committee determine the categories and nature of the awards.
- ◆ Recipients of the annual awards are determined by a committee duly appointed by the Awards Coordinator. The Board of Directors and/or committee establish criteria for awards.
- ◆ Entries may be submitted for consideration for awards by current members of the organization on a schedule determined by the Board of Directors and/or committee and provided to the membership. Awards will be presented at the AHP annual seminar and meeting.
- ◆ The EMA are open to professional media and businesses. Student members are not eligible to enter the awards contest.
- ◆ If a Publishing Media Member is no longer actively publishing at the time of the annual contest deadline date, content may be entered by the individual author, photographer or designer, provided that the individual is credited by name and is a 2017 AHP member and the print publication, website or digital edition was an AHP member in 2016.
- ◆ Entries must have been published during the 2016 calendar year and dated 2016.
- ◆ Only AHP members whose 2017 dues are paid by the submission date are eligible. Each member must submit its own entries.
- ◆ Entries must be received **on or before Wednesday, February 22, 2017**, and include entry fee payment in full. Online payments and checks accepted.
- ◆ Each entry must be accompanied by the appropriate official entry forms provided. Each membership category has its own entry form. Entry forms may be photocopied. Entries will be coded for judging purposes. All entry data must be typewritten or printed legibly.
- ◆ Publishing Media Members must submit only those entries published in the same print or online publishing media.
- ◆ A minimum of two members must participate in each class.
- ◆ If there are fewer than 4 entries in a class, the class may or may not be judged. If the class is cancelled, the member's entry fee will be refunded or applied to another eligible class.
- ◆ If the class has been divided by circulation or average unique users (AUV), the circulation or AUV listed on AHP file records determines the class for which you are eligible. In the event there are not enough entries in a divided class, the class will be combined.
- ◆ Publishing media will be judged based on the format selected on the Master Entry List.
- ◆ Any foreign entries must be translated into English.

Definitions

- ◆ Circulation is defined as the average circulation per issue over a 12 month period.
- ◆ Average Unique Visitors (AUV) is defined as the average unique users per month.

Disqualification

- ◆ Entries submitted incorrectly.
- ◆ Entries received in poor condition beyond repair.
- ◆ Late entries.

ENTRY FEE: \$30 PER ENTRY

- ◆ Unlimited entries accepted per member in all classes except for General Excellence classes.
- ◆ No refunds for entries that are disqualified or ineligible.

DEADLINE DATE

Entries must be received on or before

Wednesday, February 22, 2017

No exceptions. No late entries accepted.

SHIP ENTRIES TO:

**Christine W. Brune
AHP Awards Contest
49 Spinnaker Circle
South Daytona, FL 32119**

CONTACT: CHRIS BRUNE

Phone: 386-760-7743 or 386-788-6291

Cell: 386-290-3253

Email: ahorsepubs@aol.com

AWARDS PRESENTATIONS

- ◆ A suitable plaque will be awarded to the First Place winner in each category. A certificate will be presented for Second Place in classes with 5-10 entries. A Third Place certificate will be presented in classes with 11-15 entries. Two Honorable Mention certificates may be given in each category where there are more than 15 entries.
- ◆ In each General Excellence division, there will be a First Place plaque awarded as long as there are a minimum of 4 entries in the class. One Honorable Mention certificate will be presented in classes with 5-10 entries and two Honorable Mention certificates in classes where there are over 10 entries.
- ◆ An Overall General Excellence Award will be presented to one of the winners in the General Excellence publication classes. There is no additional entry fee.
- ◆ A judge's critique will be provided for every entry submitted.
- ◆ Finalists will be notified by email. If a finalist is unable to attend the awards banquet, a representative may be designated to accept the award(s) and must be willing to deliver all awards to the recipient.
- ◆ Awards will be presented on Saturday, June 17, 2017, during the annual American Horse Publications Seminar in Scottsdale, Arizona.

Publishing Media Division

FOR PUBLISHING MEDIA AND INDIVIDUAL MEMBERS OF AMERICAN HORSE PUBLICATIONS

Editorial Content Classes (print or online)

OPEN TO AHP PUBLISHING MEDIA OR INDIVIDUAL MEMBERS
Any exceptions are noted in class descriptions.

SUBMISSION INSTRUCTIONS FOR EDITORIAL CONTENT CLASSES

- ◆ Individual Member journalists who are paid 2017 AHP members are allowed to submit entries in Editorial Content classes. Entries must be accompanied by a letter of written support from the Publishing Media Member. Publishers have first right to enter the article themselves. **Letters of support may be submitted as email messages.**
- ◆ Articles must have been published in print or online by an AHP Publishing Media Member or published online at the Individual Member's associated website.
- ◆ Member is responsible for submitting original work first published in 2016.
- ◆ In divided classes, the parent publication's circulation figures are used to determine the class to be entered. Circulation is based on average monthly issues distributed during a 12 month period. AUV is based on average unique users per month over a 12 month period. Figures used for class eligibility are determined by the figures submitted by the parent publication and listed in the AHP member's file record. If your circulation/AUV has changed, please submit proof with your entries.
- ◆ All content on a member's associated website is eligible if it meets the criteria in the class and the URL is listed in the AHP member's file record.
- ◆ Content published in specialty or custom print publications including supplements is NOT eligible for any classes other than Freelance Writer Equine-related Journalism, Freelance Equine-related Editorial Photograph, and Equine-related Mainstream Journalism Article unless the annual publication or supplement is an AHP Publishing Media member in 2017.
- ◆ Judging will be based on **writing only**, not design, multimedia or rich media.
- ◆ Photographs and sidebars may be included if necessary to the comprehension of the content.
- ◆ Entries must be submitted as printed two-sided tearsheets or printout/screenshot of article as published online. If a tearsheet is unavailable, member may submit a PDF of the article as published. Please send the entire article as full pages, including ads. **It is important that the text is clear and legible for the judges to read.**
- ◆ Insert entry into a 9x12 envelope and tape the entry form to the outside with printed side facing out.
- ◆ Oversized or tabloid entries may be folded to fit inside 9x12 envelope.
- ◆ **DO NOT USE STAPLES OR PERMANENT GLUE.**
- ◆ **DO NOT SEAL ENVELOPES** containing each entry.

Class 1

Breaking-News or Investigative Reporting Single Article (print or online)

- ◆ A timely and concise account of a breaking-news event or investigative reporting.
- ◆ Entries will be judged on creative writing style, content, grammar, clarity, style, and newsworthiness.

Class 2

News Reporting Related Feature Single Article (print or online)

- ◆ A feature story that is related to a breaking-news event.
- ◆ Entries will be judged on creative writing style, content, grammar, clarity, style, and newsworthiness.

Class 3

Instructional Single Article (print or online) circulation under 20,000 / AUV under 20,000

- ◆ An article that provides how-to information in a step-by-step format.
- ◆ Entries will be judged on creative writing style, clarity, grammar, content, and usefulness to the reader.
- ◆ Photographs and sidebars may be included if necessary to the comprehension of the content.

Class 4

Instructional Single Article (print or online) circulation 20,000 and over / AUV 20,000 and over

Same as Class 3.

Class 5**Instructional Series (print or online)**

- ◆ A series of articles that provides how-to information in a step-by-step format.
- ◆ Entries will be judged on creative writing style, clarity, grammar, content, and usefulness to the reader.
- ◆ A series where all or the majority of articles were published in 2016. Series article carried into January 2017 issue may be submitted, however content in the 2017 article is not eligible in any other class.
- ◆ All articles in the series must have a sense of continuity that identifies them as a series.
- ◆ Photographs and sidebars may be included if necessary to the comprehension of the content.

Class 6**Horse Care Single Article (print or online) circulation under 20,000 / AUV under 20,000**

- ◆ An informative article dealing with the care of horses.
- ◆ Entries will be judged on creative writing style, content, grammar, clarity, and comprehensiveness.
- ◆ Photographs and sidebars may be included if necessary to the comprehension of the content.

Class 7**Horse Care Single Article (print or online) circulation 20,000 and over / AUV 20,000 and over**

Same as Class 6.

Class 8**Service to the Consumer Single Article (print or online) circulation under 20,000 / AUV under 20,000**

- ◆ A single article that provides a service to the reader, including consumer-oriented articles, etc.
- ◆ Entries will be judged on creative writing style, content, grammar, clarity, and usefulness.
- ◆ Photographs and sidebars may be included if necessary to the comprehension of the content.

Class 9**Service to the Consumer Single Article (print or online) circulation 20,000 and over / AUV 20,000 and over**

Same as Class 8.

Class 10**Service to the Horse Industry Single Article (print or online)**

- ◆ A single article that provides technical or specific information for the horse industry and is inclined to inform and serve the industry as a whole.
- ◆ Entries will be judged on creative writing style, content, grammar, clarity, and usefulness.
- ◆ Photographs and sidebars may be included if necessary to the comprehension of the content.

Class 11**Personality Profile Single Article (print or online) circulation under 10,000 / AUV under 10,000**

- ◆ An article, including biographies, interviews, and Q&A, that focuses on a single individual (human or equine), organization, or group.
- ◆ Entries will be judged on creative writing style, grammar, content, and the ability to hold the reader's interest.

Class 12**Personality Profile Single Article (print or online) circulation 10,000 to 20,000 / AUV 10,000 to 50,000**

Same as Class 11.

Class 13**Personality Profile Single Article (print or online) circulation over 20,000 / AUV over 50,000**

Same as Class 11.

Class 14**Feature Single Article (print or online) circulation under 10,000 / AUV under 10,000**

- ◆ An article that focuses on general subjects that are not technical in nature and are considered the feature article of the issue.
- ◆ Entries will be judged on creative writing style, interest to the reader, grammar, and content.

Class 15**Feature Single Article (print or online) circulation 10,000 to 20,000 / AUV 10,000 to 50,000**

Same as Class 14.

Class 16**Feature Single Article (print or online) circulation over 20,000 / AUV over 50,000**

Same as Class 14.

Class 17**Personal Column Single Article (print or online) circulation under 10,000 / AUV under 10,000**

- ◆ One single article in a column that is a personal view of the author about events and/or activities.
- ◆ Entries will be judged on choice of subject, interest to the reader, grammar, and creative writing style.

Class 18**Personal Column Single Article (print or online) circulation 10,000 to 20,000 / AUV 10,000 to 50,000**

Same as Class 17.

Class 19**Personal Column Single Article (print or online) circulation over 20,000 / AUV over 50,000**

Same as Class 17.

Class 20**Editorial Event Coverage Single Article (print or online) circulation under 20,000 / AUV under 20,000**

- ◆ Editorial content that covers an equestrian event defined as a horse show, conference, convention, race, symposium, anniversary, etc.
- ◆ Entries will be judged on choice of subject, interest to the reader, grammar, and creative writing style.
- ◆ Timely accounts of news-breaking events and related stories should be entered in the News Reporting classes 1 and 2.

Class 21**Editorial Event Coverage Single Article (print or online) circulation 20,000 and over / AUV 20,000 and over**

Same as Class 20.

Class 22**Equine-related Editorial Series (print or online)**

- ◆ A series of articles that have a sense of continuity of subject identifying them as a series.
- ◆ A series where all or the majority of articles were published in 2016. Series article carried into January 2017 issue may be submitted, however content in the 2017 article is not eligible in any other class.
- ◆ Entries will be judged on choice of subject, interest to the reader, grammar, and creative writing style.
- ◆ Series that are instructional should be entered in Instructional Series, Class 5
- ◆ Articles published in a personal column are not eligible for this series class. Please enter personal column single articles in classes 17, 18 or 19

Class 23**Equine-related Human-Animal Bond Article (print or online)**

- ◆ Entry is a single editorial article that best reflects and promotes the strengthening of the human-animal bond, highlighting the relationship between horses and people.
- ◆ Entries will be judged for exceptional quality and on the ability to convey this concept and connect with the reader.
- ◆ Qualified entries include written articles published in print or online in an AHP Publishing Media Member publication, digital edition or associated website and dated 2016.

Class 24**Equine-related Mainstream Journalism Article (print or online)**

- ◆ A single editorial article that focuses on increasing awareness and love of horse and equestrian sport to mainstream readers.
- ◆ Entries will be judged for exceptional quality and on ability to convey this concept and connect with the reader.
- ◆ Articles may be published in print or online and dated 2016 in any member or non-member publication, digital edition or website.

Class 25 OPEN TO AHP INDIVIDUAL MEMBERS ONLY**Freelance Writer Equine-related Journalism (print or online)**

- ◆ Entries must be equine-related and will be judged on content, clarity, creative writing style, and grammar.
- ◆ Article may be published on an AHP Publishing Media member or non-member's publication or website including the Individual member's associated website listed in the AHP member file record, and dated 2016.
- ◆ Award is presented to the author only.

Multimedia Classes

OPEN TO AHP PUBLISHING MEDIA OR INDIVIDUAL MEMBERS

Any exceptions are noted in class descriptions.

SUBMISSION INSTRUCTIONS FOR MULTIMEDIA CLASSES

- ◆ Entries must be dated 2016 and published online in 2016 on an AHP Publishing Media or Individual member associated website.
- ◆ All content on a member's associated website is eligible if it meets the criteria in the class and the URL is listed in the AHP member's file record.
- ◆ Entries must be original to the entrant (first publication of the work), dated 2016.
- ◆ Individual member entries must be accompanied by a letter of written support from the Publishing Media Member. Publishers have first right to submit the entry themselves. **Letters of support may be submitted as email messages.**
- ◆ ◆ Designates a class that requires a Statement of Purpose. (mission)
- ◆ Online entries must be submitted by a URL address that links directly to the entry. Unless otherwise noted, members are requested to do the following before submitting online entries:
 1. Archive entries on your site at a permanent URL that will not change. Many content management systems already do this, so no extra work will be required in those situations.
 2. Online entries with multiple links must be submitted as one permanent URL (one page cataloguing all the components of the entry). If you do not normally archive online content in this manner, discuss this with your webmaster or IT department to create such a catalog page.
 3. Make sure the date of publication is included in the linked content (for entry date verification).
 4. Include screen shot of entry for identification.
 5. A signature from the publisher/owner is required to verify the entry was published in 2016.
 6. Any online content that is password-protected must include an access code or password.

Class 26**Equine-related Editorial Multimedia**

- ◆ A collection of multimedia that has continuity of subject. May include multimedia coverage for a single equine-related event defined as a horse show, conference, convention, race, symposium, anniversary, etc.
- ◆ All parts of this collection must be dated 2016 and published on a Publishing Media Member website or digital edition.
- ◆ Entry must include multimedia formats including text and two or more of the following: photography, audio, video, podcasts or broadcasts.
- ◆ Online entries with multiple links must be submitted as one permanent URL (one page cataloguing all the components of the entry).

Class 27 ◆**Equine-related Publishing Media eNewsletter**

- ◆ eNewsletter must be published by an AHP Publishing Media or Individual member.
- ◆ eNewsletter must have been published at least 4 times and dated 2016.
- ◆ Entry will be judged on the effectiveness of the editorial content and design in meeting the Statement of Purpose.
- ◆ Entry must consist of two different issues of eNewsletter published in 2016.
- ◆ Entry requires a Statement of Purpose. (mission)
- ◆ eNewsletter must be subscription based, free or paid.
- ◆ eNewsletter may be distributed online on an AHP member website or via email.
- ◆ Submit online eNewsletters as live links (URL) with a screen shot for identification purposes.
- ◆ Submit emailed eNewsletters as PDF, screenshot or link with verification of published date.

Class 28**Equine-related Publishing Media Blog**

- ◆ Blog must have been published online and dated 2016.
- ◆ Individual members ONLY may submit blogs published on any website including their own site, an AHP Publishing Media member, or a non-member website.
- ◆ An entry is considered valid if the blog includes more than three (3) posts in 2016 written by a single AHP member or staff of an AHP member.
- ◆ A signature, verifying posts were published in 2016, must accompany entry for Individual Member entries.
- ◆ Online entries with multiple links must be submitted as one permanent URL (one page cataloging all the components of the entry)
- ◆ Blogs will be judged on creative writing style, engagement with readers, user-friendliness, originality, personality, visual aesthetics, archiving, variety of subject, and evidence of social media promotion.

Class 29**Online Equine-related Long-Form Journalism**

- ◆ Long-form journalism is about actual events and people living in the world, and concerns the issues of the day. It explores the underlying meaning of an event or issue and has impact.
- ◆ Long-form journalism are longer articles that often take the form of creative nonfiction or narrative journalism and may be supported with imagery, videos, audio, or other elements.
- ◆ The length of long-form articles is between that of a traditional article and that of a novel.
- ◆ Article may be judged on extensive research, the narrative approach of the writer, use of a range of authorial voices, and how deeply it engages readers emotionally as well as intellectually.
- ◆ Article must be published in AHP Publishing Media Member website or digital edition.
- ◆ Entry must be submitted as one permanent URL that links directly to the article with a screen shot for identification purposes.

Class 30 OPEN TO ALL MEMBERS**Equine-related Newsworthy Video**

- ◆ Entry is one single news-related video created by an AHP Member
- ◆ Video is judged on concept, quality of craft, integration, and overall end-user experience.
- ◆ Entries must have been copyrighted 2016.
- ◆ A signature verifying published dates must accompany entry.
- ◆ Entry must be submitted as one permanent URL that links directly to the video with a screen shot for identification purposes.

Class 31 OPEN TO ALL MEMBERS**Equine-related Brand Marketing Video**

- ◆ Entry is one single marketing video created by an AHP Member
- ◆ Video is judged on concept, quality of craft, integration, and overall end-user experience.
- ◆ Entries must have been copyrighted 2016.
- ◆ A signature verifying published dates must accompany entry.
- ◆ Entry must be submitted as one permanent URL that links directly to the video with a screen shot for identification purposes.

NEW CLASS FOR 2017**Class 32 OPEN TO ALL MEMBERS****Equine-related Podcast**

- ◆ An original single podcast broadcast online in 2016 by an AHP Member.
- ◆ Entry judged on entertainment value, production quality and creative content.
- ◆ Entries must have been copyrighted 2016.
- ◆ A signature verifying published dates must accompany entry.
- ◆ Entry must be submitted as one permanent URL that links directly to the podcast with a screen shot for identification purposes.

Class 33  OPEN TO PUBLISHING MEDIA MEMBERS ONLY**Equine-related Publishing Media Website**

- ◆ Entry must be the publishing media associated website listed in the AHP Publishing Media member's file record.
- ◆ Website will be viewed live and judged on visual design, innovation, functionality, interactivity, content, structure and navigation, and service to the equine industry.
- ◆ Only the URL address and a Statement of Purpose (mission) are required on the entry form.

Class 34 ◀ **OPEN TO INDIVIDUAL MEMBERS ONLY****Equine-related Freelancer Website**

- ◆ Entry must be the freelancer associated website listed in the AHP member's file record.
- ◆ Website will be viewed live and judged live on visual design, innovation, functionality, interactivity, content, structure and navigation, and service to the equine industry.
- ◆ Only the URL address and a Statement of Purpose (mission) are required on the entry form.

Class 35 ◀ **OPEN TO PUBLISHING MEDIA MEMBERS ONLY****Equine-related Publishing Media Digital Edition**

- ◆ AHP has defined a Digital Edition as an online publication that is published in multimedia format, not PDFs of print publication.
- ◆ Digital Edition must be published by an AHP Publishing Media member and may be hosted on member's associated website or third party website.
- ◆ Entry will be judged on visual design, innovation, functionality, interactivity, content, structure and navigation, and service to the audience in meeting the digital edition's Statement of Purpose.
- ◆ Please submit ONE URL address from two different issues dated 2016 along with a screen shot for identification purposes.
- ◆ Class requires a Statement of Purpose. (mission)

Editorial Photography & Illustration Classes

OPEN TO AHP PUBLISHING MEDIA OR INDIVIDUAL MEMBERS
Any exceptions are noted in class descriptions.

SUBMISSION INSTRUCTIONS FOR PHOTOGRAPHY AND ILLUSTRATION CLASSES

- ◆ Equine-related photograph, illustration or infographic must have been published in print or online in an AHP Publishing Media Member publication or website or the Individual member's associated website.
- ◆ Online photograph, illustration, or infographic should be a static image, not rich media.
- ◆ Photograph, illustration, or infographic must have been published in and dated 2016 as part of editorial content, not advertising.
- ◆ Photograph or illustration used on publication front covers as editorial is eligible.
- ◆ Photograph, illustration, infographic may be black and white or color.
- ◆ A copy of the article in which the illustration, photograph, infographic as published must be attached to the entry to provide proof of publication and comprehension of how the entry was used.
- ◆ Mount a printout of original photograph, illustration, or infographic to be judged and tape a copy of entire article in which the entry was published to the back of the entry.
- ◆ Mounting boards are limited to two sizes:
 - ◆ 9" x 12" - single pages
 - ◆ 12" x 18" - spreads and tabloid pages; may adjust size to fit Federal Express or UPS box.
- ◆ Mount entries on lightweight poster board using spray adhesive.
- ◆ **NO PERMANENT GLUE OR DOUBLE STICK TAPE.**
- ◆ Attach entry form with tape to the back of the last page of the entry, with printed side facing out.

Class 36**Editorial Action Photograph (print or online)**

- ◆ Performance horse(s) in competition, training or work, including extreme action sports such as rodeo, racing, jumping, obstacles, as well as horse(s) at liberty.

Class 37**Editorial Human-Animal Bond Photograph (print or online)**

- ◆ Photo must illustrate the bond between horse and human and include a horse with a person, or parts of horses and humans interacting in a way that illustrates a positive bonding of human and horse.

Class 38**Editorial Photograph (print or online)**

- ◆ Equine-related photograph that may be a portrait or scene.

Class 39**Editorial Infographic (print or online)**

- ◆ An equine-related static graphic visual representation of editorial information, data or knowledge intended to present information quickly and clearly.

Class 40**Editorial Illustration (print or online)**

- ◆ Illustration must be equine-related and may be used on front covers as editorial. Illustration may be any medium including computer-generated.

Class 41 OPEN TO AHP INDIVIDUAL MEMBERS ONLY**Freelance Editorial Photograph (print or online)**

- ◆ Photograph must be equine-related and may be published on an AHP Publishing Media member or non-member's publication or website including the Individual member's associated website listed in the AHP member file record.
- ◆ Award is presented to the photographer only.

Advertising, Cover Page & Editorial Design Classes

PUBLISHED IN PRINT OR DIGITAL EDITION PUBLICATION ONLY

OPEN TO AHP PUBLISHING MEDIA OR INDIVIDUAL MEMBERS
Any exceptions are noted in class descriptions.

SUBMISSION INSTRUCTIONS FOR DESIGN CLASSES

- ◆ Design entries must have been published in an AHP Publishing Media Member print or digital edition publication.
- ◆ Individual Members who are paid 2017 AHP members are allowed to submit entries in editorial design classes if they are the designer of the entry. Entries must be accompanied by a letter of written support from the Publishing Media Member. Publishers have first right to enter the design themselves. **Letters of support may be submitted as email messages.**
- ◆ Print publications submit entries as published tearsheets and digital editions may use PDFs as published.
- ◆ Mount entries on lightweight poster board with spray adhesive.
- ◆ Mounting boards are limited to two sizes:
 - ◆ 9" x 12" - single pages or 12" x 18" - spreads and tabloid pages; may adjust to fit Federal Express or UPS box.
- ◆ Multiple-page entries may be attached with a paper clip or rubber band and must be marked as 1 of 3 pieces, 2 of 3 pieces, etc.
- ◆ **NO PERMANENT GLUE OR DOUBLE STICK TAPE.**
- ◆ Attach entry form with tape to the back of the last page of the entry, with printed side facing out.
- ◆ Any foreign entries must be translated into English.

ADVERTISING DESIGN

- ◆ Advertising design entries will be judged on design and the effectiveness of the ad to communicate and promote the message and/or product to the target audience.
- ◆ Any size ads are accepted.
- ◆ Excludes brochures, tip-ins, or inserts that are not bound into the publication.

Class 42 OPEN TO PUBLISHING MEDIA MEMBERS ONLY**Publication Staff Single Advertisement (print or digital edition publication)**

- ◆ Design, layout, and composition must have been created by publication staff, not an ad agency or advertiser.
- ◆ Entries may be any size and either black and white or color.

COVER PAGE DESIGN

- ◆ All elements of front cover, including logo, cover lines, and design, will be evaluated for effectiveness.
- ◆ A flip cover or tip-on is not considered a separate cover. A wrap cover may be judged as one cover if the back cover is a continuance of the front cover, such as a spread.
- ◆ All publication formats, including magazines, tabloids and newspapers, and digital editions are eligible.

Class 43

Publication Cover Page circulation under 10,000 (print or digital edition publication)

Class 44

Publication Cover Page circulation 10,000 to 20,000 (print or digital edition publication)

Class 45

Publication Cover Page circulation over 20,000 (print or digital edition publication)

EDITORIAL DESIGN

- ◆ Editorial design entries are judged on the effectiveness of the design to communicate the editorial content.
- ◆ Entire editorial article must be submitted, including any advertisements that appear on any page of the layout.
- ◆ Class includes multiple pages, one-page, and two-page editorial design.
- ◆ Any print or digital edition publication format is eligible.
- ◆ Entries may be either black and white or color.

Class 46

Editorial Design circulation under 10,000 (print or digital edition publication)

Class 47

Editorial Design circulation 10,000 to 20,000 (print or digital edition publication)

Class 48

Editorial Design circulation over 20,000 (print or digital edition publication)

Specialty Classes

**OPEN TO AHP PUBLISHING MEDIA OR INDIVIDUAL MEMBERS.
Any exceptions are noted in class descriptions.**

SUBMISSION INSTRUCTIONS FOR SPECIALTY CLASSES

- ◆ Insert entries into an envelope and attach entry form to the outside of envelope with printed side facing out.
- ◆ ◀ Designates a class that requires a Statement of Purpose.

Class 49◀

Publishing Media Equine-related Specialty or Custom Publication (print only)

- ◆ Entries can include show/event programs, directories, supplements, or annual publications, but not calendars or promotional publications.
- ◆ The 2016 cover date takes precedence over any other date in the publication. If there is no 2016 cover date, then the folio dates must be 2016; if there is no cover or folio date, then the copyright date must be 2016 or **verification of print date provided**.
- ◆ Issue must be separate from subscription issues.
- ◆ Content published in specialty or custom print publications including supplements is NOT eligible for any classes other than Freelance Writer Equine-related Journalism, Freelance Equine-related Editorial Photograph, and Equine-related Mainstream Journalism Article unless the annual publication or supplement is an AHP Publishing Media member in 2017.
- ◆ Class judged based on 40% effectiveness of editorial content, 35% design and 25% meeting its Statement of Purpose (mission).
- ◆ Equine-related Specialty or Custom Publication entries must include a Statement of Purpose and be published by an AHP Publishing Media or Individual Member.

Class 50 OPEN TO ALL MEMBERS

Equine-related Fiction Book (print or electronic)

- ◆ Examples of equine fiction books include narratives, children's books and novels.
- ◆ Hardback, paperback, or electronic-book format (including digital edition, eReader such as Kindle, or PDF) published by an AHP Member.
- ◆ First copyright date must be 2016.
- ◆ Reprinted editions are ineligible.
- ◆ Entrant must be listed as a credit in the book.
- ◆ Electronic-book may be entered as PDF or a link to download.
- ◆ Class judged based on 90% content and 10% design.

Class 51 OPEN TO ALL MEMBERS

Equine-related Nonfiction Book (print or electronic)

- ◆ Examples of equine non-fiction books include biographies, histories, memoirs, instructional, self-help, business and photography books.
- ◆ Hardback, paperback, or electronic-book format (including digital edition, eReader such as Kindle, or PDF) published by an AHP Member.
- ◆ First copyright date must be 2016.
- ◆ Reprinted editions are ineligible.
- ◆ Entrant must be listed as a credit in the book.
- ◆ Electronic-book may be entered as PDF or a link to download.
- ◆ Class judged based on 90% content and 10% design.

General Excellence Classes

(PRINT PUBLICATIONS ONLY)

OPEN TO PRINT AHP PUBLISHING MEDIA MEMBERS ONLY

SUBMISSION INSTRUCTIONS FOR GENERAL EXCELLENCE CLASSES

- ◆ General Excellence entries must include a Statement of Purpose. (mission)
- ◆ Entry must consist of three different issues published in and dated 2016.
- ◆ All print publishing media formats including magazines, tabloids and newspapers, are eligible.
- ◆ ◀ Designates a class that requires a Statement of Purpose. (mission)
- ◆ General Excellence entries will be judged based on 40% effectiveness of editorial content, 35% design and 25% meeting its Statement of Purpose (mission).
- ◆ Insert three different issues into an envelope and tape entry form to the outside of envelope with printed side facing out.
- ◆ Use the General Excellence entry form for General Excellence classes.
- ◆ Only one entry by any print Publishing Media Member. In the case of a dual format, publications will be judged based on the format selected on the Master Entry List.
- ◆ Submit state and regional publications in one of the appropriate classes.

Class 52 ◀

Association Publication circulation under 15,000

Class 53 ◀

Association Publication circulation 15,000 and over

Class 54 ◀

Self-Supported Publication circulation under 15,000

Class 55 ◀

Self-Supported Publication circulation 15,000 and over

Overall Publication

- ◆ The Overall Publication General Excellence Award is presented to one of the winners in the General Excellence classes.

Business Division

FOR BUSINESS, NONPROFIT BUSINESS, AND COLLEGE/UNIVERSITY MEMBERS OF AMERICAN HORSE PUBLICATIONS

OPEN TO AHP BUSINESS, NONPROFIT BUSINESS, COLLEGE/UNIVERSITY MEMBERS
Any exceptions are noted in class descriptions.

SUBMISSION INSTRUCTIONS FOR BUSINESS DIVISION CLASSES

- ◆ Entries must be equine-related, dated 2016 and published by an AHP Business, Nonprofit or College/University Member.
- ◆ All content published on a Business, Nonprofit or College/University Member associated website is eligible if it meets the criteria in the class and the URL is listed in the AHP member's file record.
- ◆ Entries must be original to the entrant (first publication of the work), dated 2016.
- ◆ ♦ Designates a class that requires a Statement of Purpose. (mission)
- ◆ Online entries must be submitted by a URL address that links directly to the entry. Members are requested to do the following before submitting online entries:
 1. Archive entries on your site at a permanent URL that will not change. Many content management systems already do this, so no extra work will be required in those situations.
 2. Online entries with multiple links must be submitted as one permanent URL (one page cataloguing all the components of the entry). If you do not normally archive online content in this manner, discuss this with your webmaster or IT department to create such a catalog page.
 3. Make sure the date of publication is included in the linked content (for entry date verification).
 4. Include screen shot of entry for identification.
 5. A signature from the business owner is required to verify the entry was published in 2016.
 6. Any online content that is password-protected must include an access code or password.

ADVERTISING

Class 56

Business Equine-related Single Print Advertisement

- ◆ Ad must be created by or for a Business, Nonprofit, College/University member.
- ◆ Ad must have been published in AHP member-owned print publication or Publishing Media member's print publication, dated 2016.
- ◆ Advertising design entries will be judged on design and the effectiveness of the ad to communicate and promote the message and/or product to the target audience.
- ◆ Excludes brochures, tip-ins, or inserts that are not bound into the publication.
- ◆ Ad may be any color and any size.
- ◆ Mount entries on lightweight poster board with spray adhesive.
- ◆ **NO PERMANENT GLUE OR DOUBLE STICK TAPE.**
- ◆ Mounting boards are limited to two sizes: 9" x 12" - single pages or 12" x 18" - spreads and tabloid pages; may adjust to fit Federal Express or UPS box.
- ◆ Attach entry form with tape to the back of the entry, with printed side facing out.

Class 57

Business Equine-related Print Ad Campaign

- ◆ Series of ads must be about a single brand owned by or for a Business, Nonprofit, College/University member.
- ◆ All ads in the series must have been published in AHP member-owned print publication or Publishing Media Member's print publication, dated 2016.
- ◆ Entry must have been created by an agency, designer, or advertiser who is a Business, Nonprofit, College/University member.
- ◆ Series of ads may be any color and any combinations of sizes.
- ◆ Print advertising design entries will be judged on design and the effectiveness of the campaign to communicate and promote the brand message and/or product to the target audience.
- ◆ Mount entries on lightweight poster board with spray adhesive.
- ◆ **NO PERMANENT GLUE OR DOUBLE STICK TAPE.**
- ◆ Mounting boards are limited to two sizes: 9" x 12" - single pages or 12" x 18" - spreads and tabloid pages.
- ◆ Multiple page entries may be attached with a paper clip or rubber band and must be marked 1 of 3 pieces, 2 of 3 pieces, etc.
- ◆ Attach entry form with tape to the back of the last page in the entry with printed side facing out

Class 58**Business Equine-related Single Online Advertisement (animated or static)**

- ◆ Ad must be about a single brand owned by or for a Business, Nonprofit, College/University.
- ◆ Ad must have been published on AHP Publishing Media member's website or on the member's associated website or Facebook page, dated 2016.
- ◆ Entry must have been created by an agency, designer, or advertiser who is a Business, Nonprofit, College/University member.
- ◆ Ad may be any color and any size, animated or static.
- ◆ Animated ad must be submitted as a live link (URL).
- ◆ A screenshot, tearsheet, or printout of ad must be mounted as on poster board cut to either 9" x 12" - single pages or 12" x 18" - spreads and tabloid pages.
- ◆ Verification of publication date must be submitted.
- ◆ Facebook ads must be compliant with Facebook approved guidelines.

Class 59**Business Equine-related Brand Multimedia Ad Campaign**

- ◆ Campaign must be about a single brand owned by or for a Business, Nonprofit, College/University member.
- ◆ Entry must have been created by an agency, designer, or advertiser who is a Business, Nonprofit, College/University member.
- ◆ Campaign must include three or more of the following: print ad, online ad, poster, e-blast, Facebook approved ad or post, or print promotional piece.
- ◆ All pieces must have a sense of continuity of brand identifying them as a campaign.
- ◆ Print or online ads must have been published in one or more AHP Publishing Media members' print publications or associated websites or on the member's brand website or Facebook page, dated 2016.
- ◆ Ads may be black and white or color and any size.
- ◆ All parts of the campaign must be submitted as printouts and mounted on poster board cut to either 9" x 12" - single pages or 12" x 18" - spreads and tabloid pages.
- ◆ Any animated ad must be submitted as a live link (URL).
- ◆ Verification of publication date must be submitted.

CONTENT**Class 60** ←**Business Equine-related eNewsletter**

- ◆ eNewsletter must be subscription based, paid or free.
- ◆ Entry requires a Statement of Purpose. (mission)
- ◆ eNewsletter must be published at least 4 times in 2016 by a Business, Nonprofit, or College/University member.
- ◆ eNewsletter may be distributed online on an AHP member website or via email.
- ◆ Entry will be judged on the effectiveness of the editorial content and design in meeting the Statement of Purpose. (mission)
- ◆ Submit eNewsletters from two different issues from 2016.
- ◆ Submit online eNewsletters as live links (URL) with a screen shot for identification purposes.
- ◆ Submit emailed eNewsletters as PDF, screenshot or link with verification of published date.

Class 61**Business Brand Equine-related Blog**

- ◆ Blog posts must have been published and dated 2016 by Business, Nonprofit, or College/University Member online at their associated website or a Publishing Media Member's website.
- ◆ An entry is considered valid if the blog includes more than three (3) posts in 2016.
- ◆ Online entries with multiple links must be submitted as one permanent URL (one page cataloging all the components of the entry)
- ◆ Blogs will be judged on creative writing style, engagement with readers, user-friendliness, originality, personality, visual aesthetics, archiving, variety of subject, and evidence of social media promotion.

Class 62**Business Brand Content Marketing Single Article (print or online)**

- ◆ Equine-related article written for or by a Business, Nonprofit, or College/University member.
- ◆ Article must be editorial, not advertising or press release, and create content and experiences reader/audience wants to consume, while at the same time conveying a brand message (native advertising/sponsored content).
- ◆ Article must have been published on AHP Publishing Media member's publication or associated website or on a member-owned publication or associated website, dated 2016.
- ◆ Article must be properly labeled and clearly associates the brand with the content.
- ◆ Entries will show how a brand has successfully worked independently or in association with a content producer or publisher to develop and create or co-create entertaining and engaging content for their audience. This could be either by creating original content for a brand or by naturally integrating a brand into existing formats by partnering with a publisher.

MULTIMEDIA**Class 30 OPEN TO ALL MEMBERS****Equine-related Newsworthy Video**

- ◆ Entry is one single news-related video created by an AHP Member
- ◆ Video is judged on concept, quality of craft, integration, and overall end-user experience.
- ◆ Entries must have been copyrighted 2016.
- ◆ A signature or proof verifying published dates must accompany entry.
- ◆ Entry must be submitted as one permanent URL that links directly to the video with a screen shot for identification purposes.

Class 31 OPEN TO ALL MEMBERS**Equine-related Brand Marketing Video**

- ◆ Entry is one single marketing video created by an AHP Member
- ◆ Video is judged on concept, quality of craft, integration, and overall end-user experience.
- ◆ Entries must have been copyrighted 2016.
- ◆ A signature or proof verifying published dates must accompany entry.
- ◆ Entry must be submitted as one permanent URL that links directly to the video with a screen shot for identification purposes.

NEW CLASS FOR 2017**Class 32 OPEN TO ALL MEMBERS****Equine-related Podcast**

- ◆ An original single podcast broadcast online in 2016 by AHP Member.
- ◆ Entry judged on entertainment value, production quality and creative content.
- ◆ Entries must have been copyrighted 2016.
- ◆ A signature or proof verifying published dates must accompany entry.
- ◆ Entry must be submitted as one permanent URL that links directly to the podcast with a screen shot for identification purposes.

Class 63 **Business Brand Equine-related Website**

- ◆ Entry must be the brand associated website for the Business, Nonprofit or College/University Member.
- ◆ Website will be viewed live and judged on visual design, innovation, functionality, interactivity, content, structure and navigation, and service to the equine industry.
- ◆ Only the URL address and a Statement of Purpose (mission) are required on the entry form.

SPECIALTY

Class 50 OPEN TO ALL MEMBERS

Equine-related Fiction Book (print or electronic)

- ◆ Examples of equine fiction books include narratives, children's books and novels.
- ◆ Hardback, paperback, or electronic-book format (including digital edition, eReader such as Kindle, or PDF) published by an AHP Member.
- ◆ First copyright date must be 2016.
- ◆ Reprinted editions are ineligible.
- ◆ Entrant must be listed as a credit in the book.
- ◆ Electronic-book may be entered as PDF or a link to download.
- ◆ Class judged based on 90% content and 10% design.

Class 51 OPEN TO ALL MEMBERS

Equine-related Nonfiction Book (print or electronic)

- ◆ Examples of equine non-fiction books include biographies, histories, memoirs, instructional, self-help, business and photography books.
- ◆ Hardback, paperback, or electronic-book format (including digital edition, eReader such as Kindle, or PDF) published by an AHP Member.
- ◆ First copyright date must be 2016.
- ◆ Reprinted editions are ineligible.
- ◆ Entrant must be listed as a credit in the book.
- ◆ Electronic-book may be entered as PDF or a link to download.
- ◆ Class judged based on 90% content and 10% design.

Class 64 ◀

Business Brand Equine-related Custom Publication (print)

- ◆ A single issue that may include show or event programs, directories, white papers, corporate reports, brochures, supplements, and catalogs, but not calendars.
- ◆ The 2016 cover date takes precedence over any other date in the publication. If there is no 2016 cover date, then the folio dates must be 2016; if there is no cover or folio date, then the copyright must be 2016 or **verification of print date provided**.
- ◆ Content published in custom print publications including supplements is NOT eligible for any classes in the Publishing Media Division other than Freelance Writer Equine-related Journalism, Freelance Equine-related Editorial Photograph, and Equine-related Mainstream Journalism Article.
- ◆ Entry requires a Statement of Purpose (mission)
- ◆ Entry must be published by or for an AHP Business, Nonprofit or College/University Member.
- ◆ Entry must have been created by an agency, designer, or advertiser who is a Business, Nonprofit, College/University member.
- ◆ Class judged based on 40% content, 35% design and 25% meeting its Statement of Purpose (mission).
- ◆ Submit entries in print format inserted into 9 x 12 envelope.

NEW CLASS for 2017

Class 65 ◀

Business Brand Multi-Issue Publication (print)

- A publication that was published at least two times a year in 2016 and whose primary purpose is to promote a specific brand or service owned by or for a Business, Nonprofit, College/University member.
- Entries to be judged on 40% effectiveness of content, 35% design, and 25% on meeting its Statement of Purpose. (mission)
- ◆ Content is NOT eligible for any classes in the Publishing Media Division other than Freelance Writer Equine-related Journalism, Freelance Equine-related Editorial Photograph, and Equine-related Mainstream Journalism Article.
- The 2016 cover date takes precedence over any other date in the publication. If there is no 2016 cover date, then the folio dates must be 2016; if there is no cover or folio date, then the copyright must be 2016 or **verification of print date provided**.
- ◆ Entry requires a Statement of Purpose (mission)
- ◆ Entry must be submitted by an AHP Business, Nonprofit or College/University Member.
- ◆ Entry must have been created by an agency, designer, or advertiser who is a Business, Nonprofit, College/University member.
- ◆ Submit two different issues from 2016 inserted into 9 x 12 envelope.

All efforts have been made to provide accurate information regarding the class description and general instructions. Any errors are not intentional and will be clarified by the Awards Coordinator.