



contest information and requirements

Daily newspapers (flexo or offset) may participate in the contest. To enter the contest, newspapers must return the entry form no later than August 3, 2007. Faxes are acceptable. Separate entries must be made for newspapers that are published by the same company under separate flags.

The contest fee is \$150 per entry.

Each participating newspaper must save five copies from its MAIN run for six days:

- Monday, August 6
- Tuesday, August 7
- Wednesday, August 8
- Thursday, August 9
- Friday, August 10
- Saturday, August 11

By August 13, SNPA will notify each newspaper by e-mail of the designated evaluation day. Then, five copies from the MAIN run of the designated day must be received in the SNPA office no later than Tuesday, Aug. 21. Because of judges' schedules, no deadline extensions can be allowed.

For more information, contact:

Carole Kallansrude at 404-256-0444
carole@snpa.org

to submit entries

Mail via US Postal Service to:

SNPA Print Quality Contest
Post Office Box 28875
Atlanta, GA 30358

Ship via UPS, FedEx, etc. to:

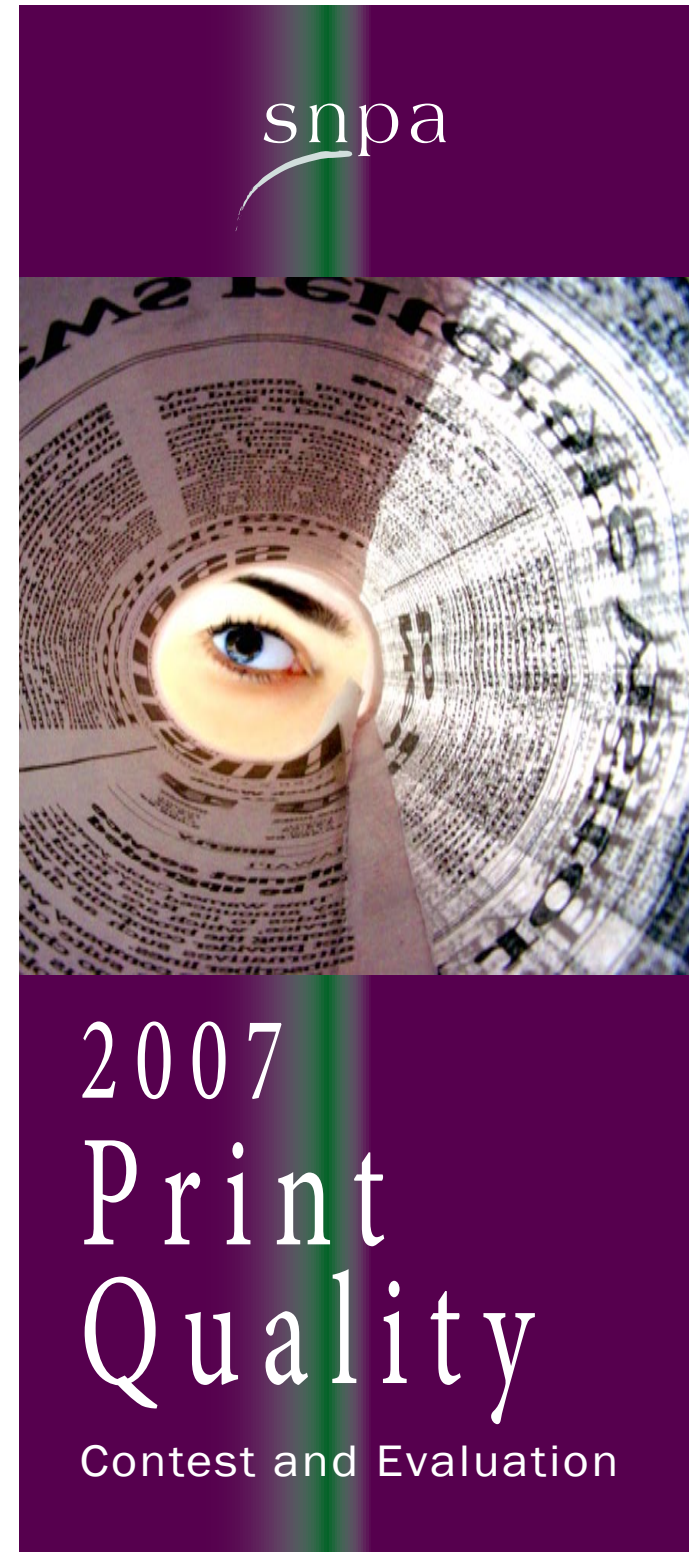
SNPA Print Quality Contest
1200 Lake Hearn Drive
Suite 100
Atlanta, GA 30319

For more information, contact:

Carole Kallansrude
404.256.0444 (Phone)
404.252.9135 (Fax)
carole@snpa.org



Southern Newspaper Publishers Association
Post Office Box 28875 • Atlanta, Georgia 30358
404.256.0444 • 404.252.9135 (fax)
www.snpa.org



important contest dates

August 3	Official entry form must be received in the SNPA office.
August 6	Save 5 copies of main run
August 7	Save 5 copies of main run
August 8	Save 5 copies of main run
August 9	Save 5 copies of main run
August 10	Save 5 copies of main run
August 11	Save 5 copies of main run
August 13	SNPA will notify your newspaper of the date chosen for contest entries.
August 21	Five copies of newspaper from selected date must be received in the SNPA office (see mailing instructions on back).
Oct. 16	Contest winners announced at the SNPA Annual Convention in White Sulphur Springs, W.Va.

evaluation of papers

Each newspaper will be evaluated by a group of independent judges for black ink density settings, spot color laydown, process color printing, color registration, black-and-white halftone quality, page alignment, and overall print appearance. Because not all newspapers have converted to a narrower web width, judges will not consider print defects such as nip marks on the edges of pages.

Marked newspapers and judges' evaluation forms will be mailed to the individual designated on the entry form on October 22.

contest co-chairs

Kevin Conner, Quality Assurance Manager
Washington Post, Washington, D.C.

Jack Nuckols, Contest Co-Chair, Professor
West Virginia University, Institute of Technology

awards

First-, second- and third-place awards will be given for overall excellence in five circulation categories. The circulation categories are: under 25,000, 25,001-50,000, 50,001-100,000, 100,001-250,000 and over 250,000. The newspaper's circulation category is determined by the average circulation of all weekday editions.

Winning newspapers in each category will be announced and plaques will be presented to represented delegates on Tuesday, October 16, at the SNPA Annual Convention in White Sulphur Springs, W.Va. Winners will be published in the SNPA eBulletin and all trade publications will be notified of the awards.

contest entry form

YES, my newspaper wants to take part in the SNPA Print Quality Contest and receive a valuable print quality evaluation of our newspaper.

Name

Newspaper

Address

City, State, ZIP

Phone

Fax

E-mail

category

- Offset/Flexo: Under 25,000 Circulation
- Offset/Flexo: 25,001-50,000 Circulation
- Offset/Flexo: 50,001-100,000 Circulation
- Offset/Flexo: 100,001-250,000 Circulation
- Offset/Flexo: Over 250,000 Circulation

method of payment

Entry Fee is \$150.

- Check
- MasterCard
- Visa
- American Express

Credit Card #

Exp Date

Name on Card

