

The  
Best of  
News Design™  
31st Annual  
Creative  
Competition



Society for News Design  
**2009 Call for Entries**



# THE BEST OF NEWS DESIGN™ CREATIVE COMPETITION

**Thirty-first Edition** » *This is a juried competition sponsored by the Society for News Design and the S.I. Newhouse School of Public Communications at Syracuse University to recognize excellence in news design, graphics and photography.*

## **Eligibility**

The 31st Edition competition is open to all general circulation newspapers and magazines. Newspapers may be daily or non-daily, broadsheet or compact, traditional or alternative – published anywhere in the world, as well as syndicates and cooperatives providing material used in newspapers. Magazines **do not** have to be published with a newspaper to be eligible to enter this competition.

All entries must have been published between **Jan. 1, 2009**, and **Dec. 31, 2009**, inclusive. You do not need to be a member of SND to enter. Entries submitted in previous years are ineligible.

Specialty publications, advertising, publicity and promotional materials are ineligible. All magazines are eligible to enter the appropriate categories. **Magazines no longer have to be printed as part of a newspaper or distributed with a newspaper.**

The competition is limited to full pages, as published. No partial pages, Veloxes, PDFs or proofs will be accepted. Do not submit original artwork or photos. Submit only unmounted, full-page tearsheets.

If the same page or section is to be entered in more than one category, there must be a separate tearsheet(s) with Entry Form submitted for each category. Entries will be disqualified if they fail to follow the rules that pertain to their category as outlined in this Call for Entries.

## **Judging**

Judging for all categories will take place Feb. 5-8 and Feb. 12-16, 2010, at the S.I. Newhouse School of Public Communications in Syracuse, N.Y. Judges will evaluate each entry on how well it accomplishes its editorial and design objectives. In some categories such as illustrations, photographs and information graphics, entries will be viewed for the individual piece, not the entire page. If only one page element is submitted for judging, identify it by headline or description on the Entry Form.

Please do not write or put tape on the front of pages! They will not be used in "The Best of News Design™" book if you do.

## **Awards**

Winning entries receive Awards of Excellence, Silver medals or Gold medals for outstanding work. No entry may receive more than one award in the same sub-category. An additional Judges' Special Recognition award may be given to any winner, or for a body of work, when the judges believe an entry is truly exceptional.

Judges may also select a single Best of Show from Gold Medal winners, if any. At the discretion of the judges, there may be no awards given in one or more categories.

## ***Important Notice for International Entries***

If you are sending entries from outside the U.S., use these tips to expedite sending your entries to the judging site.

**For non-English entries, attach near the Entry Form (on the back of each page) a brief, typewritten, typeset or clearly printed explanation of the content in English. Please provide a translation for submissions in categories 2-19.**

Send all fees in U.S. dollars, drawn on a U.S. bank, or by American Express, MasterCard or Visa credit cards valid for use in the U.S. or by wire transfer (see Tally & Payment Form, page

12.) Sorry, we cannot send invoices or accept purchase orders. No receipts will be issued; use copies of the Tally & Payment Form as your receipt.

**Only unmounted entries will be judged.**

Mark on the front of your packaged entries **"Newsprint / No commercial value"** to speed processing through U.S. Customs.

Pack your entry in a sturdy carton. Shipments from other countries can be badly damaged and separated in transit.

## ***Los Trabajos Participantes de Fuera de EE.UU.***

Si envía trabajos a la competencia desde fuera de los Estados Unidos, lea estos consejos para que lleguen en forma expedita a manos de los jueces.

**Para los trabajos participantes cuyo contenido que no está en idioma inglés, se debe adjuntar una explicación en inglés breve, escrita a máquina o en letra de imprenta junto al espacio en blanco en el dorso de cada página. Asimismo, incluya una traducción al inglés del contenido escrito de los infográficos y las piezas misceláneas.**

Envíe todos los importes de participación en dólares de Estados Unidos, en un cheque emitido por un banco establecido en Estados Unidos. La tarifa de participación también se puede pagar con algunas de las siguientes tarjetas de crédito, siempre y cuando estén autorizadas para ser usadas en Estados Unidos: American Express, MasterCard y VISA.

(Revise el formulario de pago del importe que está en el centro del folleto informativo de la competencia. Lamentablemente, no podemos emitir facturas o boletas por los pagos realizados, ni aceptar órdenes de compra (money orders).

En la competencia sólo se evaluarán las piezas **no montadas** ni enmarcadas.

En el frente del paquete de sus piezas participantes, escriba lo siguiente: **"Newsprint / No commercial value"** (Periódico / sin valor comercial) para apresurar el trámite de aduana al llegar a Estados Unidos.

Empaquete su envío en una caja **firme**. Los envíos en sobre desde otros países pueden sufrir daños o dispersarse durante el trayecto a Estados Unidos.

## ***Wichtiger Hinweis für Internationale Einsendungen***

Wenn Sie Einsendungen von außerhalb der Vereinigten Staaten vornehmen, berücksichtigen Sie bitte die folgenden wichtigen Tipps.

**Für nicht-englische Einsendungen bringen Sie nahe dem Antragsformular (auf der Rückseite jeder Seite) eine kurze getippte, gesetzte oder gut lesbar geschriebene Erklärung des Inhalts auf englisch an. Übersetzen Sie die Hauptüberschriften ins Englische für Einsendungen in allen Kategorien.**

Senden Sie bitte alle Gebühren in U.S. Dollars, zahlbar von einer amerikanischen Bank, oder bezahlen Sie nur mit American Express, MasterCard oder Visa (siehe Zahlungsförmular in dieser Broschüre). Leider können wir

keine Rechnungen für spätere Bezahlung ausstellen. Nur **unmontierte** Einsendungen werden beurteilt.

Zur Beschleunigung der Zollabfertigung vermerken Sie auf der Vorderseite Ihrer verpackten Beiträge **"Newsprint / No commercial value"** (Drucksache/kein kommerzieller Wert).

Verpacken Sie Ihre Einsendungen in einer **stabilen** Schachtel. Briefumschläge aus dem Ausland können unterwegs schwer beschädigt werden und der Inhalt kann teilweise verloren gehen; deshalb ist eine Schachtel sehr zu empfehlen.

## Entry Fees

Single-page entries are \$15 each for publications with a circulation of more than 50,000; \$12 each for publications with a circulation of less than 49,999.

Multi-page entries are \$30 each for publications with a circulation of more than 50,000; \$25 each for publications with a circulation of less than 49,999.

Category One has no entry fee. To enter any other category **you must also enter this category unless you are submitting entries only in the magazine categories.**

Make checks payable to "SND — 31st Edition" for the total amount (in U.S. dollars drawn on a U.S. bank).

Entries will not be returned and will become the property of SND and Syracuse University. Keep a copy of the Tally & Payment Form as proof of payment.

By submitting work, you and your publication are granting permission to the Society for News Design and to Syracuse University to use the material in academic pursuits, in any publications or displays (printed and electronic) of the Society or University and in publicity and promotional activities. Your publication will receive credit for any reproduced work.

**The Tally & Payment Form and remittance must accompany your package! Use a copy of the form as your receipt if you need one.**



### For More ...

Go to [www.snd.org](http://www.snd.org) on the Internet if you need additional forms or information. No late entries will be accepted. We cannot stress this to you enough.

### Para Más ...

Vaya a [www.snd.org](http://www.snd.org) en el Internet si usted necesita formas adicionales u información. Ningunas entradas tarde van a ser válido. No podemos tensionar esto bastante a usted.

## Deadlines

**U.S. Entries:** Must be **RECEIVED** in Syracuse, N.Y., USA, by **Jan. 13, 2010.**

**Non-U.S. Entries:** Must be **RECEIVED** in Syracuse, N.Y., USA, by **Jan. 20, 2010.**

No late entries will be accepted.

## Mailing Address

The Tally & Payment Form, with entry fees, must accompany your package. Send entries, with payment, to:

**31st Edition**  
**c/o Marshall Matlock**  
**S.I. Newhouse School**  
**of Public Communications**  
**Syracuse University**  
**215 University Place**  
**Syracuse, NY 13244-2100 USA**

If a phone number is required on the shipping label you may use the SND office phone number (401) 294-5233 on the form.

## Notification

If you want to know whether your entry has been received, enclose a stamped, self-addressed envelope or postcard with your payment form. **Do not seal this envelope.** Due to volume of entries, no other acknowledgment will be made.

Confirmation cannot be made by telephone, e-mail or fax.

The Society for News Design and Syracuse University cannot return entries and do not accept any responsibility for materials entered.



**New categories for magazines not printed as part of a newspaper**

Some categories, previously limited to newspaper-published magazines, are now open to all magazines. Look for the appropriate icon.



**Category open to newspapers.**



**Category closed to newspapers.**



**Category open to all magazines.**



**Category closed to non-newspaper magazines.**

# 01 WORLD'S BEST-DESIGNED™ NEWSPAPER



## DAILY

### 1A

Circulation  
175,000 and over

### 1B

Circulation  
75,000 - 174,999

### 1C

Circulation  
25,000 - 74,999

### 1D

Circulation  
24,999 and under

## NON-DAILY

### 1E

Circulation  
175,000 and over

### 1F

Circulation  
75,000 - 174,999

### 1G

Circulation  
25,000 - 74,999

### 1H

Circulation  
24,999 and under

This is a mandatory category for newspapers and there is no entry fee. To enter any other category you must also enter this category. (**Note:** Magazines not distributed with newspapers do not enter this category for the 2009 judging year.)

If you are entering as an individual or as a consultant, or the work was performed at a publication you no longer work for, you do not need to enter this category but you must use the publication's name and address on the Entry Form with your name and address on the "Submitted by" lines.

On the entry form list days of the week published (M-F; M-Sat.; M-Sun.; or \_\_\_\_ - \_\_\_\_). For non-daily entries list days and frequency (i.e., weekly, biweekly, monthly).

Entries are evaluated on writing, visual storytelling, use of resources, execution, photography, headlines and "voice" as well as the newspaper's overall design.

New papers starting up after Jan. 1, 2009, should submit their first issue and as many of the listed dates as possible, plus enough editor's choices to total five complete issues. Write the start date on the coupon attached to the front of the envelope.

If redesigned after one of the dates given, submit as many of the dates after the redesign as possible, plus enough editor's choices to total five complete issues. Submit only papers appearing after the redesign. Write the redesign launch date on the coupon attached to the front of the envelope. Please, only one set of entries per newspaper flag. Because this category is for "overall excellence," **only "Staff" will be allowed as a name on the Entry Form.**

## The Dates

To enter, submit **a total of five complete issues** (excluding advertising-only inserts) published in 2009.

For the **five** issues:

- » Submit **two** (2) complete **daily** (Mon.-Sat.) papers of your own choice published any time in 2009.
- » Submit **one** (1) complete paper from **any day of the week** during 2009, including a Sunday if you wish.
- » Submit **one** (1) complete **Sunday** paper from one of the following dates: **Sun., Jan. 18** or **Sun., July 12** or **Sun., Nov. 8**. If your publication does not publish on Sunday, submit one (1) complete Saturday paper from one of the following dates: Sat., Jan. 17 or Sat., July 11 or Sat., Nov. 7.
- » Submit **one** (1) complete daily (Mon.-Sat.) paper from one of the following dates:  
**Jan. 19, 20, 21, 22, 23**  
**or July 20, 21, 22, 23, 24**  
**or Nov. 9, 10, 11, 12, 13.**



### Important Joint Operating Agreements

When daily and Sunday circulation differ, enter using the circulation of the larger publication. JOAs should enter using the larger publication's circulation.



### Important Daily Papers Without Week-end Editions

Daily newspapers not published on Sunday or Saturday must substitute Monday, Jan. 19, or Monday, July 20, or Monday, Nov. 9.



### Important Non-Daily Newspapers

Non-daily newspapers should submit three issues published during the weeks listed, plus two issues of choice.

# NEWS DESIGN / SECTIONS

# 02

This category is for regularly appearing news sections. Submit three complete sections. Editors may choose any three dates in 2009. The three sections constitute one multi-page entry.

For non-English entries, attach near the Entry Form a brief, typewritten, typeset or clearly printed explanation of the content in English. *No magazines may be entered in this category. Those entries should be placed in either Category 12D or 12E.*



## A-SECTION

- 2 A.a** 175,000 and over
- 2 A.b** 50,000 - 174,999
- 2 A.c** 49,999 and under

## LOCAL SECTION

- 2 B.a** 175,000 and over
- 2 B.b** 50,000 - 174,999
- 2 B.c** 49,999 and under

## SPORTS

- 2 C.a** 175,000 and over
- 2 C.b** 50,000 - 174,999
- 2 C.c** 49,999 and under

## BUSINESS

- 2 D.a** 175,000 and over
- 2 D.b** 50,000 - 174,999
- 2 D.c** 49,999 and under

## OTHER

*(For sections that do not fit listed subcategories.)*

- 2 E.a** 175,000 and over
- 2 E.b** 50,000 - 174,999
- 2 E.c** 49,999 and under



# NEWS DESIGN / PAGES

# 03

Submit one full page for each entry. Two or more pages may — at your discretion — be submitted for an entry if a story jumps and the jump pages are to be judged. The fee for such entries is at the multi-page rate. Opinion pages should be entered in Category 7A. *No magazines may be entered in this category.*



## A-SECTION

*(Broadsheet)*

- 3 A.a** 175,000 and over
- 3 A.b** 50,000 - 174,999
- 3 A.c** 49,999 and under

## A-SECTION

*(Compact)*

- 3 A.d** 175,000 and over
- 3 A.e** 50,000 - 174,999
- 3 A.f** 49,999 and under

## LOCAL SECTION

*(Broadsheet)*

- 3 B.a** 175,000 and over
- 3 B.b** 50,000 - 174,999
- 3 B.c** 49,999 and under

## LOCAL SECTION

*(Compact)*

- 3 B.d** 175,000 and over
- 3 B.e** 50,000 - 174,999
- 3 B.f** 49,999 and under

## SPORTS

*(Broadsheet)*

- 3 C.a** 175,000 and over
- 3 C.b** 50,000 - 174,999
- 3 C.c** 49,999 and under

## SPORTS

*(Compact)*

- 3 C.d** 175,000 and over
- 3 C.e** 50,000 - 174,999
- 3 C.f** 49,999 and under

## BUSINESS

*(Broadsheet)*

- 3 D.a** 175,000 and over
- 3 D.b** 50,000 - 174,999
- 3 D.c** 49,999 and under

## BUSINESS

*(Compact)*

- 3 D.d** 175,000 and over
- 3 D.e** 50,000 - 174,999
- 3 D.f** 49,999 and under

## INSIDE PAGE

*(Broadsheet)*

- 3 E.a** 175,000 and over
- 3 E.b** 50,000 - 174,999
- 3 E.c** 49,999 and under

## INSIDE PAGE

*(Compact)*

- 3 E.d** 175,000 and over
- 3 E.e** 50,000 - 174,999
- 3 E.f** 49,999 and under

## OTHER

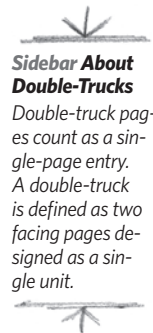
*(Broadsheet)*

- 3 F.a** 175,000 and over
- 3 F.b** 50,000 - 174,999
- 3 F.c** 49,999 and under

## OTHER

*(Compact)*

- 3 F.d** 175,000 and over
- 3 F.e** 50,000 - 174,999
- 3 F.f** 49,999 and under



# 04 BREAKING NEWS TOPICS



Submit single or multiple breaking news pages and appropriate jump pages (at your discretion) **CREATED ON DEADLINE** — one edition only — published in the full news cycle nearest to a breaking news event. (Planned news pages should be entered in categories 3 or 5).

Coverage of the same event or topic on the same day may not be entered in more than one subcategory of this category. For example, coverage entered as “local news” cannot also be entered in “national” or “international.”

**Do not enter whole special sections or reprints** — they should be entered in categories 9, 10 or 11. Judges reserve the right to move entries to other categories if the work is in the wrong category or will stand a better chance of winning an award. Double-truck pages count as a single-page entry.

A double-truck is defined as two facing pages designed as a single unit.

*No magazines may be entered in this category. Those entries should be placed in category 12F.*

- 4A Editor’s Choice: Local / Regional
- 4B Editor’s Choice: National
- 4C Editor’s Choice: International
- 4D Editor’s Choice: Sports
- 4E Global Economic Crisis
- 4F Elections / Inaugurations
- 4G Michael Jackson
- 4H Obituaries
- 4I Natural Disasters

# 05 SPECIAL NEWS TOPICS



Enter multiple news pages that best demonstrate coverage of one theme. Entry should include **no more than five days of coverage**. These do not have to be consecutive pages or consecutive publication dates.

Coverage of the same event or topic on the same day may not be entered in more than one subcategory of this category. For example, coverage entered as “local news” cannot also be entered in “national” or “international.”

**Do not enter whole special sections or reprints** — they should be entered in categories 10 or 11. Judges reserve the right to move entries to other categories if the work is in the wrong category or will stand a better chance of winning an award.

- 5A Editor’s Choice: Local/Regional
- 5B Editor’s Choice: National
- 5C Editor’s Choice: International
- 5D Editor’s Choice: Sports
- 5E Global Economic Crisis
- 5F Elections / Inaugurations
- 5G Michael Jackson

## Sidebar About

### Double-Trucks

Double-truck pages count as a single-page entry. A double-truck is defined as two facing pages designed as a single unit.

# FEATURE DESIGN / SECTIONS

# 06

This category is for regularly appearing feature sections. Submit three complete sections. Editors may choose any three dates in 2009. The three sections constitute one multi-page entry.

For non-English entries, attach near the Entry Form a brief, typewritten, typeset or clearly printed explanation of the content in English. *No magazines may be entered in this category.*

## OPINION

*(Includes commentary, viewpoint, editorial and news analysis.)*

- 6 A.a** 175,000 and over
- 6 A.b** 50,000 - 174,999
- 6 A.c** 49,999 and under

## LIFESTYLE

*(For daily, non-themed features sections.)*

- 6 B.a** 175,000 and over
- 6 B.b** 50,000 - 174,999
- 6 B.c** 49,999 and under

## ENTERTAINMENT

- 6 C.a** 175,000 and over
- 6 C.b** 50,000 - 174,999
- 6 C.c** 49,999 and under

## FOOD

- 6 D.a** 175,000 and over
- 6 D.b** 50,000 - 174,999
- 6 D.c** 49,999 and under

## FASHION

- 6 E.a** 175,000 and over
- 6 E.b** 50,000 - 174,999
- 6 E.c** 49,999 and under

## HOME / REAL ESTATE

- 6 F.a** 175,000 and over
- 6 F.b** 50,000 - 174,999
- 6 F.c** 49,999 and under

## TRAVEL

- 6 G.a** 175,000 and over
- 6 G.b** 50,000 - 174,999
- 6 G.c** 49,999 and under

## SCIENCE / TECH.

- 6 H.a** 175,000 and over
- 6 H.b** 50,000 - 174,999
- 6 H.c** 49,999 and under

## OTHER

*(For sections that do not fit listed subcategories.)*

- 6 I.a** 175,000 and over
- 6 I.b** 50,000 - 174,999
- 6 I.c** 49,999 and under

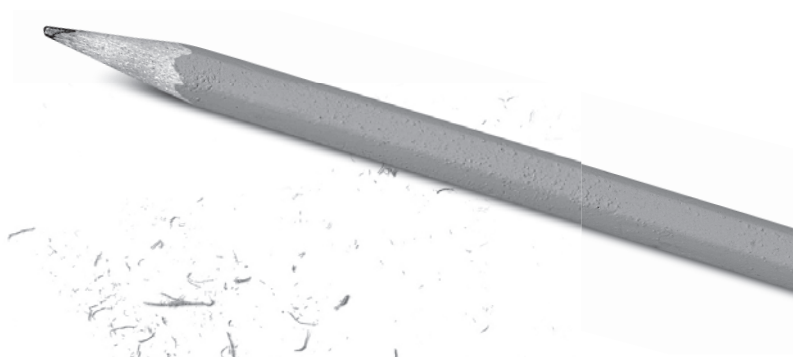


 **Important Rule Changes** 

*This category no longer requires specific dates for publication.*

 **Important Non-English Entries**

*For non-English entries, attach near the Entry Form a brief, typewritten, typeset or clearly printed explanation of the content in English.*



# 07

# FEATURES DESIGN / PAGES



Submit one full page for each entry.

Two or more pages may — at your discretion — be submitted for an entry if a story jumps and the jump pages are to be judged. The fee for such entries is at the multi-page rate.

Double-truck pages count as a single-page entry. A double-truck is defined as two facing pages designed as a single unit. *No magazines may be entered in this category. Those entries should be placed either in Category 12D or 12E.*



## Important Non-English Entries

For non-English entries, attach near the Entry Form a brief, type-written, typeset or clearly printed explanation of the content in English.



## Sidebar Tabloid Is Now Compact

The term “tabloid” has been replaced with the more universal “compact” to describe tabloid-sized publications.



### OPINION

(*Broadsheet* — includes commentary, viewpoint, editorial and news analysis)

- 7 A.a** 175,000 and over
- 7 A.b** 50,000 - 174,999
- 7 A.c** 49,999 and under

### OPINION

(*Compact* — includes commentary, viewpoint, editorial and news analysis)

- 7 A.d** 175,000 and over
- 7 A.e** 50,000 - 174,999
- 7 A.f** 49,999 and under

### LIFESTYLE

(*Broadsheet* — for daily, non-themed features pages)

- 7 B.a** 175,000 and over
- 7 B.b** 50,000 - 174,999
- 7 B.c** 49,999 and under

### LIFESTYLE

(*Compact* — for daily, non-themed features pages)

- 7 B.d** 175,000 and over
- 7 B.e** 50,000 - 174,999
- 7 B.f** 49,999 and under

### ENTERTAINMENT

(*Broadsheet*)

- 7 C.a** 175,000 and over
- 7 C.b** 50,000 - 174,999
- 7 C.c** 49,999 and under

### ENTERTAINMENT

(*Compact*)

- 7 C.d** 175,000 and over
- 7 C.e** 50,000 - 174,999
- 7 C.f** 49,999 and under

### FOOD

(*Broadsheet*)

- 7 D.a** 175,000 and over
- 7 D.b** 50,000 - 174,999
- 7 D.c** 49,999 and under

### FOOD

(*Compact*)

- 7 D.d** 175,000 and over
- 7 D.e** 50,000 - 174,999
- 7 D.f** 49,999 and under

### FASHION

(*Broadsheet*)

- 7 E.a** 175,000 and over
- 7 E.b** 50,000 - 174,999
- 7 E.c** 49,999 and under

### FASHION

(*Compact*)

- 7 E.d** 175,000 and over
- 7 E.e** 50,000 - 174,999
- 7 E.f** 49,999 and under

### HOME/REAL ESTATE

(*Broadsheet*)

- 7 F.a** 175,000 and over
- 7 F.b** 50,000 - 174,999
- 7 F.c** 49,999 and under

### HOME/REAL ESTATE

(*Compact*)

- 7 F.d** 175,000 and over
- 7 F.e** 50,000 - 174,999
- 7 F.f** 49,999 and under

### TRAVEL

(*Broadsheet*)

- 7 G.a** 175,000 and over
- 7 G.b** 50,000 - 174,999
- 7 G.c** 49,999 and under

### TRAVEL

(*Compact*)

- 7 G.d** 175,000 and over
- 7 G.e** 50,000 - 174,999
- 7 G.f** 49,999 and under

### SCIENCE/TECH.

(*Broadsheet*)

- 7 H.a** 175,000 and over
- 7 H.b** 50,000 - 174,999
- 7 H.c** 49,999 and under

### SCIENCE/TECH.

(*Compact*)

- 7 H.d** 175,000 and over
- 7 H.e** 50,000 - 174,999
- 7 H.f** 49,999 and under

### INSIDE PAGE

(*Broadsheet*)

- 7 I.a** 175,000 and over
- 7 I.b** 50,000 - 174,999
- 7 I.c** 49,999 and under

### INSIDE PAGE

(*Compact*)

- 7 I.d** 175,000 and over
- 7 I.e** 50,000 - 174,999
- 7 I.f** 49,999 and under

### OTHER

(*Broadsheet* — for pages that do not fit listed subcategories)

- 7 J.a** 175,000 and over
- 7 J.b** 50,000 - 174,999
- 7 J.c** 49,999 and under

### OTHER

(*Compact* — for pages that do not fit listed subcategories)

- 7 J.d** 175,000 and over
- 7 J.e** 50,000 - 174,999
- 7 J.f** 49,999 and under

# PORTFOLIO / PAGE DESIGNER

# 08

Submit six pages by one designer. **Entries with fewer than six pages, more than six pages or that name more than one individual will be disqualified.** Team projects should be entered in the page design categories (3, 7 and 12D) and in the illustration, photography and information graphics categories (13D, 15E, 17A, 17D and 17F).

If more than one portfolio is entered by the same designer in the same subcategory, pages may not be duplicated.

When considering newspaper circulation category: If Sunday and daily circulation differ, enter under the larger of the two circulations. If you've changed jobs, enter under the circulation category that is appropriate for the majority of the pages submitted.

On the Entry Form, use the address of the publication, not a home address. Tape the pages together as noted in the instructions on pages 23 and 24. A double-truck, as a part of any portfolio, counts as a single page.

A double-truck is defined as two facing pages designed as a single unit.

## NEWS

*(Includes business and opinion pages)*

- 8 A.a** 175,000 and over
- 8 A.b** 50,000 - 174,999
- 8 A.c** 49,999 and under

## SPORTS

- 8 B.a** 175,000 and over
- 8 B.b** 50,000 - 174,999
- 8 B.c** 49,999 and under

## FEATURES

- 8 C.a** 175,000 and over
- 8 C.b** 50,000 - 174,999
- 8 C.c** 49,999 and under

## MAGAZINE

- 8 D.a** 175,000 and over
- 8 D.b** 50,000 - 174,999
- 8 D.c** 49,999 and under

## COMBINATION

*(Any combination of news, sports, features or magazine pages by one designer)*

- 8 E.a** 175,000 and over
- 8 E.b** 50,000 - 174,999
- 8 E.c** 49,999 and under



### **Important Non-English Entries**

*For non-English entries, attach near the Entry Form a brief, type-written, typeset or clearly printed explanation of the content in English.*



### **Sidebar How Not to Get Disqualified**

*Portfolios require exactly six pages. If you enter more than one portfolio by the same designer in the same subcategory, do not repeat pages in the multiple entries.*



# 09

## SPECIAL COVERAGE / SINGLE SUBJECT



Six or more publication dates of coverage. Submit full pages of the coverage with an Entry Form on the back of each page. Tape the pages together in the order they were published following the rules on pages 23 and 24.

**For non-English entries,** attach near the Entry Form (on the back of each page) a brief, typewritten, typeset or clearly printed explanation of the content in English.

# 10

## SPECIAL COVERAGE / SECTIONS



Includes news, sports, business and features special projects. Do not submit reprints: they will be disqualified. Reprints should be entered in Category 11.

Put the Entry Form ONLY on the back page of each section.

**For non-English entries,** attach near the Entry Form (on the back of each page) a brief, typewritten, typeset or clearly printed explanation of the content in English.

*No magazines may be entered in this category. Those entries should be placed in Category 12B.*

### Sidebar About Category 10 C.b

Category 10C.b is for a **single inside page or double-truck spread**. Multi-page entries will be disqualified.



#### SINGLE SECTIONS

Submit one complete section for each entry.

**10 A.a** Sections with no advertisements

**10 A.b** Sections with advertisements

#### MULTIPLE SECTIONS

Submit an unlimited number of sections on the same theme for each entry.

**10 B.a** Sections with no advertisements

**10 B.b** Sections with advertisements

#### SECTION PAGES

Each cover is a single-page entry. Inside pages or spreads can be a single page or double-truck.

**10 C.a** Section covers only

**10 C.b** Inside page or double-truck spread

# 11

## REPRINTS



Submit one complete section or set of sections on the same topic for each entry. Put the Entry Form ONLY on the back page of each section. An entry in this category constitutes a multi-page entry.

**For non-English entries,** attach near the Entry Form (on the back of each page) a brief, typewritten, typeset or clearly printed explanation of the content in English.







# CATEGORY COUPONS

*Make copies and attach one coupon to each category and sub-category envelope.  
Make enough copies to attach to the bottom right corner of all your envelopes.*

**1** No. of Entries \_\_\_\_\_  
A B C D  
E F G H  
Start Date \_\_\_\_\_

**2** No. of Entries \_\_\_\_\_  
Aa Ab Ac Ba Bb Bc  
Ca Cb Cc Da Db Dc  
Ea Eb Ec  
Start Date \_\_\_\_\_

**3** No. of Entries \_\_\_\_\_  
Aa Ab Ac Ad Ae Af  
Ba Bb Bc Bd Be Bf  
Ca Cb Cc Cd Ce Cf  
Da Db Dc Dd De Df  
Ea Eb Ec Ed Ee Ef  
Fa Fb Fc Fd Fe Ff

**4** No. of Entries \_\_\_\_\_  
A B C D E F G H I

**5** No. of Entries \_\_\_\_\_  
A B C D E F G

**6** No. of Entries \_\_\_\_\_  
Aa Ab Ac Ba Bb Bc  
Ca Cb Cc Da Db Dc  
Ea Eb Ec Fa Fb Fc  
Ga Gb Gc Ha Hb Hc  
Ia Ib Ic

**7** No. of Entries \_\_\_\_\_  
Aa Ab Ac Ad Ae Af  
Ba Bb Bc Bd Be Bf  
Ca Cb Cc Cd Ce Cf  
Da Db Dc Dd De Df  
Ea Eb Ec Ed Ee Ef  
Fa Fb Fc Fd Fe Ff  
Ga Gb Gc Gd Ge Gf  
Ha Hb Hc Hd He Hf  
Ia Ib Ic Id Ie If  
Ja Jb Jc Jd Je Jf

**8** No. of Entries \_\_\_\_\_  
Aa Ab Ac Ba Bb Bc  
Ca Cb Cc Da Db Dc  
Ea Eb Ec

**9** No. of Entries \_\_\_\_\_

**10** No. of Entries \_\_\_\_\_  
Aa Ab Ba Bb  
Ca Cb

**11** No. of Entries \_\_\_\_\_

**12** No. of Entries \_\_\_\_\_  
A B C  
Da Db Dc  
Ea Eb Ec  
F

**13** No. of Entries \_\_\_\_\_  
Aa Ab Ac Ad  
B C D

**14** No. of Entries \_\_\_\_\_  
A B C D E F

**15** No. of Entries \_\_\_\_\_  
A B C D E

**16** No. of Entries \_\_\_\_\_  
Aa Ab Ac Ba Bb Bc  
Ca Cb Cc Da Db Dc

**17** No. of Entries \_\_\_\_\_  
Aa Ab Ac Ba Bb Bc  
Ca Cb Cc Da Db Dc  
Ea Eb Ec Fa Fb Fc

**18** No. of Entries \_\_\_\_\_  
Aa Ab B Ca Cb  
Start Date \_\_\_\_\_

**19** No. of Entries \_\_\_\_\_

# MAGAZINES

# 12

On the headline-description line on the Entry Form list the publication's schedule (i.e., weekly, Wednesday, biweekly, Saturdays, monthly, second Friday, etc.). For non-English entries, attach near the Entry Form (on the back of each section) a brief, typewritten, typeset or clearly printed explanation of the content in English.

**(Note: New for this judging, a magazine does not have to be published and/or distributed as part of a newspaper.)**



- 12 A Overall Design:** Submit three **consecutive** magazines published in 2009. Put the Entry Form only on the back page of each issue. The three magazines constitute one multi-page entry.
- 12 B Special Editions:** Submit a magazine edition appearing fewer than four times a year. Submit the entire magazine. Put the Entry Form **ONLY** on the back page. Each magazine constitutes one multi-page entry.
- 12 C Cover Design:** Submit one full cover for each entry. Do not submit inside pages — they should be entered in Category 12D or 12E.
- 12 D.a Inside News Magazine Page Design:** Submit inside pages only. Do not include the cover. An entry may be one or more pages published on the same day. If more than one page is submitted, that entry will be at the multi-page rate. A double-truck page counts as a single entry. A double-truck is defined as two facing pages designed as a single unit.
- 12 D.b Inside Sports Magazine Page Design:** Submit inside pages only. Do not include the cover. An entry may be one or more pages published on the same day. If more than one page is submitted, that entry will be at the multi-page rate. A double-truck page counts as a single entry. A double-truck is defined as two facing pages designed as a single unit.
- 12 D.c Inside Features Magazine Page Design:** Submit inside pages only. Do not include the cover. An entry may be one or more pages published on the same day. If more than one page is submitted, that entry will be at the multi-page rate. A double-truck page counts as a single entry. A double-truck is defined as two facing pages designed as a single unit.
- 12 E.a News Magazine Cover Story Design:** Submit one full cover and the accompanying inside pages related to the cover story. Each cover story constitutes one multi-page entry.
- 12 E.b Sports Magazine Cover Story Design:** Submit one full cover and the accompanying inside pages related to the cover story. Each cover story constitutes one multi-page entry.
- 12 E.c Features Magazine Cover Story Design:** Submit one full cover and the accompanying inside pages related to the cover story. Each cover story constitutes one multi-page entry.
- 12 F Breaking News:** Submit single or multiple breaking pages and appropriate jump pages (at your discretion) **created on deadline** — one edition only — published in the full news cycle nearest to a breaking news event.

  
**Important Subcategories Added**

*The inside page design and cover story design subcategories have been further divided into news, features and sports.*

  
**Important Rule Changes for Magazines**

*All magazines, including those produced by newspapers, are eligible to enter this category.*

  
**Important Non-English Entries**

*For non-English entries, attach near the Entry Form a brief, typewritten, typeset or clearly printed explanation of the content in English.*

# 13

## ILLUSTRATION



Do not submit original artwork. Submit one full page for each entry unless a multi-page entry is allowed in the rules. This category recognizes the illustration(s) entered, not the whole page. Indicate in the "headline" area of the Entry Form the title of the illustration(s) you want judged for that page. The Entry Form goes on the **back of each page** entered for multi-page entries. Work should be staff-generated or first-use; work that is not first-use is ineligible.

For non-English entries, attach near the Entry Form (on the back of each page) a brief, typewritten, typeset or clearly printed explanation of the content in English.

Double-truck pages count as a single-page entry. A double-truck is defined as two facing pages designed as a single unit.



### **Sidebar** **The Times They Are a-Changin'**

*The Single Illustration subcategory has been broken into four new subcategories based on the illustration's use and color.*



- 13 A.a Single Lead Color Illustration.** Submit one page or one double-truck per entry.
- 13 A.b Single Lead Black-and-White Illustration.** Submit one page or one double-truck per entry.
- 13 A.c Single Spot Color Illustration.** Spot illustration is defined as any image smaller than one-quarter page. All other illustrations should be entered in the lead illustration category.
- 13 A.d Single Spot Black-and-White Illustration.** Spot illustration is defined as any image smaller than one-quarter page. All other illustrations should be entered in the lead illustration category.
  - 13B Multiple Illustrations for the Same Story:** Submit up to six (6) full pages per multi-page entry.
  - 13C Portfolio of Work:** Submit six (6) pages of work by one artist. This category is for the work of one artist. Entries with fewer than six pages, more than six pages or that name more than one individual will be disqualified. If more than one portfolio is entered by the same artist, pages may **not** be duplicated
  - 13D Art Direction Portfolio.** Submit six (6) pages showing the planning and art direction of illustrations. This category is for the work of a staff or team. Place up to 10 names of the staff or team on all the Entry Forms on the back of each page. Entries with fewer than six pages or more than six pages will be disqualified.

# PHOTOGRAPHY / SINGLE PHOTOS

# 14

Do not submit original photos. Work must be first-use or staff-generated (except for 14F); work that is not is ineligible. Submit full pages for each entry. This category is open to both newspapers and magazines.



**Indicate in the "headline" area of the Entry Form the caption of the photo you want judged.** Caption description should be in English.

- 14A** General News Photography (*planned events*)
- 14B** Spot News Photography
- 14C** Sports Photography
- 14D** Feature Photography (*defined as "found work"*)
- 14E** Portrait Photography
- 14F** Photo Illustration (*studio and/or electronically manipulated staff and non-staff generated photography*)

# PHOTOGRAPHY / MULTIPLE PHOTOS

# 15

Do not submit original photos. Work must be first-use or staff-generated (except 15C); work that is not is ineligible. Submit full pages for each entry. **All photos on a page or pages will be judged in this category, which is open to newspapers and magazines.** Follow the entry instructions for each subcategory. **For non-English entries,** attach near the Entry Form (on the back of each page) a brief, type-written, typeset or clearly printed explanation of the content in English.



- 15A Photo Project Page or Spread(s):** Submit a page or pages from a single publication edition.
- 15B Photo Series, Project or Story:** Submit pages from the entire series over no more than five editions.
- 15C Photo Page Design:** Submit a single page or double-truck that is a stand-alone photo page only. **Do not submit jump pages** from a project. Pages will be judged on the quality of photographs, editing and design.
- 15D Portfolio of Work:** Submit **exactly six (6) pages** by **one photographer.** More than one name on the Entry Form will disqualify the entry.
- 15E Portfolio of Work:** Submit **exactly six (6) pages** by **more than one photographer.** This category is for the work of a staff or team. Place up to 10 names of the staff or team on all the Entry Forms on the back of each page.



### **Important Non-English Entries**

*For non-English entries, attach near the Entry Form a brief, type-written, typeset or clearly printed explanation of the content in English.*

# 16

## INFORMATION GRAPHICS



For categories 16A through 16D, submit a full newspaper or magazine page for each entry. Double-trucks or magazine spreads count as one page. A double-truck or magazine spread is defined as two facing pages designed as a single unit.

**For non-English entries**, attach near the Entry Form (on the back of each page) a brief, typewritten, typeset or clearly printed explanation of the content in English.



### **Important Non-English Entries**

*For non-English entries, attach near the Entry Form a brief, typewritten, typeset or clearly printed explanation of the content in English.*

### **BREAKING NEWS GRAPHICS**

*Charted information, graphs, diagrams or maps with or without the use of illustration or photography. Must be from the edition published in the full news cycle nearest to a breaking news event.*

- 16 A.a** Circulation 175,000 and over
- 16 A.b** Circulation 50,000 - 174,999
- 16 A.c** Circulation 49,999 and under

### **NON-BREAKING NEWS, FEATURE GRAPHICS**

*Charted information, graphs, diagrams or maps with or without the use of illustration or photography.*

- 16 B.a** Circulation 175,000 and over
- 16 B.b** Circulation 50,000 - 174,999
- 16 B.c** Circulation 49,999 and under

### **CHARTING**

*Graphics consisting primarily of statistical charts.*

- 16 C.a** Circulation 175,000 and over
- 16 C.b** Circulation 50,000 - 174,999
- 16 C.c** Circulation 49,999 and under

### **MAPPING**

*Graphics consisting primarily of maps.*

- 16 D.a** Circulation 175,000 and over
- 16 D.b** Circulation 50,000 - 174,999
- 16 D.c** Circulation 49,999 and under

# INFORMATION GRAPHICS / PORTFOLIOS

# 17

Submit portfolios of work, preparing them with the instructions on pages 23 and 24. Double-trucks count as one page as do magazine spreads. A double-truck or magazine spread is defined as two facing pages designed as a single unit. **For non-English entries**, attach near the Entry Form (on the back of each page) a brief, typewritten, typeset or clearly printed explanation of the content in English.



## **BREAKING NEWS EXTENDED COVERAGE**

Submit full pages showing staff coverage of a single news event **over no fewer than three days** of graphics. Entry should consist of first-day breaking news graphics as well as graphics that show continuing coverage as the story develops.

- 17 A.a** Circulation 175,000 and over
- 17 A.b** Circulation 50,000 - 174,999
- 17 A.c** Circulation 49,999 and under

## **PLANNED NEWS EXTENDED COVERAGE**

Submit full pages showing staff coverage of a single news event over no fewer than three days of graphics.

- 17 B.a** Circulation 175,000 and over
- 17 B.b** Circulation 50,000 - 174,999
- 17 B.c** Circulation 49,999 and under

## **BREAKING NEWS PORTFOLIO**

**Individual** — Submit **exactly six (6)** full pages showing breaking news coverage by a single artist, designer, editor or researcher. This category is for the work of **one individual**. More than one name on the Entry Form will disqualify the entry.

- 17 C.a** Circulation 175,000 and over
- 17 C.b** Circulation 50,000 - 174,999
- 17 C.c** Circulation 49,999 and under

## **BREAKING NEWS PORTFOLIO**

**Staff** — Submit **exactly six (6)** full pages showing breaking news coverage. This category is for the work of a **staff**.

- 17 D.a** Circulation 175,000 and over
- 17 D.b** Circulation 50,000 - 174,999
- 17 D.c** Circulation 49,999 and under

## **NON-BREAKING OR FEATURE PORTFOLIO**

**Individual** — Submit **exactly six (6)** full pages showing non-breaking or feature graphics by a single artist, designer, editor or researcher. This category is for the work of **one individual**. More than one name on the Entry Form will disqualify the entry.

- 17 E.a** Circulation 175,000 and over
- 17 E.b** Circulation 50,000 - 174,999
- 17 E.c** Circulation 49,999 and under

## **NON-BREAKING OR FEATURE PORTFOLIO**

**Staff** — Submit **exactly six (6)** full pages showing non-breaking or feature graphics. This category is for the work of a **staff**.

- 17 F.a** Circulation 175,000 and over
- 17 F.b** Circulation 50,000 - 174,999
- 17 F.c** Circulation 49,999 and under



### **Sidebar How Not to Get Disqualified**

Portfolios submitted in subcategories C, D, E and F require **exactly six pages**. If you enter more than one portfolio by the same designer in the **same** subcategory, do not repeat pages in the multiple entries.



# 18

## REDESIGNS



Entries may not have been previously submitted to SND's "Best of News Design™" competitions.



### **Important Non-English Entries**

*For non-English entries, attach near the Entry Form a brief, typewritten, typeset or clearly printed explanation of the content in English.*

- 18 A.a Overall Newspaper Redesign:** Submit any **two (2) complete "before" issues** (no earlier than 2008) and any **two (2) complete "after" issues** (must be from 2009). These four (4) complete issues count as one multi-page entry. The redesign start date **must** be listed in the "Headline/Description" line of each Entry Form placed on the back of each section.
- 18 A.b Overall Magazine Redesign:** Submit any **two (2) complete "before" issues** (no earlier than 2008) and any **two (2) complete "after" issues** (must be from 2009). These four (4) complete issues count as one multi-page entry. The redesign start date **must** be listed in the "Headline/Description" line of each Entry Form placed on the back of each section.
- 18 B Section Redesign:** Submit any **two (2) complete "before" sections** (no earlier than 2008) and any **two (2) complete "after" sections** (must be from 2009). These four (4) complete sections count as one multi-page entry.
- 18 C.a Regularly Appearing Newspaper Page Redesign:** Submit any **two (2) complete "before" pages** (no earlier than 2008) and any **two (2) complete "after" pages** (must be from 2009). These four (4) pages count as one multi-page entry. Tape pages together in the order they were published.
- 18 C.b Regularly Appearing Magazine Page Redesign:** Submit any **two (2) complete "before" pages** (no earlier than 2008) and any **two (2) complete "after" pages** (must be from 2009). These four (4) pages count as one multi-page entry. Tape pages together in the order they were published.

# 19

## MISCELLANEOUS



This category is for elements not included in other categories. **Include a typewritten or printed description in English that hangs at the top front of the page explaining why it is entered in this category.** Affix the description with tape only in the top margin of the page making sure the tape does not touch any type or illustrations.

You may also hinge it from the back side of the page.

**Entries not having the required explanation in English will be disqualified.**

Advertising, publicity and promotional materials are ineligible. Books must have been distributed as part of a newspaper at no extra cost to the subscribers.

Entries may be single-page, multi-page or sections. Multi-page entries or sections, including books and brochures, should be entered at the multi-page rate.

# FREQUENTLY ASKED QUESTIONS

**Q. Must I be an SND member to enter?**

**A.** No, the competition is open to anyone.

**Q. How do I pay for the entries?**

**A.** SND has a limited staff and cannot accept purchase orders or other promises of payment. Enclose a check made out to "SND - 31st Edition" in U.S. dollars and drawn on a U.S. bank. If that is not possible, SND accepts MasterCard, VISA and American Express: place the proper information on the Tally & Payment Form. The card must be authorized for use in the United States. Payments may also be wired: please contact the SND office at (401) 294-5233 or at [snd@snd.org](mailto:snd@snd.org) for bank and account information.

A copy of the Tally & Payment Form should be kept as a receipt or record of your payment if you need one. Sorry, SND cannot send receipts.

**Q. Where do I send the entries and full payment?**

**A.** Send entries, with check or other payment information, to: 31st Edition, c/o Marshall Matlock, S.I. Newhouse School of Public Communications, Syracuse University, 215 University Place, Syracuse, NY 13244-2100 USA. Phone (401) 294-5233.

**Q. Must the entry fee be sent with the entry?**

**A.** Yes, it is very important that full payment be included with the entries in one package. With thousands of entries submitted, it is impossible to keep track of missing

checks. Any entry without payment will not be processed for judging. Please plan ahead for any check delay. You may write a personal check or use a credit card to cover the difference between a company check and the final total.

**Q. What is the Federal ID (tax) number of SND?**

**A.** The Federal ID or Employer Identification Number of SND is 23-2129331.

**Q. May I copy completed Entry Forms for entries?**

**A.** YES, please do, but please don't enlarge or reduce these forms. Entry Forms must be placed in the upper left corner on the back of each page (or on the back page of sections). Be sure to type all names correctly and be consistent on all Entry Forms from the same publication (don't use Bob on one form and Robert on another for the same person; don't use a middle initial on one and none on another, etc.). Some newspapers fill in the newspaper name, address, circulation, etc. before they copy the Entry Form.

All the forms and information found in this Call for Entries are available for downloading and printing on SND's Web site at [www.snd.org](http://www.snd.org)



**Sidebar**  
**How to Answer Your Questions**

We might be able to help, but before you call or e-mail us, please read the rules.

**Competition Director**

Marshall Matlock

**E-mail:**  
[competition@su-snd.org](mailto:competition@su-snd.org)

**31st Edition Coordinator**

Michael Rice  
Visual Team  
Leader / Design & Graphics, Arizona Daily Star

**Phone:**  
(520) 807-7775

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[mrice@azstarnet.com](mailto:mrice@azstarnet.com)

**SND Office**

**Phone:**  
(401) 294-5233

**Fax:**  
(401) 294-5233

**E-mail:**  
[snd@snd.org](mailto:snd@snd.org)



(continued on next page)

# FAQs (continued)



## **Important Web Site Entries**

Web site entries are not accepted in this competition. To enter Web pages and graphics on a quarterly basis, go to [www.snd.org](http://www.snd.org) and select [SND.ies](http://www.snd.org) for the online competition entry rules, deadlines and to submit an entry.



## **Sidebar About Double-Trucks and Spreads**

A double-truck or magazine spread is defined to include facing pages designed as a single unit even if nothing is printed through the gutter.



### **Q. What's the best way to ship the entries?**

- A.** Send entries pre-paid and make sure they will arrive **on or before the deadline** date given in this Call for Entries. Put all entries into **one** box: rather than multiple envelopes or packages, if possible. **Do not send packages COD** (Charge On Delivery). They will not be accepted, paid for or judged.

### **Q. Why do you want my e-mail on the Entry Form?**

- A.** We will use the e-mail addresses to notify winners that their entry has won an award. We do that so you can look on the SND Web site after the awards are announced to make corrections to names and titles before the certificates, awards and annual book go into production. No additions to the names and titles will be accepted — corrections only. Also, if we have questions about your entry, e-mail provides the fastest way to resolve them.

### **Q. Does a "double-truck" or magazine "spread" count as two pages?**

- A.** Broadsheet and compact double-trucks or magazine spreads count as a single-page entry or as one page in a multi-page entry. A double-truck or magazine spread is defined as two facing pages designed as a single unit.

### **Q. Where do I put the Entry Form on sections?**

- A.** All entries that are complete sections must have the Entry Form securely fastened to the back of the last page of the section only. Entries that are whole newspapers must have an Entry Form on the back of each section. Do not submit advertising-only sections. All other entries — single pages and pages taped together to make a multi-page entry — **must have an Entry Form on the back of each and every page.**

### **Q. What things will disqualify my entries?**

- A.**
- » Mounting the entries;
  - » No payment with the entries;
  - » Bad packaging, where pieces are missing and the Tally & Payment Form has become separated from the entries and payment;
  - » Multiple names as the artist, designer or photographer in categories 8, 13C, 15D, 17C and 17E;
  - » Lost, missing or illegible Entry Forms on the back of entries;
  - » Incorrect taping of tearsheets. Judges reserve the right to move entries to other categories if they think the work is in the wrong category or will stand a better chance of winning an award.

### **Q. How can I get more information?**

- A.** You can call or e-mail one person (only one) listed on the previous page and/or go to the expanded Q & A section of the SU student affiliate Web site located at [www.su-snd.org](http://www.su-snd.org) for more answers to your questions.

# ASSEMBLING YOUR ENTRIES

Necessary forms are printed in the center spread of this booklet. **First**, duplicate the Entry Form, or download more coupons, Tally and Entry Forms from [www.snd.org](http://www.snd.org). Do not enlarge or reduce Entry Forms or send them on 8 x 11 inch sheets. They **must** be cut to 5.5 x 8.5 inch sheets. **Then**, type or print neatly the information on the Entry Forms. **Note:** Do not put tape or mark on the fronts of pages — they cannot be used in the annual “Best of News Design™” book if you do. Neatness is important.

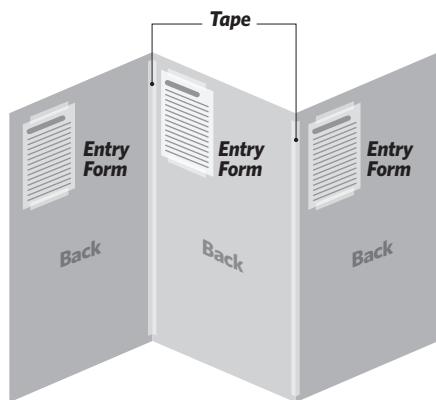


**Place the entry forms on your pages as shown**

## SINGLE-PAGE ENTRIES

For any entry consisting of a single page, tape the Entry Form to the upper left corner of the back of the page. Make no marks on the front of the page. Do not tape forms over the fold.

**Includes categories:** 3, 4, 7, 10C, 12C-D, 13A, 14, 15A, 15C, 16A-D and 19.



**Place the entry forms on your sections as shown**

## MULTIPLE-PAGE ENTRIES

For any entry, regardless of category, that comprises more than one full page (except complete sections), tape exact duplicate Entry Forms to the upper left corner of the back of each page. Tape the pages together along the back of the pages. Fold accordion-style. Do not tape forms over the fold of the page or double-truck.

**Includes categories:** 3, 4, 5, 7, 8, 9, 12D, 12E, 13B-D, 15B, 15D-E, 17, 18C and 19.



### **Important Copying the Entry Form**

Do not enlarge or reduce the Entry Form. Use it in its printed size. Looking for an easier solution? Visit [www.snd.org](http://www.snd.org) to download an editable PDF, which allows you to type directly on the form then print it out.

**Tape Entry Forms to the back of each section and paperclip multiple sections if needed.**



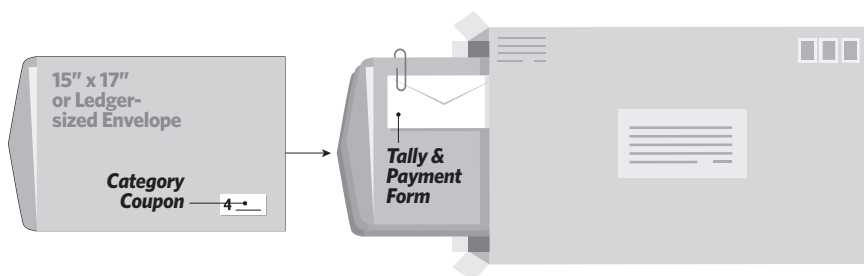
## SECTION AND MULTIPLE-SECTION ENTRIES

For any entry, regardless of category, that comprises full sections or issues, tape one Entry Form to the upper left corner of the **back of each** complete section of the entry. Do not tape forms over the fold. Paper clip each full entry together.

**Includes categories:** 1, 2, 6, 10A-B, 11, 12A-B, 18A-B and 19.

# PACKAGING YOUR ENTRIES

Remember, your shipment must arrive on or before the deadline date given in this Call for Entries. **Late packages will not be accepted.** Please allow ample time for delivery. Shipping from outside the United States? See out shipping suggestions on page 4.



**Note:** Category coupons are included on the back of the Tally & Payment Form in the center spread. Make as many copies as needed.

## Organizing Categories

Use 15- by 17-inch or larger or ledger-size envelopes, if possible. Use one envelope for each category subdivision.

**Duplicate the category number coupons** from the center spread. You will need separate envelopes and coupons for each category and sub-category. (Example: If you have entries in 4A and 4B, you'll need two envelopes and two copies of the 4 coupon, marking one 4A and one 4B.) Attach the coupon to the bottom right of each envelope.

**Circle the appropriate number and letter** and write the total number of entries in the space provided. **Do not seal individual envelopes.**

## Shipping Your Entries

**Stack envelopes in numerical order** by category and place inside a sturdy box. **Place Tally & Payment Form** with payment for the correct amount in a letter-size envelope and clip to the top left corner of the first (lowest number) category division envelope. **If more than one package is sent**, indicate on the outside: "Package No. X of XX".

## Mailing Address

The Tally & Payment Form, with the entry fees, must accompany your package. Send entries with payment to:

**31st Edition  
c/o Marshall Matlock  
S.I. Newhouse School  
of Public Communications  
Syracuse University  
215 University Place  
Syracuse, NY 13244-2100 USA**

**If a phone number is required** on the shipping label you may use the SND office phone number **(401) 294-5233**.





**Society for News Design**

1130 Ten Rod Road, E 206

North Kingstown, RI 02852 USA



# ANNUAL WORKSHOP

SEPTEMBER 23--25, 2010

*First Workshop? Got ya covered. Workshop regular? Welcome back. We're planning three days of training, seminars and networking all geared to advance the work that we do — in class, in print and online. Ready to ride? **Cowboy up!***