



# Business Division

**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 2019 and submitted by an AHP Business, Nonprofit or College/University Member.
- ◆ All content published on a Business, Nonprofit or College/University Member website is eligible if it meets the criteria in the class and the website is owned by a member.
- ◆ Entries must be original to the entrant (first publication of the work), dated 2019.
- ◆ ◆ Designates a class that requires a Mission Statement.
- ◆ Submit print entries as indicated in the class description.

### HOW TO SUBMIT ONLINE ENTRIES

- ◆ Online entries must be submitted by a single URL address that links directly to the entry. Members are requested to do the following before submitting online entries: 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.
- ◆ Make sure the date of publication is included for entry date verification.
- ◆ Include screen shot of any online entry for identification.
- ◆ A signature from the business owner is required to verify the entry was published in 2019.
- ◆ Any online content that is password-protected must include an access code or password.

### Class 24 OPEN TO ALL MEMBERS

#### Equine-related Podcast

- ◆ An original single podcast broadcast online in 2019 by an AHP Member.
- ◆ Entry judged on entertainment value, production quality and creative content.
- ◆ Entries must have been copyrighted 2019.
- ◆ 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 provided for identification purposes.
- ◆ If the class has sufficient number of entries in both Publishing Media and Business divisions, the class will be divided.

### Class 39 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 2019; Reprinted editions are ineligible.
- ◆ Entrant must be listed as a credit in the book.
- ◆ Class judged based on 90% content and 10% design.
- ◆ Insert entry into an envelope and attach entry form to outside of envelope printed side facing out.
- ◆ Submit links to electronic book on entry form.
- ◆ If the class has sufficient number of entries in both Publishing Media and Business divisions, the class will be divided.

**Class 44****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 2019.
- ◆ 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 (See Class 54 for marketing promotions).
- ◆ Ad may be any color and any size.

**HOW TO SUBMIT ENTRY**

- ◆ Mount entries on lightweight poster board with spray adhesive.
- ◆ **NO PERMANENT GLUE OR DOUBLE STICK TAPE.**
- ◆ Mounting boards are limited to two sizes: 9x12 or 12x18.
- ◆ Attach entry form with tape to the back of the entry, with printed side facing out.

**Class 45****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 2019.
- ◆ 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.

**HOW TO SUBMIT ENTRY**

- ◆ Mount entries with spray adhesive on lightweight poster board cut to either 9x12 or 12x18.
- ◆ **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 46****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: print ad, online ad, social media ad, poster, e-blast, video link, or print promotional piece.
- ◆ All pieces in entry must have a sense of continuity identifying them as a brand campaign.
- ◆ Ads must have been published in one or more AHP Publishing Media members' print or electronic publications. Online ads must have been published on member owned websites or on the submitting member's website or social media pages, dated 2019.
- ◆ Ads may be black and white or color and any size.
- ◆ Entry judged on design and the effectiveness of the campaign to communicate and promote the message and/or product to the target audience.

**HOW TO SUBMIT ENTRY**

- ◆ All parts of the ad campaign must be submitted mounted on lightweight poster board cut to either 9x12 or 12x18.
- ◆ Any online ad or video must include a link (URL) typed on entry form for judge to access live.
- ◆ Verification of 2019 publication 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.

**Class 47****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 the submitting member's social pages (Facebook, Instagram, LinkedIn, or Twitter) dated 2019.
- ◆ 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 2019. Verification of publication 2019 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.

**HOW TO SUBMIT ENTRY**

- ◆ Mount printouts of all pieces in the campaign with spray adhesive on lightweight poster board cut to either 9x12 or 12x18.
- ◆ Video ad or post must include a link (URL) typed on entry form for judge to access and view entry.
- ◆ Attach entry form with tape to the back of the last page of the entry, with printed side facing out.
- ◆ Include printout of social campaign analytics.

**Class 48****Business Equine-related Short Video (2 minutes and under)**

- ◆ 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.
- ◆ Video length is two minutes and under.
- ◆ Entry must have been copyrighted 2019.
- ◆ A signature or proof verifying published 2019 date must accompany entry.

**HOW TO SUBMIT VIDEO ENTRY**

- ◆ Video must include a single link (URL) typed on entry form for judge to access and view entry.
- ◆ Include a screen shot for identification purposes.

**Class 49****Business Equine-related Long Video (over 2 minutes)**

- ◆ 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.
- ◆ Video length is over two minutes.
- ◆ Entry must have been copyrighted 2019.
- ◆ A signature or proof verifying published 2019 date must accompany entry.

**HOW TO SUBMIT VIDEO ENTRY**

- ◆ Video must include a single link (URL) typed on entry form for judge to access and view entry.
- ◆ Include a screen shot for identification purposes.

**Class 50****Business Equine-related eNewsletter**

- ◆ eNewsletter can be subscription based, paid or free.
- ◆ eNewsletter must be published at least 4 times in 2019 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.

**HOW TO SUBMIT ENEWSLETTER ENTRY**

- ◆ Submit eNewsletters from two different issues from 2019.
- ◆ Submit online or emailed eNewsletters as live links (URL) with a screen shot for identification purposes and verification of published date.
- ◆ Entry requires a Mission Statement.

**Class 51****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 in an AHP Publishing Media member's print or electronic publication or on the submitting member-owned website or a Publishing Media Member's website and dated 2019.
- ◆ 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.

**HOW TO SUBMIT ENTRY**

- ◆ Submit article as tearsheet, PDF, or legible printout inserted into 9x12 or 10x13 envelope.
- ◆ Attach entry form with tape to the envelope with printed side facing out.

**Class 52** ◀**Business Equine-related Website**

- ◆ Entry must be a brand associated website owned by a 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.
- ◆ Submit the website address on the entry form.
- ◆ Entry requires a Mission Statement.

**Class 53** ◀**Business Equine-related Marketing Promotion (print or digital)**

- ◆ A single promotional piece that may include a brochure, flyer, poster, calendar, postcards, sign, etc. used to inform or persuade target audiences of the relative merits of a product, service, brand or issue.
- ◆ Excluded are custom publications (see class 55)
- ◆ Entry will be judged on its effectiveness to increase awareness, create interest, generate sales, and/or create brand loyalty.
- ◆ 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.

**HOW TO SUBMIT ENTRY**

- ◆ Submit print format entries inserted into 9x12 or 10x13 envelope.
- ◆ Attach entry form to the envelope with printed side facing out.
- ◆ Digital submissions must include a direct link for the judge to access and view the entry and a screen shot for identification purposes
- ◆ Entry requires a Mission Statement.
- ◆ Verification of 2019 publication date must be provided by copyright or print/published date.

**Class 54** ◀**Business Equine-related Custom Publication (print only)**

- ◆ A single issue that may include show or event programs, directories, white papers, corporate reports, supplements, and catalogs, but not calendars or brochures. (see class 54 for marketing promotions)
- ◆ 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 2019 cover date takes precedence over any other date in the publication. If there is no 2019 cover date, then the folio dates must be 2019; if there is no cover or folio date, then the copyright must be 2019 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.

**HOW TO SUBMIT ENTRY**

- ◆ Submit entry in print format inserted into 9x12 or 10x13 envelope.
- ◆ Attach entry form to the envelope with printed side facing out.
- ◆ Entry requires a Mission Statement

**Class 55** ←**Business Equine-related Multi-Issue Publication (print only)**

- ◆ A publication that was published at least two times a year in 2019 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, and Freelance Equine-related Editorial Photograph, and Equine-related Public Awareness Journalism Article.
- ◆ The 2019 cover date takes precedence over any other date in the publication. If there is no 2019 cover date, then the folio dates must be 2019; if there is no cover or folio date, then the copyright must be 2019 or **verification of print date provided**.
- ◆ Publishing Media members are not eligible for this class.

**HOW TO SUBMIT ENTRY**

- ◆ Entry requires a Mission Statement
- ◆ Submit two different issues from 2019 inserted into one 9x12 or 10x13 envelope.
- ◆ Attach entry form to the envelope 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.*