



Publishing Media Division

FOR AMERICAN HORSE PUBLICATIONS PUBLISHING MEDIA MEMBERS THAT PUBLISH CONTENT AND INDIVIDUAL MEMBERS WHO CREATE PUBLISHED CONTENT.

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 2019 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 unless otherwise noted.
- ◆ Member is responsible for submitting original work first published in 2018.
- ◆ 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. **Average monthly users is defined as the average users per month based on analytics report.** 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 or users has changed, please submit proof with your entries.**
- ◆ **All content on a member-owned website is eligible if it meets the criteria in the class and is owned by the submitting member.**
- ◆ Content published in 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 Public Awareness Journalism Article unless the annual publication or supplement is an AHP Publishing Media member in 2019.
- ◆ Judging in editorial content classes 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.

HOW TO SUBMIT EDITORIAL CONTENT ENTRIES

- ◆ Entries must be submitted as printed tearsheets or a printout/screen shot of entire article as published online. If a printed 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; otherwise the entry will not be considered as a finalist.**
- ◆ 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 circulation or users under 20,000 (print or online)

- ◆ 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 circulation or users 20,000 and over (print or online)**

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 2018. Series article carried into January 2019 issue may be submitted, however content in the 2019 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 circulation or users under 20,000 (print or online)**

- ◆ 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 circulation or users 20,000 and over (print or online)**

Same as Class 6.

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

- ◆ 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 circulation or users 20,000 and over (print or online)**

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 circulation or users under 10,000 (print or online)**

- ◆ 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 circulation 10,000 to 20,000 / users 10,000 to 50,000 (print or online)**

Same as Class 11.

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

Same as Class 11.

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

- ◆ 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 circulation 10,000 to 20,000 / users 10,000 to 50,000 (print or online)**

Same as Class 14.

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

Same as Class 14.

Class 17**Personal Column Single Article circulation or users under 20,000 (print or online)**

- ◆ 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 circulation or users 20,000 and over (print or online)**

Same as Class 17.

Class 19**Editorial Event Coverage Single Article circulation or users under 20,000 (print or online)**

- ◆ 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 20**Editorial Event Coverage Single Article circulation or users 20,000 and over (print or online)**

Same as Class 19.

Class 21**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 2018. Series article carried into January 2019 issue may be submitted, however content in the 2019 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 or 18.

Class 22**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 and dated 2018 in print or online in an AHP Publishing Media Member publication, digital edition or member-owned website.

Class 23**Equine-related Public Awareness Journalism Article (print or online)**

- ◆ A single editorial article that encourages and stimulates public awareness of equestrian sport and horse ownership outside the horse industry.
- ◆ 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 2018 in any member or non-member publication, digital edition or website.

Class 24 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-owned website, and dated 2018.
- ◆ Award is presented to the author only.

Multimedia Classes (online only)

OPEN TO AHP PUBLISHING MEDIA OR INDIVIDUAL MEMBERS

Any exceptions are noted in class descriptions.

SUBMISSION INSTRUCTIONS FOR MULTIMEDIA CLASSES

- ◆ Entries must be dated 2018 and published online in 2018 on an AHP Publishing Media or Individual member-owned website.
- ◆ All content on a member's website is eligible if it meets the criteria in the class and is owned by the submitting member.
- ◆ Entries must be original to the entrant (first publication of the work), dated 2018.
- ◆ 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 Mission Statement.

HOW TO SUBMIT MULTIMEDIA ENTRIES

- ◆ Online entries must be submitted with a single 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 a single 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.
- ◆ Make sure the date of publication is included in the linked content (for entry date verification).
- ◆ Include screen shot of entry for identification purposes only.
- ◆ A signature from the publisher/owner is required to verify the entry was published in 2018.
- ◆ Any online content that is password-protected must include an access code or password.

Class 25 ◀

Publishing Media Equine-related eNewsletter

- ◆ eNewsletter must be published by an AHP Publishing Media or Individual member.
- ◆ eNewsletter must have been published at least 4 times and dated 2018.
- ◆ Entry will be judged on the effectiveness of the editorial content and design in meeting the Mission Statement.
- ◆ eNewsletter must be subscription based, free or paid.
- ◆ eNewsletter may be distributed online on an AHP member website or via email.

HOW TO SUBMIT NEWSLETTER ENTRIES

- ◆ Submit two different issues of eNewsletter published in 2018.
- ◆ Submit online eNewsletters as live links (URL) with a screen shot for identification purposes.
- ◆ Submit emailed eNewsletters as PDF, screen shot or link with verification of published date.
- ◆ Entry requires a Mission Statement.

Class 26

Publishing Media Equine-related Blog

- ◆ Blog must have been published online and dated 2018.
- ◆ 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 2018 written by a single AHP member or staff of an AHP member.
- ◆ A signature, verifying blog was published in 2018, must accompany entry.
- ◆ Blog entries must be submitted as a single permanent URL and will be viewed live by the judge.
- ◆ Blogs will be judged on creative writing style, engagement with readers, user-friendliness, originality, personality, visual aesthetics, archiving, and variety of subject.

Class 27**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 a single permanent URL that links directly to the article with a screen shot for identification purposes.

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

- ◆ Entry is one single equine-related video created by an AHP Publishing Media or Individual Member
- ◆ Video is judged on concept, quality of craft, integration, and overall end-user experience.
- ◆ Entries must have been copyrighted 2018.
- ◆ A signature verifying published dates must accompany entry.
- ◆ Entry must be submitted as a single permanent URL that links directly to the video with a screen shot for identification purposes.

Class 29 OPEN TO ALL MEMBERS**Equine-related Podcast**

- ◆ An original single podcast broadcast online in 2018 by an AHP Member.
- ◆ Entry judged on entertainment value, production quality and creative content.
- ◆ Entries must have been copyrighted 2018.
- ◆ A signature verifying published dates must accompany entry.
- ◆ Entry must be submitted as a single permanent URL that links directly to the podcast with a screen shot for identification purposes.

Class 30**Publishing Media Equine-related Website**

- ◆ Entry may be a website owned by a Publishing Media or Individual member
- ◆ Website will be viewed live and judged on visual design, innovation, functionality, interactivity, content, structure and navigation, and service to the equine industry.
- ◆ Submit the website address on the entry form.
- ◆ Entry requires a Mission Statement.

Class 31 OPEN TO PUBLISHING MEDIA MEMBERS ONLY**Publishing Media Equine-related 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-owned 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 Mission Statement.
- ◆ Please submit an URL address from two different issues dated 2018 along with a screen shot for identification purposes.
- ◆ Class requires a Mission Statement.

Visual Media Classes

OPEN TO AHP PUBLISHING MEDIA OR INDIVIDUAL MEMBERS

Any exceptions are noted in class descriptions.

SUBMISSION INSTRUCTIONS FOR VISUAL MEDIA 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-owned 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 2018 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.
- ◆ Entry will be judged based 90 % on technique; 10% on editorial use.

HOW TO SUBMIT PHOTOGRAPH, ILLUSTRATION OR INFOGRAPHIC ENTRIES

- ◆ Submit a copy of the entire article in which the illustration, photograph, or infographic was published to provide proof of publication and comprehension of how the entry was used. Submit article as a tearsheet, PDF, or printout and insert into an envelope attached to the back of the entry.
- ◆ Mount a print of the photograph, illustration, or infographic using spray adhesive to lightweight poster board cut to either 9" x 12" single pages; or 12" x 18" spreads and tabloid pages.
- ◆ **NO PERMANENT GLUE OR DOUBLE STICK TAPE.**
- ◆ Attach entry form with tape to the back of the entry, with printed side facing out.

Class 32

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 33

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 34

Editorial Photograph (print or online)

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

Class 35 OPEN TO 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-owned website.
- ◆ Award is presented to the photographer only.

Class 36

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 37 OPEN TO ALL MEMBERS

Editorial Infographic (print or online)

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

Publishing Media 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 in 2018.
- ◆ Individual Members who are paid 2019 AHP members are allowed to submit entries in 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.**

HOW TO SUBMIT PRINT OR DIGITAL EDITION DESIGN ENTRIES

- ◆ Print publications submit entries as published tearsheets and digital editions may use PDFs as published.
- ◆ Mount entries with spray adhesive on lightweight poster board cut to either 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 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 38 OPEN TO AHP 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 39

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

Class 40

Publication Cover Page circulation 10,000 and over (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 41

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

Class 42

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

SOCIAL MEDIA DESIGN

NEW FOR 2019

Class 43

Publishing Media Equine-related Advertising/Marketing Social Media Single Post or Ad

- ◆ Social Media entry must be about a brand owned by a Publishing Media or Individual member.
- ◆ Post or ad may be published on member's Facebook, Instagram, LinkedIn, or Twitter accounts.
- ◆ Ad or post must have been published and dated 2018. Verification of publication 2018 date must be submitted for all entries.
- ◆ Entry will be judged on design and the effectiveness of the post to engage and promote the brand message to the target audience.

HOW TO SUBMIT SOCIAL MEDIA DESIGN/POST ENTRY

- ◆ Mount printout of entry with spray adhesive on lightweight 9" x 12" poster board.
- ◆ Any post with video must include a live link (URL) typed on the entry form.
- ◆ Attach entry form with tape to the back of the entry, with printed side facing out.

NEW FOR 2019

Class 44

Publishing Media Equine-related Advertising/Marketing Social Media Campaign

- ◆ Social Media campaign must be about a single brand owned by a Publishing Media or Individual member.
- ◆ Campaign must include a **minimum of three different posts and/or ads** published on member'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 2018. Verification of publication 2018 date must be submitted for all pieces.
- ◆ Entry will be judged on design and the effectiveness of the campaign to engage and promote the brand message to the target audience.

HOW TO SUBMIT SOCIAL MEDIA CAMPAIGN ENTRY

- ◆ 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) typed on the entry form.
- ◆ Attach entry form with tape to the back of the last page of the entry, with printed side facing out.

Specialty Classes

OPEN TO AHP PUBLISHING MEDIA OR INDIVIDUAL MEMBERS.

Any exceptions are noted in class descriptions.

SUBMISSION INSTRUCTIONS FOR SPECIALTY CLASSES

- ◆ Insert entry into an envelope and attach entry form to outside of envelope printed side facing out.
- ◆ Submit links to digital edition or electronic book on entry form.
- ◆ ◀ Designates a class that requires a Mission Statement.

Class 45 ◀ **PUBLISHING MEDIA MEMBERS ONLY**

Publishing Media Equine-related Custom Publication (print or digital edition)

- ◆ Entries include show/event programs, directories, supplements, or annual publications, but not calendars or promotional publications and brochures.
- ◆ Class judged based on 40% effectiveness of editorial content, 35% design and 25% meeting its Mission Statement.
- ◆ The 2018 cover date takes precedence over any other date in the publication. If there is no 2018 cover date, then the folio dates must be 2018; if there is no cover or folio date, then the copyright date must be 2018 or **verification of print date provided**.
- ◆ Issue must be a separate publication from subscription issues.
- ◆ Content published in a custom publication including supplements is NOT eligible for any classes other than Freelance Writer Equine-related Journalism, Freelance Equine-related Editorial Photograph, and Equine-related Public Awareness Journalism Article unless the annual publication or supplement is an AHP Publishing Media member in 2019.
- ◆ Equine-related Custom Publication entries must include a Mission Statement and be published by an AHP Publishing Media Member.

Class 46 **OPEN TO ALL MEMBERS**

Equine-related Fiction Book (print or electronic)

- ◆ Examples of fiction books include narratives, children's books and novels.
- ◆ Hardback, paperback, or electronic-book format (including digital edition, eReader such as Kindle, or PDF)
- ◆ Electronic-book may be entered as PDF or a link to download.
- ◆ First copyright date must be 2018; Reprinted editions are ineligible.
- ◆ Entrant must be listed as a credit in the book.
- ◆ Class judged based on 90% content and 10% design.

Class 47 **OPEN TO ALL MEMBERS**

Equine-related Nonfiction Book (print or electronic)

- ◆ Examples of 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)
- ◆ Electronic-book may be entered as PDF or a link to download.
- ◆ First copyright date must be 2018; Reprinted editions are ineligible.
- ◆ Entrant must be listed as a credit in the book.
- ◆ 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 Mission Statement.
- ◆ Entry must consist of three different issues published in and dated 2018.
- ◆ All print publishing media formats including magazines, tabloids and newspapers, are eligible.
- ◆ ◀ Designates a class that requires a Mission Statement.
- ◆ General Excellence entries will be judged based on 40% effectiveness of editorial content, 35% design and 25% meeting its Mission Statement.

HOW TO SUBMIT GENERAL EXCELLENCE ENTRY

- ◆ Insert three different issues into one 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.
- ◆ Submit state and regional publications in one of the appropriate classes.
- ◆ Publications entered in General Excellence are not eligible for Business Division Multi-Issue Publication Class.

Class 48◀

Association Publication circulation under 15,000

Class 49◀

Association Publication circulation 15,000 and over

Class 50◀

Self-Supported Publication circulation under 15,000

Class 51◀

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.

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.