



U.S. Deadline
February 2, 2017
International Deadline
February 9, 2017

Best of News Design™ Creative Competition 38th Edition Call for Entries



And don't forget
to mail your entries to
St. Petersburg, Florida, USA
Details on Page 26

Now made fresh in
Florida

The Best of News Design™

Creative Competition



This is a juried competition sponsored by the Society for News Design to recognize excellence in news design, graphics and photography.

Deadline

U.S. entries must be received by February 2, 2017 in St. Petersburg, Florida. **International entries must be received by February 9, 2017** in St. Petersburg, Florida. Digital portions of Category 20 entries must be submitted at snd.org/category20 by February 2, 2017.

Eligibility

The 38th Edition competition is open to all general circulation newspapers and magazines. You do not need to be a member of SND to enter.

All entries must have been published between Jan. 1, 2016 and Dec. 31, 2016. Specialty publications, advertising, publicity and promotional materials are ineligible.

Submit only unmounted, full-page tearsheets. No partial or copies of pages (physical or digital) will be accepted. If the same page or section is to be entered in multiple categories, there must be a separate tearsheet for each entry.

Entries may be moved to another category or disqualified if they fail to follow the rules as outlined.

Judging

Judging for all categories will take place in **St. Petersburg, Florida**. A team of judges selected by SND will evaluate each entry on how well it accomplishes its editorial and design objectives. In some categories, such as illustration or photography, entries will be viewed for the individual element, not the entire page. If only one element is to be judged, identify it on the entry form. Do not mark on the tearsheets.

Awards

Winning entries will receive Awards of Excellence, Silver medals or Gold medals for outstanding work. At their discretion, judges may choose to give no awards in one or more categories.

Judges may select any submitted body of work deemed truly exceptional for a Judges Special Recognition award. Judges may also select a single Best of Show award from all Gold medal winners, if any.

All winning entries will be represented in the annual "The Best of News Design" book published by SND.

International Entries

English

All non-English entries should include a brief, typed explanation of the content. Translations for headlines are appreciated. Attach the translation to the entry form on the back of your tearsheet.

Entry fees should be sent in U.S. dollars. Accepted forms of payment include:

- ➔ Wire transfer
- ➔ Credit cards valid for use in the U.S. (American Express, MasterCard, Visa)
- ➔ Checks drawn on a U.S. bank

We cannot send invoices or accept purchase orders. Please keep a copy of your Tally & Payment form as proof of payment. Pack your entry in a sturdy carton. International shipments can be badly damaged and separated in transit. Mark on the front of your packaged entry "Newsprint / No commercial value" to help speed processing through U.S. Customs.

Español

Todas las entradas que no estén en inglés deben incluir una breve explicación escrita del contenido. Son apreciadas las traducciones de los titulares. La traducción debe ser adjuntada al formulario de entrada en la parte posterior de la página impresa.

Los derechos de inscripción deben ser enviados en dólares estadounidenses. Se aceptan las siguientes formas de pago:

- ➔ Transferencia bancaria
- ➔ Tarjetas de crédito válidas para su uso en los EE.UU. (American Express, MasterCard o Visa)
- ➔ Cheques girados a un banco de EE.UU.

No podemos enviar facturas o aceptar órdenes de compra. Por favor, mantenga una copia de su formulario de pago y condiciones como comprobante. Empaque su entrada en una caja de cartón resistente. Los envíos internacionales pueden resultar dañados y separados en tránsito. Escriba en la parte delantera del paquete de su envío "Newsprint / No commercial value" para ayudar a acelerar el procesamiento en la Aduana.

Deutsch

Alle nicht-englischen Einsendungen müssen eine kurze und mit der Maschine geschriebene Erläuterung der Inhalte umfassen. Bitte übersetzen Sie die Überschriften ins Englische und befestigen Sie die Übersetzung zusammen mit dem ausgefüllten Anmeldeformular auf der Rückseite der eingereichten Arbeit(en).

Die Teilnahmegebühren fallen in US-Dollar an. Folgende Zahlungsmittel sind möglich:

- ➔ Elektronische Geldüberweisung
- ➔ Kreditkarten, die in den USA gültig sind (American Express, MasterCard, Visa)
- ➔ Bankanweisung/Scheck, ausgestellt auf eine US-Bank

Wir können leider keine Quittungen ausstellen oder Bestellungen bearbeiten. Bitte bewahren Sie eine Kopie Ihres „Tally & Payment“ Formulars als Zahlungsbeleg auf. Verpacken Sie Ihre Einsendung unbedingt in einen stabilen Karton. Internationale Einsendungen könnten beim Transport beschädigt werden oder der Inhalt verloren gehen. Bitte markieren Sie Ihre Einsendung auf der Vorderseite mit der Aufschrift „Newsprint / No commercial value“, um die Bearbeitung durch den US-amerikanischen Zoll zu beschleunigen.

Entering the Competition

Entry Fees

Entry fees are determined by the number of pages and the circulation size of the publication. U.S. and international entry fees are identical.

Single-page entries:

- \$20 each for publications with a circulation of more than 50,000
- \$15 each for publications with a circulation of less than 49,999

Multi-page entries:

- \$35 each for publications with a circulation of more than 50,000
- \$30 each for publications with a circulation of less than 49,999

Entry in Category One is free. Entry is mandatory unless other entries are only in magazine categories or if you are entering as an individual.

Accepted forms of payment include:

- Wire transfer
- Credit cards valid for use in the U.S. (American Express, MasterCard, Visa)
- Checks drawn on a U.S. bank (Make checks payable to "SND – 38th Edition")

Entries will not be returned and will become the property of SND. By submitting work, you and your publication are granting permission to the Society for News Design to use the material in academic pursuits, in any publications or displays (printed and electronic) of the Society and in publicity and promotional activities. Your publication will receive credit for any reproduced work.

More Information

Complete instructions on assembling and packaging your entries can be found on **pages 25 & 26**.

Frequently Asked Questions are answered on **page 24**.

Non-English translations of these rules are available at www.snd.org/competitions.

How to Reach Us

Send general questions to the SND Executive Director at:

Steven Komives

Tel: (407) 420-7748

Fax: (407) 420-7697

Email: skomives@snd.org

Or contact the 38th Edition Coordinator at:

Tim Parks

Omaha World-Herald

Tel: N/A

Email: tparks42@msn.com

Category **1** World's Best-Designed Newspaper

This is a mandatory category for newspapers and there is no entry fee. Please, only one entry per publication in this category. Because this entry is for overall excellence, only "Staff" will be allowed as a name on the entry form. Entries are evaluated on writing, visual storytelling, use of resources, execution, photography, headlines and "voice" – as well as overall design.

No magazines may be entered in this category.

Daily newspapers

Two enter, submit **FIVE (5)** complete editions from 2016. All five editions should come from different weeks.

}	1 A	Circulation 175,000 and over	}	1 C	Circulation 25,000 – 74,999
	1 B	Circulation 75,000 – 174,999		1 D	Circulation 24,999 and Under

Non-daily newspapers

Two enter, submit **FIVE (5)** complete editions from 2016. All five editions should come from different weeks.

}	1 E	Circulation 175,000 and over	}	1 G	Circulation 25,000 – 74,999
	1 F	Circulation 75,000 – 174,999		1 H	Circulation 24,999 and Under

Category **2** News Design [Sections]

This category is for regularly appearing news sections. Submit **three (3) complete sections**. Editors may choose any three dates in 2016. 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.

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

Note: Entries submitted in "Other" may be moved to a listed subcategory if it is a match. Details, page 24.

Category **3** News Design [Pages]

Categories 3A–3F are single-page categories only. Categories 3G–3H are multi-page categories for entries in which a story continues beyond a single page and the additional pages are to be judged. Spread or doubletruck pages count as a single-page entry. A doubletruck is defined as two pages designed as a single unit.

The same page may not be entered more than once in Categories 3A–3D. Opinion pages should be entered in Category 11.

No magazines may be entered in this category.

A-Section

(Broadsheet/single pages)

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

(Compact/single pages)

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

Local

(Broadsheet/single pages)

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

(Compact/single pages)

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

Sports

(Broadsheet/single pages)

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

(Compact/single pages)

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

Business

(Broadsheet/single pages)

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

(Compact/single pages)

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

Inside Pages [News]

(Broadsheet/single pages; includes A section, Local and Business pages)

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

(Compact/single pages; includes A section, Local and Business pages)

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

Inside Pages [Sports]

(Broadsheet/single pages)

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

(Compact/single pages)

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

Cover Story or Spread [News]

(Broadsheet/multi pages; includes A section, Local and Business pages.)

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

(Compact/multi pages; includes A section, Local and Business pages.)

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

Notes: Entries in 3G must come from a single section and a single day. Work from multiple sections or from multiple days must be entered in Categories 5 or 9. If a story is the cover story, the cover may be included but is not required with the entry.

Cover Story or Spread [Sports]

(Broadsheet/multi pages. Covers are optional.)

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

(Compact/multi pages. Covers are optional.)

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

Note: Entries in 3H must come from a single section and a single day. Work from multiple sections or from multiple days must be entered in Categories 5 or 9. If a story is the cover story, the cover may be included but is not required with the entry.

Other

(Broadsheet/single or multi)

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

(Compact/single or multi)

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

Note: Entries submitted in "Other" may be moved to a listed subcategory if it is a match. Attach near the Entry Form an explanation written in English of why the entry does not fit into one of the listed subcategories. Details, page 24.

Category 4 Breaking News Topics

Submit **one [1] full page** created on deadline — one edition only — published in the full news cycle nearest to a breaking news event. Two or more pages may — at your discretion — be submitted for an entry if a story continues and the additional pages are to be judged. (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 / Regional (4A)” cannot also be entered in “National (4B)” or “International (4C).”

Do not enter whole special sections or reprints — they should be entered in Category 10. SND reserves 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. Spread or doubletruck pages count as a single-page entry. A doubletruck is defined as two pages designed as a single unit.

No magazines may be entered in this category.

4A	Editor’s Choice: Local / Regional	4G	Politics/Elections
4B	Editor’s Choice: National	4H	Summer Olympics in Rio
4C	Editor’s Choice: International	4I	Soccer (Includes European Championships, Copa America Centenario, World Cup Qualifiers and club competitions.)
4D	Editor’s Choice: Sports		
4E	Obituaries		
4F	ISIS/Terrorism		

➔ **Please check snd.org in December for any late-breaking updates to this category.**

Category 5 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. Tape the pages together in the order they were published following the rules on page 25.

Coverage of the same event or topic on the same day may not be entered in more than one subcategory. For example, coverage entered as “Local/Regional (5A)” may not also be entered in “National (5B).”

Special section pages are allowed as parts of entries in this category, but as standalone entries, whole special sections or reprints must be placed in Category 10. A page may not be repeated in more than one entry in this category.

If an entry consists only of work from one single day, the entry must include pages from multiple sections of the newspaper (i.e. the A-section and Sports section). Pages from a single section on a single day should be entered in Categories 3, 7, 10 or 11.

5A	Editor’s Choice: Local / Regional	5G	Politics/Elections
5B	Editor’s Choice: National	5H	Summer Olympics in Rio
5C	Editor’s Choice: International	5I	Soccer (Includes European Championships, Copa America Centenario, World Cup Qualifiers and club competitions.)
5D	Editor’s Choice: Sports		
5E	Features Content		
5F	ISIS/Terrorism		

➔ **Please check snd.org in December for any late-breaking updates to this category.**

Category **6** Features Design [Sections]

Subcategories have been given different letters from previous editions. Opinion sections should be entered in Category 11.

This category is for regularly appearing feature sections. Submit **three (3) complete sections**. Editors may choose any three dates in 2016. 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.

Lifestyle

(For daily, non-themed features sections)

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

Arts & Entertainment

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

Food

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

Fashion

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

Travel

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

Other

(For sections that do not fit into listed subcategories)

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

Note: Entries submitted in "Other" may be moved to a listed subcategory if it is a match. Attach near the Entry Form an explanation written in English of why the entry does not fit into one of the listed subcategories. Details, page 24.

Category **7** Features Design [Pages]

Categories 7A–7G are single-page categories only. Categories 7H–7I are multi-page categories for entries in which a story continues beyond a single page and the additional pages are to be judged. Spread or doubletruck pages count as a single-page entry. A doubletruck is defined as two pages designed as a single unit. The same page may not be entered more than once in Categories 7A–7E. Opinion pages should be entered in Category 11. No magazines may be entered in this category.

Lifestyle

(Broadsheet/single pages — non-themed)

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

(Compact/single pages — non-themed)

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

Arts And Entertainment

(Broadsheet/single pages)

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

(Compact/single pages)

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

Food

(Broadsheet/single pages)

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

(Compact/single pages)

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

Fashion

(Broadsheet/single pages)

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

(Compact/single pages)

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

Travel

(Broadsheet/single pages)

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

(Compact/single pages)

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

Inside Page [Lifestyle]

(Broadsheet/single pages — Not Arts and Entertainment)

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

(Compact/single pages — Not Arts and Entertainment)

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

Inside Page [Arts and Entertainment]

(Broadsheet/single pages)

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

(Compact/single pages)

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

Cover Story or Spread [Lifestyle]

(Broadsheet/multi pages — Not Arts and Entertainment)

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

(Compact/multi pages — Not Arts and Entertainment)

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

Note: Entries in 7H must come from a single section and a single day. Work from multiple sections or from multiple days must be entered in Categories 5 or 9. If a story is the cover story, the cover may be included but is not required with the entry.

Cover Story or Spread [Arts and Entertainment]

Broadsheet/multi pages Covers are optional.

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

Compact/multi pages Covers are optional.

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

Note: Entries in 7i must come from a single section and a single day. Work from multiple sections or from multiple days must be entered in Categories 5 or 9. If a story is the cover story, the cover may be included but is not required with the entry.

Other [Details, Page 24]

(Broadsheet/single or multi)

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

(Compact/single or multi)

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

Category **8** Page Design [Portfolios]

If more than one portfolio is entered by the same designer/staff in the same sub-category, pages may not be duplicated. When considering newspaper circulation category: If Sunday and daily circulation differ, enter under the larger of the two circulations. On the Entry Form, use the address of the publication, not a home address. Tape the pages together as noted in the instructions on page 25. A spread or doubletruck, as a part of any portfolio, counts as a single page. A doubletruck is defined as two pages designed as a single unit.

Page Designer (Individual) Portfolio

Submit **six (6) pages by one (1) designer**. Entries with fewer than six pages, more than six pages or that name more than one individual will be disqualified. Team projects in this category should be entered as a staff portfolio (see below). Team projects which are not design portfolios should be entered in the page design categories (3, 7 and 12D) and in the illustration, photography and information graphics categories (13i, 15B, 17B, 17C and 17D).

If you've changed jobs, enter under the circulation category that is appropriate for the majority of the pages submitted. Individuals may, at their discretion, enter portfolios in larger circulation categories than their publication otherwise enters.

News

(Individual – Six pages; includes business pages)

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

Sports

(Individual – Six pages)

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

Features

(Individual – Six pages; includes opinion pages)

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

Magazine

(Individual – Six pages)

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

Combination

(Individual – Six pages; 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

Staff Portfolio

Submit **eight (8) pages** showing the work of a staff. Entries with fewer than eight pages or more than eight pages will be disqualified. These entries must show the work of a staff of a single publication.

News

(Staff – Eight pages; includes business)

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

Sports

(Staff – Eight pages)

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

Features

(Staff – Eight pages; includes opinion pages)

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

Magazine

(Staff – Eight pages)

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

Combination

(Staff – Eight pages; any combination of news, sports, features or magazine pages)

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

Category 9 Special Coverage

Six (6) or more publication dates of coverage. Submit full pages of the coverage with an Entry Form on the back of each page or spread. Tape the pages together in the order they were published following the rules on page 25. Entries with fewer than six (6) days of coverage will be disqualified. A page may not be used as part of more than one entry in this category.

9 A.a News

9 A.b Politics/Elections

9 B.a Sports

9 B.b Summer Olympics in Rio

9 C Features

Category 10 Special Sections

Includes news, sports, business and features special projects. For sections, only put the entry form on the back page of the section. For multiple sections, put the entry form 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. In single-page subcategories, spreads or doubletrucks count as a single page. A doubletruck is defined as two pages designed as a single unit.

No magazines may be entered in this category.

Single Sections [News]

Submit one [1] complete section for each entry.

10 A.a Sections with advertisements

10 A.b Sections without advertisements

Single Sections [Sports]

Submit one [1] complete section for each entry.

10 A.c Sections with advertisements

10 A.d Sections without advertisements

Single Sections [Features]

Submit one [1] complete section for each entry.

10 A.e Sections with advertisements

10 A.f Sections without advertisements

Multiple Sections [News]

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

10 B.a Sections with advertisements

10 B.b Sections without advertisements

Multiple Sections [Sports]

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

10 B.c Sections with advertisements

10 B.d Sections without advertisements

Multiple Sections [Features]

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

10 B.e Sections with advertisements

10 B.f Sections without advertisements

Section Pages [News]

Submit one [1] page for each entry.

10 C.a Section covers only

10 C.b Inside page or doubletruck spread

Section pages [Sports]

Submit one [1] page for each entry.

10 C.c Section covers only

10 C.d Inside page or doubletruck spread

Section Pages [Features]

Submit one [1] page for each entry.

10 C.e Section covers only

10 C.f Inside page or doubletruck spread

Reprints

Submit one complete section or set of sections for each entry.

10 D Reprints

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			

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
Ga	Gb	Gc	Gd	Ge	Gf
Ha	Hb	Hc	Hd	He	Hf
ia	ib	ic	id	ie	if

4	No. of Entries _____			
A	B	C	D	E
F	G	H	I	

5	No. of Entries _____			
A	B	C	D	E
F	G	H	I	

6	No. of Entries _____				
Aa	Ab	Ac	Ba	Bb	Bc
Ca	Cb	Cc	Da	Db	Dc
Ea	Eb	Ec	Fa	Fb	Fc

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	Fa	Fb	Fc
Ga	Gb	Gc	Ha	Hb	Hc
ia	ib	ic	Ja	Jb	Jc

9	No. of Entries _____			
Aa	Ab	Ba	Bb	C

10	No. of Entries _____				
Aa	Ab	Ac	Ad	Ae	Af
Ba	Bb	Bc	Bd	Be	Bf
Ca	Cb	Cc	Cd	Ce	Cf
D					

11	No. of Entries _____				
Aa	Ab	Ac	Ad	Ae	Af
Ba	Bb	Bc	Bd	Be	Bf
Ca	Cb	Cc	Cd	Ce	Cf
Da	Db				

12	No. of Entries _____				
A	B	C			
Da	Db	Dc	Dd	De	
Ea	Eb	Ec	Ed	F	G

13	No. of Entries _____				
Aa	Ab	Ba	Bb		
Ca	Cb	Da	Db		
Ea	Eb	Fa	Fb		
Ga	Gb	Ha	Hb		
I	J	K			

14	No. of Entries _____			
A	B	C	D	E
F	G	H	I	

15	No. of Entries _____			
A	B	C	D	E

16	No. of Entries _____				
Aa	Ab	Ac	Ad	Ae	Af
Ba	Bb	Bc	Bd	Be	Bf

17	No. of Entries _____				
A	B	C	D	E	F

18	No. of Entries _____				
Aa	Ab	Ac	B	Ca	Cb

19	No. of Entries _____
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20	No. of Entries _____				
Aa	Ab	Ba	Bb	C	D

Category

11

Opinion Design

Category 11A is a single-page category only. Categories 11B–11C are multi-page categories. Spread or doubletruck pages count as a single-page entry. A doubletruck is defined as two pages designed as a single unit. Reprints should be entered in Category 10E.

No magazines may be entered in this category.

Single Pages

(Broadsheet)

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

(Compact)

- 11A.d** 175,000 and over
11 A.e 50,000–174,999
11 A.f 49,999 and under

Cover Story or Spread

(Broadsheet — Multi pages. Covers are optional. For entries that continue beyond a single page or spread.)

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

(Compact — Multi pages. Covers are optional. For entries that continue beyond a single page or spread.)

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

Sections

(Broadsheet — Submit three [3] complete sections per entry)

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

(Compact — Submit three [3] complete sections per entry)

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

Editorial Cartoons

(Submit the single page on which the cartoon appears)

- 11 D.a** Editorial Cartoons

(Submit six [6] cartoons from the same individual, published in 2016)

- 11 D.b** Editorial Cartoon portfolios

Category **12** Magazines

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.

Entries containing entire story designs should be entered in Category 12E.

Overall Design

12 A Submit three [3] consecutive magazines published in 2016. Put the Entry Form only on the back page of each issue. The three magazines constitute one multi–page entry.

Special Sections

12 B Submit a magazine edition appearing fewer than four [4] times a year. Submit the entire magazine. Put the Entry Form **only** on the back page. Each magazine constitutes one multi–page entry.

Cover Design

12 C Submit one [1] full cover for each entry. Do not submit inside pages — they should be entered in Category 12D or 12E.

Inside 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 spread or doubletruck page counts as a single entry. A doubletruck is defined as two pages designed as a single unit.

- 12 D.a** News
- 12 D.b** Sports
- 12 D.c** Features
- 12 D.d** Opinion
- 12 D.e** Editorial Cartoons
(Submit the page on which the cartoon appears.)

Story Design

Enter one complete story from a single issue. If a story is the cover story, the cover may be included with the entry, but is not required. Each story constitutes one multi–page entry.

- 12 E.a** News
- 12 E.b** Sports
- 12 E.c** Features
- 12 E.d** Opinion

Breaking News

12 F 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.

Section Design

12 G Submit three [3] complete, regularly–appearing sections within your magazine. Each section should come from a different month.

Category **13** Illustration

Do not submit original artwork. 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 must 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.

Spread or doubletruck pages count as a single-page entry. A doubletruck is defined as two pages designed as a single unit. Several illustrations that combine to create a single image are considered multiple illustrations and should be entered in subcategory 13i.

Single Illustrations

Submit one (1) full page for each entry. Two pages designed as a single unit are considered a single page. Multi-page illustrations should be entered in subcategory 13i. Illustrations with spot color are considered color. A single illustration may only be entered once in subcategories 13A through 13H. An illustration may also be entered in subcategories 13i through 13K if it is part of a larger collection of work.

News / Business

- 13 A.a** Color
13 A.b Black & White

Sports

- 13 B.a** Color
13 B.b Black & White

Opinion

- 13 C.a** Color
13 C.b Black & White

Lifestyle / Food / Travel / Fashion

- 13 D.a** Color
13 D.b Black & White

Arts & Entertainment

- 13 E.a** Color
13 E.b Black & White

Portrait / Caricature

- 13 F.a** Color
13 F.b Black & White

Spot

For illustrations one-quarter (1/4) of the page or smaller, illustrations entered in spot may not also be entered in subcategories 13A - 13G.

- 13 G.a** Color
13 G.b Black & White

Other

For entries that do not fit listed subcategories. Details, page 24.

- 13 H.a** Color
13 H.b Black & White

Multiple Illustrations

13 i Submit multiple illustrations for a single article or topic that spans one or multiple editions. The illustrations do not need to appear in the same edition. If several illustrations combine to create a single image, submit only the combined result.

Portfolios

Portfolio of Work [Individual]

13 J Submit **exactly six [6] pages** of work by one artist. This category is for the work of one artist. Entries with fewer than six pages or spreads, more than six pages or spreads or that name more than one individual will be disqualified. A spread/doubletruck is defined as two pages designed as a single unit. If more than one portfolio is entered by the same artist, illustrations may not be duplicated.

Art Direction Portfolio

13 K Submit **exactly 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 [6] pages or spreads or more than six [6] pages or spreads will be disqualified. A spread/doubletruck is defined as two pages designed as a single unit.

Category 14 Photography [Single Photos]

Do not submit original photos. **Work must be staff-generated or first-use; work that is not first-use is ineligible.** Submit full pages for each entry.

Indicate the **one (1) photo** to be judged by including part of the caption in the Entry Form "headline" area. If there is no caption, or if the caption alone could cause confusion, describe in English the photo or its placement on the page in the Entry Form "headline" area. This category is only for single photos. For photo pages, series and spreads use category 15. For non-English entries, attach near the Entry Form (on the back of the page or spread) a brief, typewritten, typeset or clearly printed translation of the caption.

This category is open to both newspapers and magazines.

- 14 A** General News (planned events)
- 14 B** Breaking News Photography
- 14 C** News Feature Photography
- 14 D** General Sports Photography
- 14 E** Spot/Live Sports Photography
- 14 F** Feature Photography
- 14 G** Portrait
- 14 H** Studio Photography (non-portrait)
- 14 i** Photo Illustration

Category 15 Photography [Multiple Photos]

Do not submit original photos. **Work must be staff-generated or first-use (except 15E).** 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 the page or spread) a brief, typewritten, typeset or clearly printed translation of the caption.

Single-Day Photo Series

- 15 A** Submit a page or pages from a single publication edition.

Multi-Day Photo Series

- 15 B** Submit pages from the entire series over no more than seven [7] editions.

Portfolio of Work [Individual]

- 15 C** Submit exactly six [6] pages by one photographer. More than one name on the Entry Form will disqualify the entry. Entries with fewer than six [6] pages or more than six [6] pages will be disqualified.

Portfolio of Work [Staff]

- 15 D** Submit exactly eight [8] 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. Entries with fewer than eight [8] pages or more than eight [8] pages will be disqualified.

Photo Page Design

- 15 E** Submit a single page or doubletruck to be judged on quality of photographs, photo editing and design. A doubletruck is defined as two pages designed as a single unit. This category is for design and editing with photography. Photos in Category 15E do not have to be staff generated.

Category 16 Information Graphics [Single]

For categories 16A through 16B, submit **one (1) full newspaper or magazine page or spread** for each entry. Doubletrucks and magazine spreads count as one page. A doubletruck or magazine spread is defined as two pages designed as a single unit.

Deadline graphics should be produced live during the production cycle nearest publication. They may not include pre-designed elements that are later updated, such as election results. Any information graphic that is prepared in advance of the production cycle should be entered in the Non-Deadline subcategory. Several graphics designed over more than two (2) pages or spreads to work together as a single image should be entered in Category 17. 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.

Deadline Graphics

- 16 A.a** Local
- 16 A.b** Nation / World
- 16 A.c** Sports
- 16 A.d** Business
- 16 A.e** Features
- 16 A.f** Other (For information graphics that do not fit in the other subcategories.)

Non-Deadline Graphics

- 16 B.a** Local
- 16 B.b** Nation / World
- 16 B.c** Sports
- 16 B.d** Business
- 16 B.e** Features
- 16 B.f** Other (For information graphics that do not fit in the other subcategories.)

Category 17 Information Graphics [Multiple]

Submit portfolios of work, preparing them with the instructions on pages 25 and 26. Doubletrucks and magazine spreads count as one page. 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 Series

- 17 A** Submit no more than five [5] days of coverage of an emerging and unplanned event. The number of pages or spreads is not limited, however an entry must have at least two [2] pages or spreads over one or multiple editions. Graphics created in advance and updated live are planned.

Single Subject Planned News Series

- 17 B** Submit no more than five [5] days of planned coverage of a news topic. This category includes elections. The number of pages or spreads is not limited, however an entry must have at least two [2] pages or spreads over one or multiple editions.

Single Subject Planned Sports/Features Series

- 17 C** Submit no more than five [5] days of planned coverage of a non-news topic. The number of pages or spreads is not limited, however an entry must have at least two [2] pages or spreads over one or multiple editions.

Single Subject Expanded Coverage

- 17 D** Submit planned and breaking graphics for a single event or topic spanning six [6] or more editions.

Portfolio of Work [Individual]

- 17 E** Submit exactly six [6] full pages showing any mix of deadline and non-deadline graphics by a single artist, designer, editor or researcher. If there are several graphics on one page, indicate which graphics are part of the portfolio. Multiple graphics by one artist on one page is considered one entry. **This category is for the work of one individual.** More than one name on the Entry Form will disqualify the entry.

Portfolio of Work [Staff]

- 17 F** Submit **exactly eight [8] full pages** showing any mix of deadline and non-deadline graphics. Multiple graphics on one page is considered one entry. This category is for the work of a staff, and the same names (or "staff" credit) should be on each Entry Form.

Category 18 Redesigns

Category 18 A.c is for multiple publications in the same corporate family redesigned by the same designer or group of designers. For each publication, submit any two [2] complete “before” issues (no earlier than 2015) and any two [2] complete “after” issues. These complete issues count as one multi-page entry.

Entries may not have been previously submitted to SND’s “Best of News Design™” competitions. Doubletrucks and magazine spreads count as one page. A doubletruck or magazine spread is defined as two 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.

In instances when complete sections were redesigned into a series of pages, or when pages were redesigned into sections, enter category 18B.

Overall Redesign

Submit any two [2] complete “before” issues (no earlier than 2015) and any two [2] complete “after” issues (must be from 2016). 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.a Newspapers

18 A.b Magazines

18 A.c Corporate/Studio Redesigns

Section Redesign

Submit any two [2] complete “before” sections (no earlier than 2015) and any two [2] complete “after” sections (must be from 2016). These four [4] complete sections count as one multi-page entry.

18 B Newspapers

Page Redesign

For a regularly appearing topic or theme page, submit any two [2] complete “before” pages or spreads (no earlier than 2015) and any two [2] complete “after” pages or spreads (must be from 2016). These four [4] pages or spreads count as one multi-page entry. Tape pages together in the order they were published.

18 C.a Newspapers

18 C.b Magazines

Category 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 or magazine.

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.

Entries must be produced in-house by editorial staff.

Category

20

Combination Print & Digital Presentation

Please note that Category 20 may only be entered by filling out the form at snd.org/category20. The form may be printed out and attached to the print entries in place of the entry form from this call. }

The deadline to submit entries to Category 20 is Thursday, February 2, 2017. Due to judging procedures, Category 20 entries submitted after this date cannot be accepted. The print portion of Category 20 entries may still be shipped with your other entries to arrive by the U.S. or international deadlines.

This category is for single topics that have both print and digital components that will be judged together.

The print entry should contain single pages or multiple pages that best demonstrate coverage of one theme. The print entry should include content from no more than five [5] editions. Multi-page print entries do not have to be consecutive pages or consecutive publication dates.

All digital submissions must have been posted to the web or made available for public viewing in 2016. SND recommends shortening a URL if it is more than 50 characters. All URLs will be displayed in a web browser on a laptop computer. All URLs must be live by January 30, 2017, and must remain active through April 30, 2017. If digital content to be judged includes an app, please indicate the ideal device (e.g. iPad), download information and a username/password.

Please direct any submission questions to the competition coordinator or Stephen Komives. Contact information can be found on page 5.

20 A.a News

20 A.b Politics/Elections

20 B.a Sports

20 B.b Summer Olympics in Rio

20 C Features

20 D Other (Entries submitted in "Other" may be moved to a listed subcategory if it is a match. Attach near the Entry Form an explanation written in English of why the entry does not fit into one of the listed subcategories.)

Frequently Asked Questions

I don't have tearsheets. Can I enter (PDFs, velox, reprints)?

No. This is to ensure entries have not been altered and preserve the integrity of the competition. In special circumstances, SND has allowed reprinted material to be entered in the competition.

What's the deadline?

U.S. entries and all Category 20 entries must arrive in St. Petersburg by February 2. International entries by February 9. Late packages will not be accepted. Don't be late.

Do I need to be a member of SND to enter?

No. The competition is open to everyone, but members receive a copy of the design annual. Don't you want to see your winning work in print?

How do I pay for entries?

Entry fees should be sent in U.S. dollars. Accepted forms of payment include:

- Wire transfer
- Credit cards valid for use in the U.S. (American Express, MasterCard, Visa)
- Checks drawn on a U.S. bank

Must full payment be sent with my entry?

Yes. Any entry received without payment will not be accepted. Do not send packages COD.

What is the Federal tax ID number for SND? 23-2129331

What is the best way to pack my entry?

Flat. See our complete guide on page 26.

Does a "doubletruck" or spread count as a single or multi-page entry?

If two pages are designed to read as one unit, they count as a single page entry. This includes spades, doubletrucks, magazine spreads and fold-outs.

Where do I put the entry form?

Forms should be placed in the upper-left corner on the back of each page. When attaching forms to complete sections, only tape the top of the form so it can be moved to judge any content on the back page. Any forms (notes or translations) intended to be seen by judges should be affixed on the back so they can be flipped out and be visible from the front. (See page 25)

What belongs in the "other" subcategories?

Categories 2, 3, 6, 7 and 20 all contain "other" subcategories. If your entry does not fit into any other subcategories, it may be entered here. All entries must include a brief, typeset or clearly printed note to judges explaining why the entry does not fit into one of the listed categories. Failure to include this note will result in disqualification. SND may move entries submitted in "other" to listed categories at their discretion.

What happens to my entry if I enter it wrong?

Auditors will do their best to move the entry to the appropriate category. If there is no category to move the entry to, it will be disqualified.

Can I enter the same page twice in the same category?

No.

What else will get my entry disqualified?

Reasons for disqualification include:

- Duplicate entries
- Mounting the entries
- Missing payment
- Missing, illegible or incomplete entry forms
- Not following directions for subcategories

I just realized I misspelled my boss' name on the entry form. Can you find it and fix it?

No. But if your entry is given an award you will have a chance to fix any misspelled names or job titles. No additional names will be accepted — corrections only.

Can I be a judge?

Judges are selected by the competition committee from nominations by SND members. SND is always looking for new nominations. Find more info at www.snd.org/competitions.

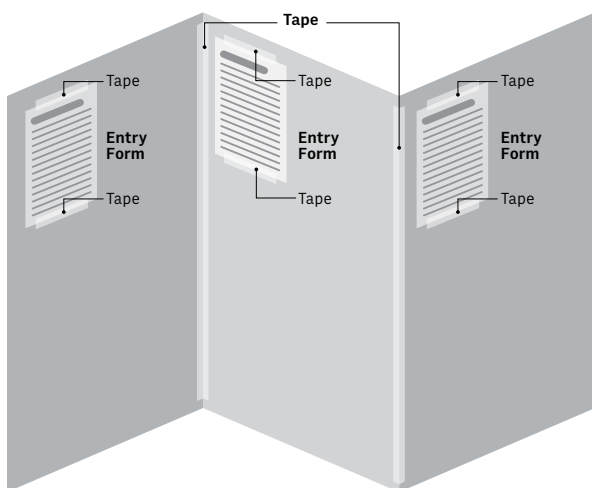
Can I come to Florida and help out with the competition?

Sure! Volunteers to facilitate at the competition are accepted by email each July. Volunteers must be current SND members. Find more info at www.snd.org/competitions.

Step 1 Assembling Your Entries

All necessary forms are available in this booklet. Duplicate forms as needed or download editable PDFs at www.snd.org/competitions. Please type or neatly print on all forms. Please do not enlarge forms. Make no marks on the front of the entry.

Multiple-Page Entries

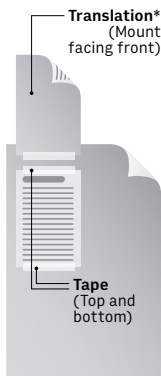


Pages should be taped together and folded accordion-style as shown in the diagram. (Please make sure pages are in the correct order.) Duplicate entry forms should be attached to the back of each entry. Any forms intended to be seen by judges (notes or translations) should be taped so they can be flipped out be visible from the front of the first page.

Includes Categories: 3, 4, 5, 7, 8, 9, 11, 12, 13, 15, 17, 19 and 20.

Magazines may enter the following categories: }
4, 5, 8, 9, 12, 13, 14, 15, 16, 17, 18, 19 and 20. }

Single-Page Entries

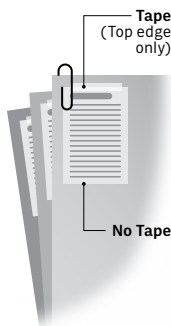


Tape the entry form to the upper-left corner on the back of each entry. Any forms intended to be seen by judges (notes or translations) should be taped so they can be flipped out be visible from the front.

Includes categories: 3, 4, 7, 10, 11, 12, 13, 14, 15, 16 and 19.

* Or description.

Section and Multiple-Section Entries



Attach entry form to the back of the section(s). If there is content on the back page to be judged, attach entry form with one piece of tape so it may be flipped out of the way. If multiple sections are part of the entry, each section should have an identical entry form and the sections should be clipped together.

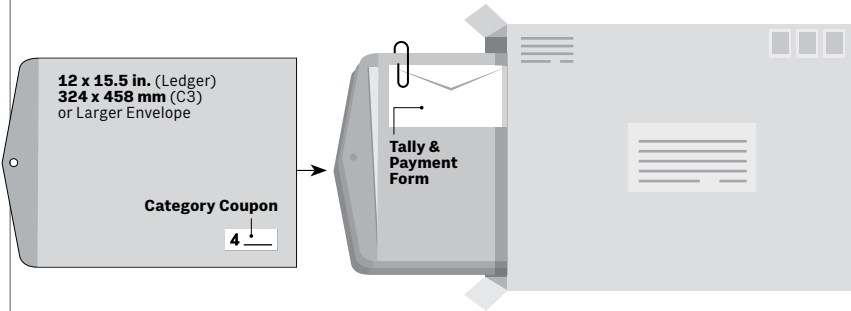
Includes categories: 1, 2, 5, 6, 10, 11, 12, 18, 19 and 20.

Step 2 Packing Your Entries

{ U.S. Deadline is February 2, 2017.

{ International Deadline is February 9, 2017.

Please allow ample time for shipment — especially from outside the United States.



Organizing Categories

Use 12 x 15.5 inch (324 x 458 mm) or larger envelopes.

Entries should be divided by subcategory. Use one envelope for each subcategory.

If possible, entries should be shipped flat. If entries must be folded, please use the natural fold of the publication to avoid damaging the entry.

Make sure to affix a category coupon to the lower right-hand corner of each envelope detailing its contents. Circle the appropriate subcategory and indicate the number of entries inside the envelope.

Please do not seal the envelope.

Shipping Your Entries

Stack envelopes in numerical order by category and place them inside a sturdy box. Place the Tally & Payment form (page 14) and payment in a letter-size envelope and clip it to the top category envelope.

If more than one package is sent, indicate on the outside: "Package X of XX."

Mailing Address

Send entries to:

38th Edition
Shamus Walker
SND Entries & Audit Director
3464 16th Ave. N.
St. Petersburg, FL 33713-5451
USA

If a phone number is required on the shipping label you may use the SND office phone number: (407) 420-7748.





424 E. Central Blvd.
Suite 406
Orlando, FL 32801

The SND Annual Workshop & Exhibition

**APRIL
19-21, 2017**

CHARLOTTE,
NORTH CAROLINA

Information on SND's 2016 student competitions
can be found at snd.org/competitions