

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 24th. **NAHP Convention in McAllen, Texas, from March 11 to March 14, 2009.**

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.

4. 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.

5. 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 \$45.00 per each entry, in each category.

b) Publications with a weekly circulation between 30,000 and 60,000 will pay \$60.00 per each entry, in each category.

c) Publications with more than 60,000 weekly circulation will pay \$75.00 per entry, in each category.

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

7. The items submitted to the contest must have been published between January 1st. 2008 and December 31st. 2008.

8. All entries must be postmarked no later than December 18th, 2008. They must be in our hands and paid for by December 22nd. 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.

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 this category 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 2008 as opposed to how the publication looked during 2007. Send 5 copies of one issue of the publication published in 2007 and 5 copies of one issue of the publication published during 2008, for a total of 10 copies.

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

The entry must be an article about an issue that affects the Hispanic community or a Hispanic individual who made a difference on a local, regional or national basis.

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.)**
C2.2___ Outstanding Hispanic Success Story (Over 30.000 circ.)
- C3.1___ Outstanding Political Article (Up to 30.000 circ.)**
C3.2___ Outstanding Political Article (Over 30.000 circ.)
- C4.1___ Outstanding Cultural Article (Up to 30.000 circ.)**
C4.2___ Outstanding Cultural Article (Over 30.000 circ.)
- C5.1___ Outstanding Community Service/Health Article (Up to 30.000 circ.)**

C5.2___ Outstanding Community Service/Health Article (Over 30.000 circ.)

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. (Send the entire issue).

D1.1 ___ Outstanding Design - Broadsheet Format. (Up to 30,000 Circ.)

D1.2 ___ Outstanding Design - Broadsheet Format. (Over 30,000 Circ.)

D2.1 ___ Outstanding Design - Tabloid Format. (Up to 30,000 Circ.)

D2.2 ___ Outstanding Design - Tabloid Format. (Over 30,000 Circ.)

D3.1 ___ Outstanding Design - Magazine Format. (Up to 30,000 Circ.)

D3.2 ___ Outstanding Design - Magazine Format. (Over 30,000 Circ.)

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 **December 17 2008**. It needs to be in our hands by **December 22, 2008**.

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

NAHP Awards Coordinator
8400 Westpark Drive, 2nd. Floor
McLean, VA. 22102
Phone: 703-610-1266; Fax: 703-610-9005
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 PROCESSED

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:

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McLean, VA. 22102
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