



Publishing Media Division

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

Editorial Content Classes (print or online)

OPEN TO AHP PUBLISHING MEDIA OR MEDIA PROFESSIONAL MEMBERS

Any exceptions are noted in class descriptions.

SUBMISSION INSTRUCTIONS FOR EDITORIAL CONTENT CLASSES

- ◆ Paid 2020 AHP Media Professional 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 that published the entry. 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 Media Professional Member's associated website unless otherwise noted.
- ◆ Member is responsible for submitting original work first published in 2019.
- ◆ 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 an 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 2020.
- ◆ Judging in editorial content classes will be based on **writing only**, not design, multimedia or rich media.
- ◆ Photographs and sidebars may be included when 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 or 10x13 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 or 10x13 envelope.
- ◆ **DO NOT USE STAPLES OR PERMANENT GLUE.**
- ◆ **DO NOT SEAL ENVELOPES** that contain 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)

- ◆ 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 when necessary to the comprehension of the content.

Class 4**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 when necessary to the comprehension of the content.

Class 5**Horse Care Single Article circulation or users 20,000 and over (print or online)**

Same as Class 4.

Class 6**Service to the Consumer Single Article circulation or users under 10,000 (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 when necessary to the comprehension of the content.

Class 7**Service to the Consumer Single Article circulation or users 10,000 and over (print or online)**

Same as Class 6.

Class 8**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 when necessary to the comprehension of the content.

Class 9**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 10**Personality Profile Single Article circulation 10,000 to 20,000 / users 10,000 to 50,000 (print or online)**

Same as Class 9.

Class 11**Personality Profile Single Article circulation over 20,000 / users over 50,000 (print or online)**

Same as Class 9.

Class 12**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 13**Feature Single Article circulation 10,000 to 20,000 / users 10,000 to 50,000 (print or online)**

Same as Class 12.

Class 14**Feature Single Article circulation over 20,000 / users over 50,000 (print or online)**

Same as Class 12.

Class 15**Personal Column Single Article (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 16**Editorial Event Coverage Single Article (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 17**Equine-related Editorial Series (print or online)**

- ◆ A series of articles that have a sense of continuity of subject identifying them as a series.
- ◆ Entries may also include instructional series that provide how-to information in a step-by-step format.
- ◆ A series where all or the majority of articles were published in 2019. Series article carried into January 2020 issue may be submitted, however content in the 2020 article is not eligible in any other class.
- ◆ A series that is published in a single publication is eligible.
- ◆ Entries will be judged on choice of subject, interest to the reader, grammar, and creative writing style.
- ◆ Articles published in a personal column are not eligible for this series class. Please enter personal column single articles in class 15.

Class 18**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 2019 in print or online in an AHP Publishing Media Member publication, electronic publication or member-owned website.

Class 19**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 2019 in any member or non-member print or electronic publication or website.

Class 20 OPEN TO AHP MEDIA PROFESSIONAL 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 print or electronic publication or website including the Media Professional member-owned website, and dated 2019.
- ◆ Award is presented to the author only.

Multimedia Classes

OPEN TO AHP PUBLISHING MEDIA OR MEDIA PROFESSIONAL MEMBERS

Any exceptions are noted in class descriptions.

SUBMISSION INSTRUCTIONS FOR MULTIMEDIA CLASSES

- ◆ Entries must be dated 2019 and published in 2019 on an AHP Publishing Media or Media Professional member-owned website or electronic publication.
- ◆ All multimedia content on a member's website or electronic publication 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 2019.
- ◆ Media Professional member entries must be accompanied by a letter of written support from the Publishing Media Member that published the entry. 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

- ◆ Entries must be submitted with a single URL address that links directly to the entry. Members are requested to do the following before submitting 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 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 2019.
- ◆ Any multimedia content that is password-protected must include an access code or password.

Class 21 ◀

Publishing Media Equine-related eNewsletter

- ◆ eNewsletter must be published by an AHP Publishing Media or Media Professional member.
- ◆ eNewsletter must have been published at least 4 times and dated 2019.
- ◆ 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 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 22

Publishing Media Equine-related Blog

- ◆ Blog must have been published and dated 2019.
- ◆ Media Professional 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 2019 written by a single AHP member or staff of an AHP member.
- ◆ A signature, verifying blog published in 2019, 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 23

Publishing Media Equine-related Video

- ◆ Entry is one single equine-related video created by an AHP Publishing Media or Media Professional Member
- ◆ Video is judged on concept, quality of craft, integration, and overall end-user experience.
- ◆ 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 video with a screen shot for identification purposes.

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 for identification purposes.
- ◆ If the class has sufficient number of entries in both Publishing Media and Business divisions, the class will be divided.

Class 25**Publishing Media Equine-related Website**

- ◆ Entry may be a website owned by a Publishing Media or Media Professional 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 26 OPEN TO PUBLISHING MEDIA MEMBERS ONLY**Publishing Media Equine-related Electronic Publication**

- ◆ AHP has defined an Electronic Publication for this contest as a multimedia publication that is published as a publication in PDF or Digital Edition format
- ◆ Electronic Publication 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 electronic publication's Mission Statement.
- ◆ Please submit an URL address from two different issues dated 2019 along with a screen shot or PDF for identification purposes.
- ◆ Class requires a Mission Statement.
- ◆ Online publication websites should enter Class 25

Visual Media Classes

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

SUBMISSION INSTRUCTIONS FOR VISUAL MEDIA CLASSES

- ◆ Equine-related photograph or illustration must have been published in print or online in an AHP Publishing Media Member publication or website or the Media Professional member-owned website.
- ◆ Online photograph or illustration should be a static image, not rich media.
- ◆ Photograph or illustration must have been published in and dated 2019 as part of editorial content, not advertising.
- ◆ Photograph or illustration used on publication front covers as editorial is eligible.
- ◆ Photograph or illustration may be black and white or color.
- ◆ Entry will be judged based 90% on technique; 10% on editorial use.
- ◆ Photograph or illustration must have been published in editorial content. Entries published as part of a portfolio or image gallery are ineligible.

HOW TO SUBMIT PHOTOGRAPH AND ILLUSTRATION ENTRIES

- ◆ Submit a copy of the entire article in which the illustration or photograph 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 or illustration using spray adhesive to lightweight poster board cut to either 9x12 single pages; or 12x18 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 27

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 28

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 29

Editorial Photograph (print or online)

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

Class 30 OPEN TO MEDIA PROFESSIONAL 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 print or electronic publication or website including the Media Professional member-owned website.
- ◆ Award is presented to the photographer only.

Class 31

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.
- ◆ Entry may be a single illustration or a series of related illustrations published in a single article or front cover.

Publishing Media Design Classes

PUBLISHED IN PRINT OR ELECTRONIC PUBLICATION ONLY

OPEN TO AHP PUBLISHING MEDIA OR MEDIA PROFESSIONAL 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 electronic publication in 2019.
- ◆ Media Professional Members who are paid 2020 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 that published the entry. Publishers have first right to enter the design themselves. **Letters of support may be submitted as email messages.**

HOW TO SUBMIT PRINT OR ELECTRONIC PUBLICATION DESIGN ENTRIES

- ◆ Print publications submit entries as published tearsheets and electronic publications may use PDFs as published.
- ◆ Mount entries with spray adhesive on lightweight poster board cut to either 9x12 single pages or 12x18 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 32

Publication Single Advertisement (print or electronic publication)

- ◆ Design, layout, and composition must have been created by publication staff or freelance designer, 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 electronic publications are eligible.

Class 33

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

Class 34

Publication Cover Page circulation 10,000 and over (print or electronic 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.
- ◆ Print or electronic publication format is eligible.
- ◆ Entries may be either black and white or color.

Class 35

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

Class 36

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

Specialty Classes

OPEN TO AHP PUBLISHING MEDIA OR MEDIA PROFESSIONAL MEMBERS.

Any exceptions are noted in class descriptions.

SUBMISSION INSTRUCTIONS FOR SPECIALTY CLASSES

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

Class 37 ◀ **PUBLISHING MEDIA MEMBERS ONLY**

Publishing Media Equine-related Custom Publication (print or electronic publication)

- ◆ 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 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 date must be 2019 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 and 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 2020.
- ◆ Equine-related Custom Publication entries must include a Mission Statement and be published by an AHP Publishing Media Member.

Class 38 PUBLISHING MEDIA AND MEDIA PROFESSIONAL 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 2019; Reprinted editions are ineligible.
- ◆ Entrant must be listed as a credit in the book.
- ◆ Class judged based on 90% content and 10% design.

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.
- ◆ If the class has sufficient number of entries in both Publishing Media and Business divisions, the class will be divided.

General Excellence Classes

(PRINT PUBLICATIONS ONLY)

OPEN TO AHP PUBLISHING MEDIA MEMBERS ONLY

SUBMISSION INSTRUCTIONS FOR GENERAL EXCELLENCE CLASSES

- ◆ General Excellence entries must include a Mission Statement.
- ◆ Entry must consist of two different issues published in and dated 2019.
- ◆ 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

- ◆ Print publications insert two 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 per Publishing Media Member. Publication must be the primary title listed as 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 40 ◀

Association Publication circulation under 15,000

Class 41 ◀

Association Publication circulation 15,000 and over

Class 42 ◀

Self-Supported Publication circulation under 15,000

Class 43 ◀

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.