



Publishing Media Members Class List

OPEN TO AHP PUBLISHING MEDIA MEMBERS ONLY

READ FIRST: How to Prepare Entries Before You Submit Online

- ◆ Entries must be dated and published in 2020 in a AHP Publishing Media member print or electronic publication or website, except for class 15 which accepts entries published in non-member publication.
 - ◆ Verification of publication in 2020 is required for all entries.
 - ◆ 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.
 - ◆ If the following classes* (4, 5, 7, 9, 31, and 32) have sufficient entries and representation, the class will be divided by association and self-supported publication (print and electronic). A designation of self-supported or association will be determined by the member's record on file or verified by the AHP office. Sufficient entries will be determined by the number of entries and number of association and self-supported entrants in the class. Association publications must be a Publishing Media member owned by an association or published for an association.
- *Class 4: Horse Care Single Article; Class 5: Service to the Consumer Single Article; Class 7: Personality Profile Single Article; Class 9: Feature Single Article; Class 31: Publication Cover Page; Class 32: Publication Editorial Design
- ◆ Target Readership or Audience refers to the audience the entry was created to reach or engage.
 - ◆ Electronic publication is defined for this contest as a multimedia publication in PDF or Digital Edition format.
 - ◆ Any foreign entries must be translated into English.

Editorial Content Classes (print or online)

- ◆ Entries must include the entire article including ads as published. **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.**
- ◆ 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.

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 (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**Service to the Consumer Single Article (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 6**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 7**Personality Profile Single Article (print or online)**

A single 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 9**Feature Single Article (print or online)**

A single 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 11**Personal Column Single Article (print or online)**

A 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 12**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 13**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.

Entries will be judged on choice of subject, interest to the reader, grammar, and creative writing style.

The majority of articles in a series must be published in 2020. Series article carried into a Winter 2021 or January 2021 issue may be submitted, however content of the 2021 article is not eligible in any other class.

A series that is published in a single publication is eligible.

Articles published in a personal column are not eligible for this series class. Please enter personal column single articles in class 11.

Class 14**Equine-related Human-Animal Bond Article (print or online)**

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.

Class 15**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 2020 in **any member or non-member** print or electronic publication or website.

Multimedia Classes

- ◆ Entries must be dated 2020 and published in 2020 on an AHP Publishing Media 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 2020.
- ◆ Multimedia classes that require a Mission Statement include Classes 17, 21, 22.

Class 17

Publishing Media Equine-related eNewsletter

eNewsletter will be judged on the effectiveness of the editorial content and design in meeting the Mission Statement.

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

eNewsletter must be published by an AHP Publishing Media or Media Professional member.

eNewsletter must have been published at least 4 times and dated 2020.

eNewsletter must be subscription based, free or paid.

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

Class requires a Mission Statement.

Class 18

Publishing Media Equine-related Blog

Blogs will be judged on creative writing style, engagement with readers, user-friendliness, originality, personality, visual aesthetics, archiving, and variety of subject.

An entry is considered valid if the blog includes more than three (3) posts in 2020 written by staff of an AHP Publishing Media member or Media Professional member.

Class 19

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.

Verification that video was published in 2020 or a 2020 copyright date is required.

Class 20

Publishing Media Equine-related Podcast

An original single podcast broadcast online in 2020 by an AHP Publishing Media or Media Professional member.

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

Class 21

Publishing Media Equine-related Website

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.

Class requires a Mission Statement.

Class 22 **OPEN TO PUBLISHING MEDIA MEMBERS ONLY**

Publishing Media Equine-related Electronic Publication

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.

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.

Online publication websites should enter Class 21.

Two different issues dated 2020 must be submitted.

Class requires a Mission Statement.

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 in 2020.
- ◆ Online photograph or illustration should be a static image, not rich media.
- ◆ PDF or link to entire article in which the illustration or photograph was published is required to provide the judge comprehension of how the entry was used.
- ◆ Photograph or illustration used on publication front covers as editorial is eligible.
- ◆ Photograph or illustration may be black and white or color.
- ◆ Photograph or illustration must have been published in 2020 in editorial content. Entries published in advertising or as part of a portfolio or image gallery are **ineligible**.

Class 23

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.

Entry will be judged based 90% on technique; 10% on editorial use.

Class 25

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.

Entry will be judged based 90% on technique; 10% on editorial use.

Class 27

Editorial Photograph (print or online)

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

Entry will be judged based 90% on technique; 10% on editorial use.

Class 29

Editorial Illustration (print or online)

Entry will be judged based 90% on technique; 10% on editorial use.

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

- ◆ Design entries must have been published in an AHP Publishing Media member print or electronic publication in 2020.

Class 30

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.

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 31

Publication Cover Page (print or electronic publication)

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 32**Editorial Design (print or electronic publication)**

Editorial design entries are judged on the effectiveness of the design to communicate the editorial content.

Entry may be multiple pages, one-page, and two-page editorial design; Entries may be either black and white or color.

Entire editorial article must be submitted as PDF, including any advertisements that appear on any page of the layout.

Specialty Classes

- ◆ All print and electronic entries must submit an online entry form.
- ◆ All hardcopy print entries for Classes 33, 34 and 35 must be shipped to the AHP office to arrive by the deadline date.
- ◆ Ship to: AHP Equine Media Awards, 49 Spinnaker Circle, South Daytona, FL 32119.
- ◆ Electronic publication or book must be submitted on the entry form using a direct link to view or download the entry.

Class 33 OPEN TO PUBLISHING MEDIA MEMBERS ONLY**Publishing Media Equine-related Custom Publication (print or electronic publication)**

Equine-related Custom Publication entries must be published by an AHP Publishing Media member.

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 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 date must be 2020.

Verification of 2020 publication date from the publisher/owner is required.

Issue must be a separate publication from subscription issues.

Content published in custom print publications including supplements is NOT eligible for any class other than Class 15:

Equine-related Public Awareness Journalism Article.

Class 33 requires a Mission Statement.

Class 34**Equine-related Fiction Book (print or electronic)**

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

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)

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

Entrant must be listed as a credit in the book.

Class 35 OPEN TO ALL MEMBERS**Equine-related Nonfiction Book (print or electronic)**

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

Examples of non-fiction books include biographies, histories, memoirs, instructional, self-help, business and photography books.

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

Entrant must be listed as a credit in the book.

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

General Excellence Classes

(PRINT PUBLISHING MEDIA MEMBERS ONLY)

- ◆ General Excellence entries will be judged based on 40% effectiveness of editorial content, 35% design and 25% meeting its Mission Statement.
- ◆ All General Excellence entries require a Mission Statement.
- ◆ Entry must consist of two different issues published in and dated 2020.
- ◆ Circulation is based on the print circulation listed in the member profile and may require verification.
- ◆ All print publishing media formats including magazines, tabloids and newspapers, are eligible.
- ◆ Only one entry per Publishing Media Member. Publication must be the primary title listed as member.
- ◆ Publications entered in General Excellence are not eligible for Business Division Multi-Issue Publication Class.
- ◆ Submit state and regional publications in one of the appropriate classes.

Class 36

Association Publication circulation under 15,000

Class 37

Association Publication circulation 15,000 and over

Class 38

Self-Supported Publication circulation under 15,000

Class 39

Self-Supported Publication circulation 15,000 and over

Overall Publication

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.