

# READ FIRST: ENTERING THE 2021 AHP EQUINE MEDIA AWARDS

## How to Prepare Entries Before You Submit Online

### Mark Your Calendar with the Deadline Date

- ◆ Entries must be received **on or before Monday, February 15, 2021**
- ◆ No late entries accepted. No exceptions.

### Know Your Membership Category

- ◆ Publishing Media member
- ◆ Media Professional member
- ◆ Business member
- ◆ Business Nonprofit member
- ◆ College/University member

### Review the Guidelines and Class Lists Carefully

Each membership category has a list of eligible classes with descriptions. Please view and/or download the appropriate class list and guidelines files to help you select the classes you plan to enter and submit them correctly.

- ◆ [General Information & Guidelines](#) [pdf]
- ◆ [Publishing Media Member Class List](#) [pdf]
- ◆ [Media Professional Member Class List](#) [pdf]
- ◆ [Business, Business Nonprofit, College/University Class List](#) [pdf]

### Gather the Media Files You Need to Upload

- ◆ Access the files you will need for your entries ahead of time. Please have your entry files (article, photo, links, videos, etc.) ready to upload.
- ◆ Editorial Content, Design, and Covers require PDF files of the entire article or ad. **If your article or ad is a two-page spread, submit the PDF as such so that the judge views it as a spread not a single page.**
- ◆ (Use electronic link submission field for online articles.)
- ◆ Photographs/Illustrations require an image file (jpg, png) plus a PDF of entire print article in which the illustration or photograph was published to provide the judge a comprehension of how the entry was used.
- ◆ Videos require an mp4 file plus screenshot image (jpg file) verifying 2020 publication date
- ◆ Podcasts require an mp3 file plus an image file (jpg) to use as a thumbnail.
- ◆ Electronic Publications (PDF files)

### Collect Links for Your Online and Electronic Link Submissions

Examples include: Blogs, Online Editorial Content, Multimedia, eNewsletters, Electronic Publications, Electronic Books

- ◆ Single Link Submission: Enter URL address that links directly to the entry.
- ◆ Multiple Link Submission: Enter URL addresses with a return between each link to keep on separate line.
- ◆ Multimedia content that is password-protected must include an access code or password.

### **Verification of Publication in 2020**

All entries must include verification that the entries were published in 2020. Verification can be provided in one of three ways on the entry form.

- ◆ Upload file with signature of publisher or owner verifying the entry's date and place of publication (May 2020 issue of XYZ magazine)
- ◆ Upload screenshot or image showing the 2020 published date of the entry (folio, cover page, posted date, copyright)
- ◆ Upload copy of email message from the publisher or owner verifying the entry's date and place of publication.

### **Write the Target Readership Statement**

This statement refers to the audience the entry was created to reach or engage and is required for all entries.

### **Write a Mission Statement**

The Mission Statement is a brief summary of the aims and purpose of the submitted entry. Please note the classes that require a mission statement. **TIP:** Create a file for your Mission Statement, then copy and paste into the field as needed.

- ◆ The Publishing Media/Media Professional classes that require a Mission Statement include:
  - ◆ Class 17: Publishing Media Equine-related eNewsletter
  - ◆ Class 21: Publishing Media Equine-related Website
  - ◆ Class 22: Publishing Media Equine-related Electronic Publication - Publishing Media Members Only
  - ◆ Class 36-39: All General Excellence
- ◆ The Business member classes that require a Mission Statement include:
  - ◆ Class 46: Business Equine-related eNewsletter
  - ◆ Class 47: Business Equine-related Website
  - ◆ Class 49: Business Equine-related Marketing Promotion (print or digital)
  - ◆ Class 50: Business Equine-related Custom Publication (print)
  - ◆ Class 51: Business Equine-related Multi-issue Publication (print)

## Ready to Submit Online

### **Have all your entries handy before you start.**

- ◆ The Submitter is the individual who will be submitting your entry forms online. This may be a staff person, yourself, or an agency and will be the contact person who will be contacted for questions and receive notifications about the submissions.
- ◆ Members need to login to the Member Center at [www.americanhorsepubs.org](http://www.americanhorsepubs.org) to access the Equine Media Awards submission page to enter.
- ◆ The submission page requires members to **SIGN IN** if you have an account or **SIGN UP** for a new Submittable account with an email address, password and your name.

**Complete all required fields listed with a red asterisk.**

### **Select Classes in Dropdown Menus**

You select the classes you wish to enter from the dropdown list for your member category only.

The class lists are divided into three fields on the entry form:

- ◆ Classes for Publishing Media and Media Professional members only.
- ◆ Classes for General Excellence for Publishing Media print members only.
- ◆ Classes for Business, Business Nonprofit and College/University members only.

**You can enter only one class per entry form and only classes for your membership category.**

### **Classes Requiring Shipping Hardcopy Submissions**

- ◆ Entries in Classes 33-39; 50-51 must be entered as a hard copy of the publication or book (unless electronic editions are allowed) and shipped to the AHP office. In addition to mailing the physical entries, entrants must complete an entry form online for these classes. Hardcopy print entries must be shipped to the AHP office to arrive by the deadline date.
- ◆ Shipping address is:  
AHP Equine Media Awards  
49 Spinnaker Circle  
South Daytona, FL 32119

Note the classes that require shipping to AHP office:

- ◆ Class 33: Publishing Media Equine-related Custom Publication (print entries only)
- ◆ Class 34: Equine-related Fiction Book (print entries only)
- ◆ Class 35: Equine-related Nonfiction Book (print entries only)
- ◆ Classes 36-39: General Excellence Print Publication (all classes)
- ◆ Class 50: Business Equine-related Custom Publication (print)
- ◆ Class 51: Business Equine-related Multi-Issue Publication (print)

### **Additional Entries**

- ◆ Every entry requires a separate entry form. When you have completed your entry form, you will click on "Enter the EMAs" button.
- ◆ You will be redirected to the "SUCCESS" page. To go return to the entry form, click on the "Back" button in the upper left-hand corner.
- ◆ If you have completed all your entries, you may close the window.
- ◆ The Submitter will receive an email notification message for each entry submitted.

### **Online Payment of Entry Fees**

Submittable requires that all Submitters provide payment information when submitting their entries via their built-in credit card processing system. Online payment is the only option available. For each entry you submit, a \$30 fee will be charged to the credit card you provide. Submittable will send a receipt for each entry fee paid to the Submitter's email address. The Submitter can download a .CVS file that includes a list of all your submissions and fees paid. To download this report, go to your Submissions page and click the folder icon in the top right corner of your Submission list. Any eligible refunds will be managed by the AHP office.

### **Questions?**

- ◆ Contact Chris Brune at [ahorsepubs@aol.com](mailto:ahorsepubs@aol.com)