



CENTRAL STATES CIRCULATION MANAGERS ASSOCIATION

AWARDS COMPETITION

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- Categories • Entry Deadline
April 5, 2010



Central States Circulation Managers' Association
PO Box 229, Glasford, IL 61533-0229



CENTRAL STATES CIRCULATION MANAGERS ASSOCIATION

Marketing Conference



Circulation: Changing The Way We Think

April 25 - 27, 2010
Grand River Center | Dubuque, Iowa

AWARDS COMPETITION

CSCMA Marketing Conference
April 25 - 27, 2010 • Dubuque, IA

Rules

1. Competition entry materials must have been developed and used during the 2009 calendar year.
2. Newspaper circulation size must be determined by combined daily circulation according to the most recent ABC audited figures.
3. Entries must include a brief write-up that states objectives and specific results of the promotion (see entry form). Attach additional sheets if necessary. Please do not exceed 175 word limit.
4. Each newspaper may enter a maximum of two entries in each category.
5. All entries must be labeled with a CSCMA entry form in the upper left-hand corner. Photocopies of the entry form are acceptable.
6. All entries must meet the following standards:
 - Mounted on 22" x 28" poster board
 - Maximum of 2 poster boards per entry
 - Radio or video cassette entries are not to be mounted but must be clearly labeled and have an entry form attached
 - Entries must be received by April 5, 2010
7. By entering, all participants acknowledge that they are granting permission to CSCMA to share a printed or electronic image of their entry with the other newspapers and media. An image of the entry may also be shown on CSCMA.com

Criteria

All entries will be judged by the following criteria:

- 50% Specific Results Achieved
- 50% Creativity & Originality

Categories

1. **Subscriber Acquisition**
Includes all acquisition promotions: direct marketing, carrier contest, crew sales, kiosk, radio, free-standing inserts, direct mail, web or email sales programs, etc.
2. **Subscriber Retention and/or Customer Service**
Includes all retention efforts: stop-savers, collections, etc.
3. **Single Copy**
4. **Newspapers In Education**
5. **Delivery Force Recruitment and Recognition**
6. **Third Party**
Innovative use of ABC's Third Party rules to grow newspaper audience.
7. **Brand Communication**
Communication strategies and tactics designed to grow the value of your newspaper's brand. Please do not submit the work of advertising agencies.

Awards

The First Place Winner in each category and Best of Show in each size division will receive a plaque. Category runners up will receive second place certificates.

Bill Jardine Best of Show Award

A special plaque will be awarded to Overall Best of Show in honor of the late Bill Jardine.

All submitting newspapers will be entered into a drawing for a \$250 CSCMA gift certificate good toward CSCMA training or seminars.

CSCMA Awards Competition Entry Form

Newspaper Name _____ State _____
City _____
Person submitting entry _____
Telephone () _____

Entry Category

- Subscriber Acquisition Newspapers In Education
 Subscriber Retention/
Customer Service Recruitment/Recognition
 Single Copy Third Party
 Brand Communications

Newspaper Circulation Size

- Under 25,000 25,001 to 50,000
 50,001 to 100,000 Over 100,000

Description (Limit 175 words) _____

Objectives: _____

Results : _____

Mail Entries to:

Doug McAvoy
The Elkhart Truth
421 S. Second Street
Elkhart, IN 46516

Entry Deadline:
April 5, 2010