

**GREAT  
IDEA  
AWARDS**



**LES PRIX  
IDÉE  
DE GÉNIE**

# 2017 Rules of Entry



NEWSPAPERS CANADA  
JOURNAUX CANADIENS

**Newspapers Canada**

37 Front Street East, Suite 200, Toronto, Ontario, M5E 1B3

E-mail: [awards@newspaperscanada.ca](mailto:awards@newspaperscanada.ca)

Phone: 416-923-3567 ext. 3321 or 1-877-305-2262 Fax: 416-923-7206

[www.greatideaawards.ca](http://www.greatideaawards.ca)

# SHIPPING LABEL:

Print and attach this label to your entry package.

FOLD HERE



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Attention: Great Idea Awards  
NEWSPAPERS CANADA  
200-37 FRONT ST E  
TORONTO ON M5E 1B3



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## Rules of Entry

### 1. DEFINITION OF AN ENTRANT:

Entrants must be general or sustaining members of the Canadian Community Newspapers Association (CCNA), or full or associate members of the Canadian Newspaper Association (CNA) in good standing as of December 31, 2016.

### 2. SCOPE OF THE COMPETITION:

All entries will be based on editions published during the 2016 calendar year. Only work produced by newspaper staff is eligible for submission.

### 3. APPLICABLE CIRCULATION FIGURES:

Newspapers shall compete in the circulation class applicable to them. Circulation figures are the latest audited or sworn figures for the edition of record as of December 1, 2016. Circulation figures for CCNA members can be found on the Newspapers Canada web site at [www.newspaperscanada.ca/database](http://www.newspaperscanada.ca/database). A community daily newspaper publishing five or more editions per week shall compete as a daily newspaper.

### 4. LIMIT OF NUMBER OF ENTRIES:

Newspapers may submit a maximum of five (5) entries per category in the applicable circulation class.

### 5. ENTRY RESTRICTIONS:

The same promotion may not be submitted in multiple categories. Entries published in sister newspapers must be entered in the circulation class applicable to the largest-circulation newspaper.

### 6. ENTRY FEES:

\$50 flat rate, plus applicable GST/HST per newspaper.

### 7. ONLINE ENTRY SYSTEM:

All entrants must register and complete entry forms online. Digital copies of your entry are to be uploaded on the entry site in the acceptable file format.

**Note:** The following categories require a hard copy as well as a digital copy for their entries.

- 504 - Special Section
- 505 - Magazine

### 8. ACCEPTED FORMATS:

**PDF, JPEG, DOC, GIF, XLS, PPT, FLV, MPG, WMV, MPEG, PNG, MOV, MP4. A URL link to your website can be uploaded for website entries.** To minimize server errors, please remove spaces from file names before uploading them into the entry system (e.g., **Newspapers Canada July Issue.pdf** should be **Newspapers\_Canada\_July\_Issue.pdf**).

**Digital files must be no more than 3 MB in size.**



### 9. ENTRY DEADLINE:

The entry deadline is **Tuesday, January 31, 2017**. All mailed or couriered packages must be sent to the Newspapers Canada office—37 Front Street East, Suite 200, Toronto, Ontario, M5E 1B3—postmarked or courier-dated before midnight on January 31. C.O.D. packages will not be accepted. File information may also be emailed to [awards@newspaperscanada.ca](mailto:awards@newspaperscanada.ca).

### 10. IDENTIFICATION OF ENTRIES:

**When submitting your entries, the following categories must follow the instructions below:**

- 504 - Special Section
- 505 - Magazine

Complete your entry form online, then print and attach the form to your entry. Photocopies and clippings will be disqualified. Incomplete entries will also be disqualified. Consult the description of each category you are entering for materials to be submitted.

Use tape or staples to keep entry materials together. Send all entries together in one package, couriered to:

Great Idea Awards  
c/o Newspapers Canada  
37 Front St E Suite 200  
Toronto ON M5E 1B3

### 11. WINNERS ANNOUNCEMENT:

The winners in all classes will be posted on the Great Idea Awards website, [www.greatideaawards.ca](http://www.greatideaawards.ca), on Tuesday, April 18, 2017.

### 12. THE DECISION OF THE JUDGES SHALL BE FINAL.

### 13. SUBMISSIONS BECOME THE PROPERTY OF NEWSPAPERS CANADA AND MAY BE REPRODUCED BY NEWSPAPERS CANADA IN ANY OF ITS PUBLICATIONS. ENTRANTS ALSO GRANT PERMISSION TO NEWSPAPER TOOLBOX TO ARCHIVE SUBMISSIONS ON ITS WEB SITE AND PUBLISH EXTRACTS WITH PROPER ATTRIBUTION.

### QUESTIONS?

Call the Newspapers Canada office toll-free at 1-877-305-2262 ext. 3321 or email [awards@newspaperscanada.ca](mailto:awards@newspaperscanada.ca).



# Category Definitions and Entry Criteria

## 501 - Newspaper Marketing and Promotion

*Outstanding Newspaper Marketing and Promotions Award*

*Sponsored by PressReader*

The intent of this award is to recognize those newspapers that take care in concept and design to promote their own newspaper or a service the newspaper provides. Eligible in this category are campaigns that promote your newspaper in one of three categories:

- a) General Readership - including awareness ads, circulation-related contests and campaigns, carrier promotions and reader rewards programs;
- b) Agencies and Advertisers - campaigns that promote the use of the newspapers by these groups;
- c) Content Promotion - promoting print or online elements such as columns, blogs, photo galleries, and reader forums.

Entries may include collateral materials such as advertising in other media. Submit a minimum of three different display ads or a series of at least three related but non-identical ads. Minimum size is 3 columns x 8 inches.

Digital copies of your entry are to be uploaded to the entry site in the acceptable file formats.

Judging will be based on:

- Idea / Concept - Uniqueness, overall strategy (25 points)
- Implementation - Copywriting, design, cohesiveness (of elements), visual appeal, creativity (25 points)
- Results - Impact, outcome (25 points)

Total Points: 75

- **Class 5011 - Daily Newspaper, Circulation up to 24999**
- **Class 5012 - Daily Newspaper, Circulation 25000 and over**
- **Class 5013 - Community Newspaper, Circulation up to 9999**
- **Class 5014 - Community Newspaper, Circulation 10000 and over**

## 502 - Promotional Campaign

This category is for event-related campaigns and community events developed by newspapers to promote themselves or charities, local businesses, government or non-profit groups.

Submit full details of the program, newspaper coverage, media used, costs and a summary on the impact and effectiveness of the promotion. A 1-2 page explanatory letter summarizing the promotion may accompany the entry.

Digital copies of your entry are to be uploaded to the entry site in the acceptable file formats.

Judging will be based on:

- Idea / Concept - uniqueness, overall strategy (25 points)
- Implementation - copywriting, design, cohesiveness (of elements), visual appeal, creativity (25 points)
- Results - impact, outcome (25 points)

Total Points: 75

- **Class 5021 - Daily Newspaper, Circulation up to 24999**
- **Class 5022 - Daily Newspaper, Circulation 25000 and over**
- **Class 5023 - Community Newspaper, Circulation up to 3999**
- **Class 5024 - Community Newspaper, Circulation 4000 to 24999**
- **Class 5025 - Community Newspaper, Circulation 25000 and over**



## 2017 GREAT IDEA AWARDS - ENTRY CRITERIA

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### 503 - Advertising - Print

Entries can be a single ad or a campaign for an advertising client. We are looking for creative use of advertising space especially suited to newspapers.

Digital copies of your entry are to be uploaded to the entry site in the acceptable file formats.

Judging will be based on:

- Idea / Concept - uniqueness, creativity (25 points)
- Implementation - copywriting, layout and design, visual appeal, effective usage of newspaper space (25 points)
- Results - impact, outcome (25 points)

Total Points: 75

- **Class 5031 - Daily Newspaper, Circulation up to 24999**
- **Class 5032 - Daily Newspaper, Circulation 25000 and over**
- **Class 5033 - Community Newspaper, Circulation up to 3999**
- **Class 5034 - Community Newspaper, Circulation 4000 to 24999**
- **Class 5035 - Community Newspaper, Circulation 25000 and over**

### 504 - Special Section

*Sponsored by TC Media*

Special sections are separate or pull-out newspaper sections with four pages or more, containing both editorial and advertising content. They can be tabloid or broadsheet format.

This category requires a hard copy and a PDF edition of your entry.

Hard copy – One copy of the publication

PDF - One PDF of the front cover only of your publication. Digital files will ONLY be used in the Winners Book.

Judging will be based on:

- Idea / Concept - uniqueness, creativity (10 points)
- Applicability - local relevance, local editorial content (10 points)
- Writing Quality (15 points)
- Implementation - strategy/approach, execution of theme, balance of editorial and advertising content (25 points)
- Design - typography, ad designs, page layout, use of graphic and photographic elements (20 points)
- Results - financial results, impact on readers (20 points)

Total Points: 100

- **Class 5041 - Daily Newspaper, Circulation up to 24999**
- **Class 5042 - Daily Newspaper, Circulation 25000 and over**
- **Class 5043 - Community Newspaper, Circulation up to 3999**
- **Class 5044 - Community Newspaper, Circulation 4000 to 24999**
- **Class 5045 - Community Newspaper, Circulation 25000 and over**



## 2017 GREAT IDEA AWARDS - ENTRY CRITERIA

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### 505 - Magazine

This category highlights publications with separate binding that are distributed either separately or within the newspaper. Magazine entries must include editorial content.

This category requires a hard copy and a PDF edition of your entry.

Hard copy – One copy of the publication

PDF edition - One PDF of the cover of your publication. Digital files will ONLY be used in the Winners Book.

Judging will be based on:

- Idea / Concept - uniqueness, creativity (10 points)
- Applicability - local relevance, local editorial content (10 points)
- Writing Quality (15 points)
- Implementation - strategy/approach, execution of theme, balance of editorial and advertising content (25 points)
- Design - typography, ad designs, page layout, use of graphic and photographic elements (20 points)
- Results - financial results, impact on readers (20 points)

Total Points: 100

- **Class 5051 - Daily Newspaper, Circulation up to 24999**
- **Class 5052 - Daily Newspaper, Circulation 25000 and over**
- **Class 5053 - Community Newspaper, Circulation up to 3999**
- **Class 5054 - Community Newspaper, Circulation 4000 to 24999**
- **Class 5055 - Community Newspaper, Circulation 25000 and over**

### 506 - Print Innovation

This category celebrates innovative printed materials for, or featuring, advertising clients. We are looking for non-newsprint printed products that were distributed to your readers beyond the standard flyer or tab-on. Special Sections and Magazines are not eligible for this category and must be entered into their appropriate category.

Digital copies of your entry are to be uploaded to the entry site in the acceptable file formats.

Judging will be based on:

- Idea / Concept - uniqueness, creativity (20 points)
- Implementation - strategy/approach, visual appeal, design of elements, copywriting (30 points)
- Effective use of print medium - e.g. maps, stickers, canvas prints, holiday cards (30 points)
- Results - financial results, impact, outcome (20 points)

Total Points: 100

- **Class 5061 - Daily Newspaper, Circulation open**
- **Class 5062 - Community Newspaper, Circulation open**





## 2017 GREAT IDEA AWARDS - ENTRY CRITERIA

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### 507 - Digital Innovation

Entries for this category should be innovative digital advertising features or cross-platform campaigns that make exceptional use of the strengths of the digital realm. We are looking for something featuring great design and clever writing, that goes beyond the classic banner or skyscraper ad.

Digital copies of your entry are to be uploaded to the entry site in the acceptable file formats.

Judging will be based on:

- Idea / Concept - uniqueness, creativity (20 points)
- Implementation - strategy/approach, visual appeal, design of elements, copywriting (30 points)
- Effective use of technology and rich media - e.g. videos, social media, photo galleries, animation (30 points)
- Results - financial results, impact, outcome (20 points)

Total Points: 100

- **Class 5071 - Daily Newspaper, Circulation open**
- **Class 5072 - Community Newspaper, Circulation open**

### 508 - Youth Reader Engagement Initiative

The intent of this award is to recognize initiatives by newspapers to engage young readers that go beyond the Newspapers in Education programs. We are looking for initiatives such as: marketing projects that have improved a newspaper brands relationship with the young, Public Service projects that garnered youth involvement, or other specialty projects aimed at capturing the attention of younger audiences.

The initiative will be judged based on its benefits to the stated audience and contributions the program has made to the newspaper business. This could be measured in terms of sustainability, revenue generation, circulation, readership growth or brand awareness.

“Young Readers” refers to those under age of 25.

Digital copies of your entry are to be uploaded to the entry site in the acceptable file formats.

Judging will be based on:

- Idea/Concept - Uniqueness, Creativity (25 points)
- Implementation - Strategy/Approach, design of elements, visual appeal (30 points)
- Effective use of newspaper media (25 points)
- Results - Impact, benefits, outcome, response (20 points)

Total Points: 100

- **Class 5081 - Daily Newspaper, Circulation open**
- **Class 5082 - Community Newspaper, Circulation open**