



Business Member Class List

OPEN TO AHP BUSINESS, NONPROFIT BUSINESS, AND COLLEGE/UNIVERSITY MEMBERS

READ FIRST: How to Prepare Entries Before You Submit Online

- ◆ Entries must be equine-related, published in and dated 2020.
- ◆ Entries must be submitted by an AHP Business, Nonprofit or College/University Member.
- ◆ Entry may be created by an AHP member or an agency who is a Business, Nonprofit, or College/University member.
- ◆ Member is responsible for submitting original work first published in 2020.
- ◆ All content on a member-owned website is eligible if it meets the criteria in the class and is owned by the submitting member.
- ◆ All entries must be verified of publication in 2020 by the business member or owner.
- ◆ Any online content that is password-protected must include an access code or password.
- ◆ Mission Statement is a brief summary of the aims and purpose of the submitted entry and is required for the following classes: Classes 46, 47, 49, 50, 51.
- ◆ Target Readership or Audience refers to the audience the entry was created to reach or engage.
- ◆ Any foreign entries must be translated into English.
- ◆ Classes 35, 50, and 51 that include printed books and custom publications must be shipped to AHP office by the deadline date.
- ◆ Ship to: AHP Equine Media Awards, 49 Spinnaker Circle, South Daytona, FL 32119

Class 35 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).

First copyright date must be 2020; Reprinted editions are ineligible.

Entrant must be listed as a credit in the book.

Class judged based on 90% content and 10% design.

If class 35 has sufficient number of entries in all divisions, the class may be divided.

Class 40

Business Equine-related Single Print Advertisement

A single ad about a single brand owned 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 2020.

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.

Ad may be any color and any size.

Excludes brochures, tip-ins, or inserts (See Class 49 for marketing promotions).

Class 41

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 2020.

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.

Class 42**Business Equine-related Multimedia Ad Campaign**

Entry judged on design and the effectiveness of the campaign to communicate and promote the message and/or product to the target audience.

Ad campaign must be about a single brand owned by or for a Business, Nonprofit, or College/University 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 2020.

Ads may be black and white or color and any size.

Class 43**Business Equine-related Advertising/Marketing Social Media Campaign**

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.

All pieces must have a sense of continuity of subject, such as brand or theme, identifying them as a campaign.

Social Media campaign must be about a single brand owned by or for a Business, Nonprofit, or College/University 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 2020.

Verification of publication 2020 date is required for all pieces.

Entry must include printout of social media analytics for the campaign.

Class 44**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.

Video is judged on concept, quality of craft, integration, and overall end-user experience.

Video length is two minutes and under.

Class 45**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.

Video is judged on concept, quality of craft, integration, and overall end-user experience.

Video length is over two minutes.

Class 46**Business Equine-related eNewsletter**

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 must be published at least 4 times in 2020 by or for a Business, Nonprofit, or College/University member.

Two different issues of eNewsletter published in 2020 must be submitted.

eNewsletter may be distributed online on an AHP member website or via email.

Entry requires a Mission Statement.

Class 47**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.

Entry requires a Mission Statement.

Class 48**Business Equine-related Podcast**

An original single podcast broadcast online in 2020 by an AHP Business, Nonprofit or College/University member.

Entry judged on entertainment value, production quality and creative content.

Entries must have been copyrighted 2020.

Class 49**Business Equine-related Marketing Promotion (print or digital)**

Entry will be judged on its effectiveness to increase awareness, create interest, generate sales, and/or create brand loyalty.

Entry will be judged based on 40% effectiveness of content, 35% design and 25% meeting its Mission Statement.

A single promotional piece about a single brand owned by or for a Business, Nonprofit, or College/University member.

Entries may be 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 50).

Entry requires a Mission Statement.

Class 50**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 49 for marketing promotions)

Class judged based on 40% effectiveness of content, 35% design and 25% meeting its Mission Statement.

Entry can be created by or for a Business, Nonprofit, or College/University member or by an agency who is a Business member.

The 2020 cover date takes precedence over any other date in the publication. If there is no 2020 cover date, then the folio dates must be 2020; if there is no cover or folio date, then the copyright must be 2020.

Content published in Business member custom print publications is NOT eligible for any Publishing Media classes except specific classes open to material published in a non-member publication and entered by a 2021 AHP Publishing Media or Media Professional member.

All print entries must submit online entry form and ship entry to the AHP office to arrive by the deadline date.

Insert print entries into an envelope and ship to AHP Equine Media Awards, 49 Spinnaker Circle, South Daytona, FL 32119.

Entry requires a Mission Statement.

Class 51**Business Equine-related Multi-Issue Publication (print only)**

A publication that was published at least two times a year in 2020 and whose primary purpose is to promote a specific brand or service.

Entries to be judged on 40% effectiveness of content, 35% design, and 25% on meeting its Mission Statement.

Entry can be published by or for a Business, Nonprofit, or College/University member or by an agency that is a Business member.

The 2020 cover date takes precedence over any other date in the publication. If there is no 2020 cover date, then the folio dates must be 2020; if there is no cover or folio date, then the copyright must be 2020.

Publishing Media members are not eligible for Class 51.

Content published in Business member multi-issue print publications is NOT eligible for any Publishing Media classes except specific classes open to material published in a non-member publication and entered by a 2021 AHP Publishing Media or Media Professional member.

All print entries must submit an online entry form and shipped to the AHP office to arrive by the deadline date.

Insert two different issues from 2020 into an envelope and ship to AHP Equine Media Awards, 49 Spinnaker Circle, South Daytona, FL 32119.

Entry requires a Mission Statement.

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.