

Honoring excellence in Hispanic Print Media in the US

## THE JOSE MARTI PUBLISHING AWARDS

*Nuestra América-Our America*

In recognition of the many positive contributions being made by Hispanic publications within the United States, the National Association of Hispanic Publications calls for a new edition of **The José Martí Publishing Awards Contest**. The awards will be presented during the upcoming 23<sup>rd</sup>. **NAHP Convention in Atlanta, Georgia, from April 16 to April 19, 2008.**

### **Contest Regulations:**

- 1.-**The competition is limited to NAHP members in good standing only.**
- 2.- The entries must be submitted by the participating member publication.
- 3.- There will be only three winners in each category. The Gold Award, for the first place; the Silver Award for the second place; and the Bronze Award for the third place.

**3. To increase the fairness of the competition, some categories will be divided into two groups:**

- 1) Publications with a circulation up to 30.000 copies, and**
- 2) Publications with a circulation of over 30.000 copies.**

This figure marks the median point of our member's circulation. Half of them are under 30.000 and half of them over.

4. The entry fees will also reflect the difference in size of our publications. They are based on the amount of the publication's adjusted weekly circulation.

a) Publications with a weekly circulation up to 30,000 will pay \$40.00 per each entry, in each category.

b) Publications with a weekly circulation between 30,000 and 60,000 will pay \$55.00 per each entry, in each category.

c) Publications with more than 60,000 weekly circulation will pay \$70.00 per entry, in each category.

5. Some of the awards may be sponsored by Business and/or Corporations and the winners could receive a special reward.

6. The items submitted to the contest must have been published between January 1<sup>st</sup>. 2007 and December 31<sup>st</sup>. 2007.

**7. All entries must be postmarked no later than January 28th, 2008. They must be in our hands and paid for by January 31st, 2008.**

*To help us better present the winners, the entries must be submitted with a disc providing an electronic version of each one of your entries in PDF (300 DPI) or JPEG format.*

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# **Categories**

## **A. GENERAL EXCELLENCE AWARDS**

These will be evaluated based on overall editorial quality and design. Send **5 copies of one issue** of the publication, for each category you enter.

**Publications entering these seven categories must have had their circulation audited within the past 12 months.**

- A1.1\_\_\_ Outstanding Daily (Up to 30,000 Circ.)**
- A.1.2.----- Outstanding Daily (Over 30.000 Circ.)**
- A2.1\_\_\_ Outstanding Weekly Newspaper (Up to 30.000 circ.)**
- A2.2\_\_\_ Outstanding Weekly Newspaper (Over 30.000 circ.)**
- A3.1..... Outstanding Less than Weekly Newspaper (Up to 30.000 Circ.)**
- A3.2\_\_\_ Outstanding Less than Weekly Newspaper (Over 30.000 Circ.)**
- A4.1\_\_\_ Outstanding Glossy Magazine.**
- A4.2\_\_\_ Outstanding Newsprint Magazine.**
- A5.\_\_\_ Outstanding Yellow Pages**
- A6.\_\_\_ Most Improved Publication of the year**

In the category A-6 publications will be evaluated on editorial and graphic improvements made during 2007 as opposed to how the publication looked during 2006. Send 5 copies of one issue of the publication published in 2006 and 5 copies of one issue of the publication published during 2007, for a total of 10 publications.

## **B. OUTSTANDING SECTIONS**

Send **5 copies** of the appropriate section from one issue of the paper. **Don't send the entire publication, just the section being entered.**

- B1.1\_\_\_ Outstanding Business Section (Up to 30.000 circ)**
- B1.2\_\_\_ Outstanding Business Section (Over 30.000 circ)**
- B2.1\_\_\_ Outstanding Entertainment Section (Up to 30.000 circ)**
- B2.2\_\_\_ Outstanding Entertainment Section (Over 30.000 circ)**
- B3.1\_\_\_ Outstanding Classify Section (Up to 30.000 circ)**

- B3.2\_\_\_ Outstanding Classify Section (Over 30.000 circ)**
- B4.1\_\_\_ Outstanding Sports Section (Up to 30.000 circ)**  
**B4.2\_\_\_ Outstanding Sports Section (Over 30.000 circ)**
- B5.1\_\_\_ Outstanding Auto Section (Up to 30.000 circ)**  
**B5.2\_\_\_ Outstanding Auto Section (Over 30.000 circ)**
- B6.1\_\_\_ Outstanding Travel Section (Up to 30.000 circ)**  
**B6.2\_\_\_ Outstanding Travel Section (Over 30.000 circ)**
- B7.1\_\_\_ Outstanding Real Estate Section (Up to 30.000 circ)**  
**B7.2\_\_\_ Outstanding Real Estate Section (Over 30.000 circ)**
- B8.1---- Outstanding Health Section (Up to 30,000 circ.)**  
**B8.2---- Outstanding Health Section (Over 30,00 circ.)**
- B9.1\_\_\_ Outstanding Technology/Internet Section (Up to 30.000 circ)**  
**B9.2\_\_\_ Outstanding Technology/Internet Section (Over 30.000 circ)**
- B10.1\_\_\_ Outstanding Special Section (ie: Back to School, Election, Holiday, Anniversary, etc.) (Up to 30.000 circ)**  
**B10.2\_\_\_ Outstanding Special Section (ie: Back to School Election, Holiday, Anniversary, etc.) (Over 30.000 circ)**

### **C. WRITTEN WORD AWARDS**

**Send ONLY the article, not the entire publication.** You may send one original and 4 Xerox copies of the article. **Remember that non-labeled entries will not be processed.** Be sure to include the name of the writer, **who must be a staff member or regular contributor to your publication.**

- C1.1\_\_\_ Outstanding Editorial Column (Up to 30.000 circ)**  
**C1.2\_\_\_ Outstanding Editorial Column (Over 30.000 circ)**
- C2.1---- Outstanding Hispanic Success Story (Up to 30.000 circ.)** An article about someone who made a difference, either locally or nationally.  
**C2.2\_\_\_ Outstanding Hispanic Success Story (Over 30.000 circ.)** An article about someone who made a difference, either locally or nationally.
- C3.1\_\_\_ Outstanding Political Article (Up to 30.000 circ.)** An article or column covering Hispanics in the USA on a local, regional or national basis.  
**C3.2\_\_\_ Outstanding Political Article (Over 30.000 circ.)** An article or column covering Hispanics in the USA on a local, regional or national basis
- C4.1\_\_\_ Outstanding Cultural Article (Up to 30.000 circ.)** An article or column covering Hispanics in the USA on a local, regional or national basis

- C4.2** \_\_\_\_\_ **Outstanding Cultural Article (Over 30.000 circ.)** An article or column covering Hispanics in the USA on a local, regional or national basis.
- C5.1** \_\_\_\_\_ **Outstanding Community Service/Health Article (Up to 30.000 circ.)**  
An article or column covering Hispanics in the USA on a local, regional or national basis
- C5.2** \_\_\_\_\_ **Outstanding Community Service/Health Article (Over 30.000 circ.)**  
An article or column covering Hispanics in the USA on a local, regional or national basis
- C6.1** \_\_\_\_\_ **Outstanding Entertainment Article (Up to 30.000 circ)**
- C6.2** \_\_\_\_\_ **Outstanding Entertainment Article (Over 30.000 circ)**
- C7.1** \_\_\_\_\_ **Outstanding Education Article (Up to 30.000 circ)**
- C7.2** \_\_\_\_\_ **Outstanding Education Article (Over 30.000 circ)**
- C8.1** \_\_\_\_\_ **Outstanding Business Article (Up to 30.000 circ)**
- C8.2** \_\_\_\_\_ **Outstanding Business Article (Over 30.000 circ)**
- C9.1**----- **Outstanding Series of articles on the same topic (Up to 30,000 Circ.)**
- C9.2**----- **Outstanding Series of articles on the same topic (Over 30,000 Circ.)**

## **D. DESIGN AWARDS**

Send 5 copies of one issue of the publication for each entry.

- D1.**\_\_\_\_\_ **Outstanding Design - Broadsheet Format** (send the entire issue).
- D2.**\_\_\_\_\_ **Outstanding Design - Tabloid Format** (send the entire issue).
- D3.**\_\_\_\_\_ **Outstanding Design - Magazine Format** (send the entire issue).

## **E. PHOTOS & CARTOONS**

Send 5 copies of the single editorial photo, or the cartoon. Send only the photo(s) or cartoon(s) as they appeared in the publication with the photo caption. **They must have been shot or made by a staff member of your publication.** Do not send the entire issue. Unpublished photos will not be judged. Be sure and include the name of the photographer and the supportive article.

- E1.1** \_\_\_\_\_ **Outstanding News Photo (Up to 30.000 circ)**
- E1.2** \_\_\_\_\_ **Outstanding News Photo (Over 30.000 circ)**
- E2.1** \_\_\_\_\_ **Outstanding Sports Photo . (Up to 30.000 circ)**
- E2.2** \_\_\_\_\_ **Outstanding Sports Photo (Over 30.000 circ)**
- E3.1** \_\_\_\_\_ **Outstanding Community Photo (Up to 30.000 circ)**
- E3.2** \_\_\_\_\_ **Outstanding Community Photo (Over 30.000 circ)**

- E4.1\_\_\_ Outstanding Cultural Photo (Up to 30.000 circ)  
E4.2\_\_\_ Outstanding Cultural Photo (Over 30.000 circ)
- E5.1\_\_\_ Outstanding Editorial Cartoon (Up to 30.000 circ)  
E5.2\_\_\_ Outstanding Editorial Cartoon (Over 30.000 circ)
- E6.1\_\_\_ Outstanding Cartoon Strip (Up to 30.000 circ)  
E6.2\_\_\_ Outstanding Cartoon Strip (Over 30.000 circ)

## **F. MARKETING AWARDS**

Include five copies of each of the following items for the categories you are entering.

- F1.1\_\_\_ Outstanding Media Kit (Up to 30.000 circ)  
F1.2\_\_\_ Outstanding Media Kit (Over 30.000 circ)
- F2.1\_\_\_ Outstanding Ad Promoting Your Publication (Up to 30.000 circ)  
F2.2\_\_\_ Outstanding Ad Promoting Your Publication (Over 30.000 circ)
- F3.1\_\_\_ Outstanding Circulation Program. (Up to 30.000 circ)  
F3.2\_\_\_ Outstanding Circulation Program. (Over 30.000 circ)

Please submit a write-up on a circulation program your staff has used to increase paid or controlled circulation.

The package must be postmarked no later than **January 28 2008**. It needs to be in our hands by **January 31, 2008**.

Mail this entire form with a check covering the cost for the categories that you have entered, to:

**NAHP Awards Coordinator**  
**8201 Greensboro Drive, Suite 300**  
**McLean, VA. 22102**  
**Phone: 703-610-0205; Fax: 703-610-9005**  
[memberservices@nahp.org](mailto:memberservices@nahp.org)

## **REMEMBER:**

To help us better present the winners, the entries must be submitted with a disc providing an electronic version of each one of your entries in PDF (300 DPI) or JPEG format.

# Individual Entry Label

Use one label for EACH Individual Entry

Publication: \_\_\_\_\_

City, State: \_\_\_\_\_

Circulation \_\_\_\_\_

Category Number (ie: B2.1): \_\_\_\_\_

Title of Article (if appropriate):

\_\_\_\_\_

Name of Writer (if appropriate):

\_\_\_\_\_

Name of Photographer (if appropriate):

\_\_\_\_\_

**NOTE:** Every single entry, must be marked with the number of the category and the name of your publication. For example, if you enter 3 articles in the same category, you must fill in three of these labels and put each entry in a different envelope (in this case, 3 envelopes in total).

**Entries not properly tagged will not be processed.**

## FORM OF PAYMENT

**ENTRIES WITHOUT PAYMENT WILL NOT BE PROCCESED**

Please fill out the following form indicating the name of the publication, the number of entries, the corresponding fee, the total amount, and the form of payment.

**PUBLICATION:** \_\_\_\_\_

**PUBLISHER/ CONTACT PERSON:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **ZIP** \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **E-MAIL** \_\_\_\_\_

**Entries** \_\_\_\_\_ **Fee** \_\_\_\_\_ **Total amount** \_\_\_\_\_

**Form of Payment:**      **Check Number** \_\_\_\_\_  
(Make the Check to the mane of NAHP)

**Credit Card:** \_\_\_\_\_ **No.** \_\_\_\_\_ **Exp.** \_\_\_\_\_

Send this form with the check to:

**NAHP Awards Coordinator**  
**8201 Greensboro Drive, Suite 300**  
**McLean, VA. 22102**  
**Phone: 703-610-0205; Fax: 703-610-9005**  
[memberservices@nahp.org](mailto:memberservices@nahp.org)

