



Business Division

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

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

SUBMISSION INSTRUCTIONS FOR BUSINESS DIVISION CLASSES

- ◆ Entries must be equine-related, dated 2017 and submitted 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 2017.
- ◆ ◆ Designates a class that requires a Mission Statement.
- ◆ 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 2017.
 6. Any online content that is password-protected must include an access code or password.

Class 30 OPEN TO ALL MEMBERS

Equine-related Podcast

- ◆ An original single podcast broadcast online in 2017 by an AHP Member.
- ◆ Entry judged on entertainment value, production quality and creative content.
- ◆ Entries must have been copyrighted 2017.
- ◆ 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 54

Business Equine-related Single Print Advertisement

- ◆ Ad must be created by or for a Business, Nonprofit, or College/University member.
- ◆ Ad must have been published in AHP member-owned print publication or Publishing Media member's print publication, dated 2017.
- ◆ 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" or 12" x 18"; 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 55

Business Equine-related Print Ad Campaign

- ◆ Series of ads must be about a single brand owned by or for a Business, Nonprofit, or 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 2017.
- ◆ Entry must have been created by an agency or advertiser who is a Business, Nonprofit, or 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 with spray adhesive on lightweight poster board cut to either 9" x 12" or 12" x 18".
- ◆ **NO PERMANENT GLUE OR DOUBLE STICK TAPE.**
- ◆ 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 56

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

- ◆ Ad must be about a single brand owned by a Business, Nonprofit, or College/University member.
- ◆ Ad must have been published on AHP Publishing Media member's website or on the member's associated website or Facebook page, dated 2017.
- ◆ Entry can be created by or for a Business, Nonprofit, or College/University member or by an agency who is an AHP Business member.
- ◆ Ad may be any color and any size, animated or static.
- ◆ Animated ad must be submitted as a live link (URL).
- ◆ A screenshot or printout of ad as published must be mounted on lightweight poster board cut to either 9" x 12" or 12" x 18".
- ◆ Verification of publication 2017 date must be submitted.
- ◆ Facebook ads must be compliant with Facebook approved guidelines.

Class 57

Business Equine-related Multimedia Ad Campaign

- ◆ Ad campaign must be about a single brand owned by a Business, Nonprofit, or College/University member.
- ◆ Entry can be submitted by or for a Business, Nonprofit, or College/University member or an agency that is an AHP Business member.
- ◆ Ad campaign must include a minimum of three different formats such as: (1) print ad, (1) online ad, plus one or more of the following: poster, e-blast, video, 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 2017.
- ◆ Ads may be black and white or color and any size.
- ◆ All parts of the ad campaign must be submitted mounted on lightweight poster board cut to either 9" x 12" or 12" x 18".
- ◆ Any animated ad or video must include a live link (URL).
- ◆ Verification of publication 2017 date must be submitted for all pieces.
- ◆ Attach entry form with tape to the back of the last page of the entry, with printed side facing out.

NEW FOR 2018

Class 58

Business Equine-related Advertising/Marketing Social Media Campaign

- ◆ Social Media campaign must be about a single brand owned by a Business, Nonprofit, or College/University member.
- ◆ Entry can be submitted by a Business, Nonprofit, or College/University member or an agency that is an AHP Business member.
- ◆ Campaign must include a minimum of three different posts and/or ads published on brand's Facebook, Instagram, LinkedIn, or Twitter accounts.
- ◆ All pieces must have a sense of continuity of subject, such as brand or theme, identifying them as a campaign.
- ◆ Ads or posts must have been published and dated 2017. Verification of publication 2017 date must be submitted for all pieces.
- ◆ Entry 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 printouts of all pieces in the campaign with spray adhesive on lightweight poster board cut to either 9" x 12" or 12" x 18".
- ◆ Any posts with video must include a live link (URL).
- ◆ Attach entry form with tape to the back of the last page of the entry, with printed side facing out.

Class 59

Business Equine-related Video

- ◆ Entry is a single video created by or for an AHP Business, Nonprofit, or College/University member.
- ◆ Entry can be submitted by a Business, Nonprofit, College/University member or an agency that is an AHP Business member.
- ◆ Video is judged on concept, quality of craft, integration, and overall end-user experience.
- ◆ Entry must have been copyrighted 2017.
- ◆ A signature or proof verifying published 2017 date 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 60 ◀**Business Equine-related eNewsletter**

- ◆ eNewsletter can be subscription based, paid or free.
- ◆ Entry requires a Mission Statement.
- ◆ eNewsletter must be published at least 4 times in 2017 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 Mission Statement.
- ◆ Submit eNewsletters from two different issues from 2017.
- ◆ 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 Equine-related Blog**

- ◆ Blog posts must have been published online by a Business, Nonprofit, or College/University Member 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 2017.
- ◆ Blog entries must be submitted as one permanent URL.
- ◆ 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.
- ◆ A signature, verifying blog was published in 2017, must accompany entry.

Class 62**Business 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 member's brand-owned publication or associated website, dated 2017.
- ◆ Article must be properly labeled and clearly associates the brand with the content.
- ◆ Entry will be judged on 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.
- ◆ Submit article as tearsheet, PDF, or printout inserted into 9" x 12" envelope.
- ◆ Attach entry form with tape to the envelope with printed side facing out.

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

- ◆ Entry must be a 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 Mission Statement are required on the entry form.

Class 64**Business Equine-related Book (print or electronic)**

- ◆ Examples include biographies, histories, instructional, self-help, business, informational, and photography books.
- ◆ Entry may be a hardback, paperback, or electronic-book format (including digital edition, eReader such as Kindle, or PDF) published by an AHP Business, Nonprofit, or College/University Member.
- ◆ First copyright date must be 2017.
- ◆ Reprinted editions are ineligible.
- ◆ Entrant must be listed as a credit in the book.
- ◆ Class judged based on 90% content and 10% design.
- ◆ Insert printed book into 9" x 12" or 12" x 18" envelope with entry form attached to the outside facing out.
- ◆ Electronic-book may be entered as PDF or a link to download.

Class 65 ←**Business 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.
- ◆ Entry must be submitted by an AHP Business, Nonprofit or College/University Member.
- ◆ Entry can be published by or for a Business, Nonprofit, or College/University member or by an agency who is a Business member.
- ◆ Class judged based on 40% effectiveness of content, 35% design and 25% meeting its Mission Statement.
- ◆ The 2017 cover date takes precedence over any other date in the publication. If there is no 2017 cover date, then the folio dates must be 2017; if there is no cover or folio date, then the copyright must be 2017 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 Public Awareness Journalism Article.
- ◆ Entry requires a Mission Statement
- ◆ Submit entry in print format inserted into 9 x 12 envelope.
- ◆ Attach entry form to the envelope with printed side facing out.

Class 66 ←**Business Equine-related Multi-Issue Publication (print)**

- ◆ A publication that was published at least two times a year in 2017 and whose primary purpose is to promote a specific brand or service.
- ◆ Entry can be published by or for a Business, Nonprofit, or College/University member or by an agency that is a Business member.
- ◆ Entry must be submitted by an AHP Business, Nonprofit or College/University Member.
- ◆ Entries to be judged on 40% effectiveness of content, 35% design, and 25% on meeting its Mission Statement.
- ◆ 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 Public Awareness Journalism Article.
- ◆ The 2017 cover date takes precedence over any other date in the publication. If there is no 2017 cover date, then the folio dates must be 2017; if there is no cover or folio date, then the copyright must be 2017 or **verification of print date provided**.
- ◆ Entry requires a Mission Statement
- ◆ Submit two different issues from 2017 inserted into 9 x 12 envelope.
- ◆ Attach entry form to the envelope with printed side facing out.

NEW CLASS FOR 2018**Class 67****Business Equine-related Advertising/Marketing Photograph**

- ◆ A photograph published in an advertisement or promotion piece to market a specific brand or service owned by a Business, Nonprofit, or College/University member.
- ◆ Entry can be submitted by a Business, Nonprofit, College/University member or by an agency that is a Business member.
- ◆ Photograph may be published in print or online.
- ◆ Entry will be judged on how well the photograph communicates the brand message.
- ◆ Mount a print of the photograph using spray adhesive on lightweight poster board cut to either 9" x 12" or 12" x 18".
- ◆ Submit a copy of the advertisement or marketing piece in which the photograph was published.
- ◆ Attach entry form with tape to the back of the entry, with printed side facing out.
- ◆ Proof of published in 2017 must accompany entry.

NEW CLASS FOR 2018**Class 68****Business Equine-related Single Infographic**

- ◆ An equine-related static graphic visual presentation of brand-related content, data or knowledge intended to present information quickly and clearly.
- ◆ Copyright or verification of published in 2017 required.
- ◆ Entry must have been published by or for a Business, Nonprofit, or College/University member or by an agency that is a Business member.
- ◆ Entry must be submitted by an AHP Business, Nonprofit or College/University Member.
- ◆ Mount a print of the infographic using spray adhesive on lightweight poster board cut to either 9" x 12" or 12" x 18".
- ◆ Attach entry form with tape to the back of the entry, with printed side facing out.

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.