

Your creative contribution will ensure the success of this year's promotion competition!



2011 ANNUAL CONFERENCE

The Nittany Lion Inn

State College, PA.

October 10-12, 2011

This year there are two circulation categories

- Circulation under 50,000 copies.
 - Circulation over 50,000 copies.
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Award Categories

1. **Carrier and District Manager Promotions:** Includes all sales promotion material directed to youth or adult carriers and district managers.
2. **Single Copy Sales Promotion:** Includes all single copy promotion material, point of purchase pieces, incentive programs for staff and /or independents, readership contest, etc.
3. **All Other Sales Promotion:** Includes any sales effort not covered in other categories.
4. **Carrier Recruitment, Recognition, & Service to Customers:** Includes recruitment, recognition, scholarship programs and /or carrier newsletters. Also includes any carrier programs for excellent service delivering papers to customers.
5. **International Newspaper Carrier Day:** This category is open for displays from Carrier Day 2010 only. Promotion using NAA artwork is prohibited.
6. **New Product Sales Promotion:** This category is open for displays built around a new product your newspaper introduced during the past year.
7. **Direct Mail:** Includes any promotion used in mailing to potential subscribers.
8. **N.I.E. :** Includes promotions to increase circulation of Newspapers in Education programs.
9. **Retention:** Includes any program or promotion designed to improve subscriber retention.
10. **Online:** Includes any program or promotion designed to promote newspapers products or services on your website.



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Judging

Judging will be based on results, objectives, creativity, and design of the display boards.

Category Awards

20 Winners- one plaque will be awarded in each circulation category

L. Scott Olsen Award

I-SCMA's highest award will be presented to one newspaper for the most outstanding overall display. A minimum of four categories must be entered in order to be considered. The Olsen Award will supersede and replace any category award.

Displays Rules *Please read carefully*

- Display material should be new and successfully used between September 2010 and September 2011.
- Promotion material should be displayed in original form without enhancements to improve the decorative appearance of the entry. In-paper promotional material should be displayed using actual tear-sheets.
- Circulation category entered is determined by daily circulation. Using the latest ABC Annual Audit. If your newspaper has a morning and evening edition, the combine circulation figure should be used.
- Display categories two, three, six, and seven must include results, prominently displayed.
- Entries must be displayed on new 20 inch by 30 inch FOAM CORE BOARDS, one side only, one entry per board. Boards should be erected with supports and must be freestanding.
- Attach two copies of the label for each category at the top right corner of your board. Be sure to indicate your circulation category. Labels can be downloaded from the I-SCMA website. If you have any questions, please contact Charles Love at 202-334-5286 or lovec@washpost.com.
- Exhibits not conforming to the I-SCMA rules will be disqualified. The decisions of the judges are final.
- All new participants will receive a special gift. If you have not participated in the last two years, clearly mark your entry "New Participant" in order to receive a special gift.
- One entry per category.
- **Each publisher who participates will be entered into a drawing for \$250.00 cash award.**

Entry Procedure

An attending representative should bring all entries to the conference. In the event your newspapers does not attend, you may mail in your entry to: Charles Love, The Washington Post, 1150 15th Street NW, Washington, DC 20071. Mailed in entries are not returnable.

In order for entries to arrive on time for the conference, entries must be mailed no later than October 1, 2011. Entries postmarked after that date may be disqualified.