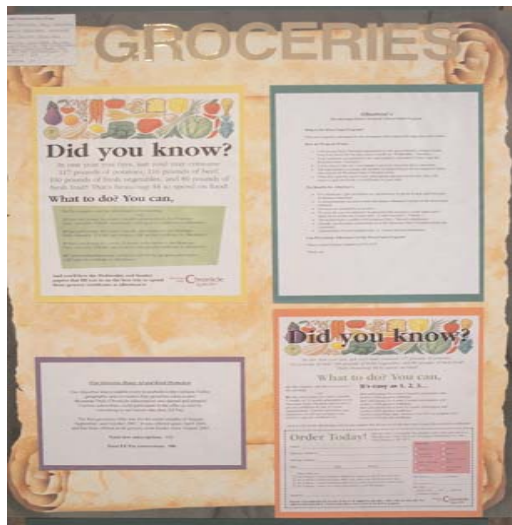


# HOW TO ENTER

1. Familiarize yourself with the categories and guidelines provided.
2. Entry deadline is Tuesday, May 10, 2005.
3. Enter any or all categories. More than one entry per category is OK, but only one entry per category can win.
4. All entries must provide details of the program/promotion that includes an outline, graphics if applicable and results.
5. All entries must have the official entry form attached on the upper left-hand corner of the display.
6. All entries must include category of entry, newspaper name, newspaper city, entered by, and newspaper group clearly noted on the entry form.
7. A panel of qualified individuals with diverse media background will judge all entries and the decision of the judges will be final.



Example of one of last year's winning displays

## N.I.C.E. 2005 Promotion Entry Form

Newspaper: \_\_\_\_\_

Newspaper City: \_\_\_\_\_

Entered by: \_\_\_\_\_

Objective: \_\_\_\_\_

Results: \_\_\_\_\_

Category: \_\_\_ A \_\_\_ B \_\_\_ C \_\_\_ D

Newspaper Group: \_\_\_ 1 \_\_\_ 2 \_\_\_ 3

## N.I.C.E. 2005 Promotion Entry Form

Newspaper: \_\_\_\_\_

Newspaper City: \_\_\_\_\_

Entered by: \_\_\_\_\_

Objective: \_\_\_\_\_

Results: \_\_\_\_\_

Category: \_\_\_ A \_\_\_ B \_\_\_ C \_\_\_ D

Newspaper Group: \_\_\_ 1 \_\_\_ 2 \_\_\_ 3

## N.I.C.E. 2005 Promotion Entry Form

Newspaper: \_\_\_\_\_

Newspaper City: \_\_\_\_\_

Entered by: \_\_\_\_\_

Objective: \_\_\_\_\_

Results: \_\_\_\_\_

Category: \_\_\_ A \_\_\_ B \_\_\_ C \_\_\_ D

Newspaper Group: \_\_\_ 1 \_\_\_ 2 \_\_\_ 3

# CALL FOR ENTRIES

## N.I.C.E. ANNUAL CONFERENCE PROMOTION AWARDS



**PORTLAND, OR.  
MAY 11-13, 2005**

# N.I.C.E. PROMOTION AWARDS 2005

## CLASSIFICATIONS

1. CIRCULATION UNDER 25,000
2. CIRCULATION 25,000 - 50,000
3. CIRCULATION OVER 50,000



All N.I.C.E. newspapers are encouraged to submit entries for judging at the 2005 Annual Conference.

*Attendance at the conference is not required for entry.*

First and second place will be awarded in each category - for each of the three newspaper groups listed above. A total of 24 awards will be given plus the Super Star Award.

The Super Star Award is designed to recognize the newspaper that submits the most creative and successful program for their newspaper as deemed by the judges. The award recipient newspaper will receive a special plaque and \$100.

## DISPLAY RULES

- ♦ Newspapers may enter any or all categories. More than one entry per category is OK, but only one category per entry will be allowed.
- ♦ Each entry must be mounted on a 22" x 28" poster board. Up to three boards may be used, but all must be connected. All poster board(s) should be of sturdy enough stock for each display to stand alone or lean against display tables without collapsing.
- ♦ Each display must have a properly completed entry form attached to the upper left-hand corner. (See entry form below) *Please be sure to place an 'X' next to the appropriate category and your circulation group on the entry form below.*
- ♦ Criteria for judging will be based on clear, concise, creative ideas. Judges' checklist covers these topics: motivation, purpose, appearance, originality, attention-getting qualities, theme, artwork, copy and results. Judges decisions are final.
- ♦ Set up will begin at 8:30 p.m. on Tuesday, May 10, 2005. All entries must be received by that time. Late entries will not be included.
- ♦ Winners will be announced at the banquet on Thursday, May 12, 2005

*Official Entry Form - make as many copies as needed.*

### N.I.C.E. 2005 Promotion Entry Form

Newspaper: \_\_\_\_\_

Newspaper City: \_\_\_\_\_

Entered by: \_\_\_\_\_

Objective: \_\_\_\_\_

Results: \_\_\_\_\_

Category: \_\_\_ A \_\_\_ B \_\_\_ C \_\_\_ D

Newspaper Group: \_\_\_ 1 \_\_\_ 2 \_\_\_ 3

## CATEGORIES

**A Newspaper Carrier Recruitment & Recognition** - Includes all promotions that help to recruit, retain and recognize carriers. This category can include all promotions related to International Newspaper Carrier Day, carrier appreciation events, recruitment programs, etc.

**B New Subscription Promotions** - Includes all contests, direct mail, carrier sales efforts, kiosk sales, telemarketing, etc. that are designed to increase home delivered subscriptions.

**C Single Copy Promotions** - Includes all single copy contests, promotions and rack cards.

**D Retention, NIE and innovation** - Includes any subscriber retention programs, multi-faceted programs and cross-departmental programs, NIE, new and exciting ways of growing circulation, etc. Includes anything that doesn't quite fit in one of the three categories listed above.

**All Entries must be received by  
Tuesday, May 10, 2005**

Entries can be carried to the conference  
or mailed in advance to:  
The Portland Oregonian  
Attn: Circulation NICE Promo  
1320 S.W. Broadway  
Portland, OR 97201

Questions? Please contact  
Russ Davis - Circulation Director  
The Herald Journal, Logan, UT  
(435) 792-7280 or email: rdavis@hjnews.com