

Honoring excellence in Hispanic Print Media in the USA  
**THE NAHP'S 2010 JOSÉ MARTÍ 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 announces **The 2010 José Martí Publishing Awards Contest**. The awards will be presented during the **NAHP Convention in Albuquerque, New Mexico, from March 10 to March 13, 2010**.

**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. To increase the fairness of the competition, some categories will be divided into two groups:
  - a) Publications with a circulation up to 29,999 copies, and
  - b) Publications with a circulation of 30,000 and over copies.  
*This figure marks the median point of our member's circulation. Roughly 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 circulation up to 29,999 will pay \$45 per each entry, in each category.
  - b) Publications with a circulation between 30,000 and 59,999 will pay \$60 per each entry, in each category.
  - c) Publications with 60,000 or more circulation will pay \$75 per entry, in each category.
5. The items submitted to the contest must have been published between January 1<sup>st</sup>, 2009 and December 31<sup>st</sup>, 2009.
6. Entries must be accompanied by a check made payable to the **NAHP 2010 Awards**.
7. **All entries must be postmarked no later than January 8, 2010 and arrive no later than January 12th.**

Judges for these awards will be media, design, and journalism professionals. There are three people judging each award, and the results are averaged to determine the winners. These awards will be present March 11, 12 and 13, 2010 during the NAHP Convention. Categories of awards are presented during most meal and gala functions during the convention. Please phone or email Abraham Larrando, 760-434-7474 x171, [Abraham@latinoprintnetwork.com](mailto:Abraham@latinoprintnetwork.com) or Kirk Whisler, 760-434-1223, [kirk@whisler.com](mailto:kirk@whisler.com) with any questions you might have.

## **A. OVERLL EXCELLENCE AWARDS CATEGORY**

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.

1. \_\_\_ Outstanding Hispanic Daily
2. \_\_\_ Outstanding Spanish Language Weekly Newspaper (Up to 29,999 circ.)
3. \_\_\_ Outstanding Spanish Language Weekly Newspaper (30,000+ circ.)
4. \_\_\_ Outstanding Bilingual Language Weekly Newspaper
5. \_\_\_ Outstanding Less than Weekly Newspaper
6. \_\_\_ Outstanding Glossy Spanish Language Magazine
7. \_\_\_ Outstanding Glossy English Language or Bilingual Magazine
8. \_\_\_ Outstanding Newsprint Magazine
9. \_\_\_ Outstanding Publication Website (From a publication with up to 29,999 circulation) *Site is:* \_\_\_\_\_ **\*\*\*NEW AWARD THIS YEAR\*\*\***
10. \_\_\_ Outstanding Publication Website (From a publication with 30,000+ circulation) *Site is:* \_\_\_\_\_ **\*\*\*NEW AWARD THIS YEAR\*\*\***
11. \_\_\_ Outstanding Spanish Language Yellow Pages
12. \_\_\_ Most Improved Publication of the Year (Up to 29,999 circulation)
13. \_\_\_ Most Improved Publication of the Year (30,000+ circulation)

*In the categories A12 and A13 publications will be evaluated on editorial and graphic improvements made during 2009 as opposed to how the publication looked during 2008. Send 5 copies of one issue of the publication published in 2008 and 5 copies of one issue of the publication published during 2009, for a total of 10 copies.*

## **B. OUTSTANDING EDITORIAL SECTION AWARDS CATEGORY**

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

1. \_\_\_ Outstanding Business Section
2. \_\_\_ Outstanding Entertainment Section
3. \_\_\_ Outstanding Food Section
4. \_\_\_ Outstanding Health Section
5. \_\_\_ Outstanding Sports Section
6. \_\_\_ Outstanding Classified Section
7. \_\_\_ Outstanding Auto Section
8. \_\_\_ Outstanding Lifestyle Section
9. \_\_\_ Outstanding Travel Section
10. \_\_\_ Outstanding Technology/Internet Section
11. \_\_\_ Outstanding Special Section (*ie: Election, Holiday, etc.*)

### **C. EDITORIAL WRITING AWARDS CATEGORY**

Send ONLY the article, not the entire publication. You may send one original and 4 copies of the article. Be sure to include the name of the writer, **who must be a staff member or regular contributor to your publication.**

1. \_\_\_ **Outstanding Editorial Column – Spanish**
2. \_\_\_ **Outstanding Editorial Column – English**
3. \_\_\_ **Outstanding Hispanic Success Story** *An article about someone who made a difference either locally or nationally.*
4. \_\_\_ **Outstanding Political Article** *An article or column covering Hispanics in the USA on a local, regional or national political issue.*
5. \_\_\_ **Outstanding Business Article** *An article or column covering Hispanics in the USA on a local, regional or national business issue.*
6. \_\_\_ **Outstanding Cultural Article** *An article or column covering Hispanics in the USA on a local, regional or national cultural issue.*
7. \_\_\_ **Outstanding Immigration Article** *An article or column covering an aspect of immigration as a political issue or on a personal basis.* **\*\*\*NEW AWARD THIS YEAR\*\*\***
8. \_\_\_ **Outstanding Community Service/Health Article** *An article or column covering Hispanics in the USA on a local, regional or national basis.*
9. \_\_\_ **Outstanding Entertainment Article**
10. \_\_\_ **Outstanding Education Article**
11. \_\_\_ **Outstanding Latin America Political/Business Article**
12. \_\_\_ **Outstanding Latin America Cultural Article**
13. \_\_\_ **Outstanding Multiple Article Series** *This series of articles either in a single issue or over a period of issues must be covering a topic relevant to the Hispanic community either locally, nationally or internationally.*

### **D. DESIGN AWARDS CATEGORY**

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

1. \_\_\_ **Outstanding Design – Newspaper, Broadsheet Format** *(send the entire issue)*
2. \_\_\_ **Outstanding Design - Newspaper, Tabloid Format** *(send the entire issue)*
3. \_\_\_ **Outstanding Design – Magazine, Glossy Format** *(send the entire issue)*
4. \_\_\_ **Outstanding Design – Magazine, Newsprint Format** *(send the entire issue)*
5. \_\_\_ **Outstanding Design - Newsletter** *(send the entire issue)*
6. \_\_\_ **Outstanding Design-Yellow Pages** *(send the entire issue)*
7. \_\_\_ **Outstanding Publication Masthead** *(send the entire issue)*
8. \_\_\_ **Outstanding Front Page Design** *(send cover page of the publication only)*
9. \_\_\_ **Outstanding Section Design** *(send the section only)*
10. \_\_\_ **Outstanding Inside Design Page** *(send page only)*
11. \_\_\_ **Outstanding Inside Design Spread** *(send the facing pages only)*
12. \_\_\_ **Outstanding Web Design** *Site is: \_\_\_\_\_* **\*\*\*NEW AWARD THIS YEAR\*\*\***

### **E. PHOTO & CARTOON AWARDS CATEGORY**

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. Photo essays must be 3 or more photos and will be judged on the photos and the supportive article.

1. \_\_\_ Outstanding Color Photo – Overall
2. \_\_\_ Outstanding Black & White Photo – Overall
3. \_\_\_ Outstanding Business Photo
4. \_\_\_ Outstanding News Event Photo
5. \_\_\_ Outstanding Community Photo
6. \_\_\_ Outstanding International Photo *This would be a travel, cultural, political or business photo shot outside the USA.*
7. \_\_\_ Outstanding Sports Photo
8. \_\_\_ Outstanding Cultural Photo
9. \_\_\_ Outstanding News Event Photo Essay
10. \_\_\_ Outstanding Cultural Photo Essay
11. \_\_\_ Outstanding Editorial Cartoon
12. \_\_\_ Outstanding Cartoon Strip

### **F. MARKETING AWARDS CATEGORY**

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

1. \_\_\_ Outstanding Media Kit
2. \_\_\_ Outstanding Single Sales Sheet *Limited to a single sheet of paper.*
3. \_\_\_ Marketing Newsletter *Printed or e-mailed or items.*
4. \_\_\_ Outstanding Ad Promoting Your Publication
5. \_\_\_ Web Site Promoting Your Publication *This is a marketing site for the publication, not a news site as in Category A. Site is: \_\_\_\_\_*
6. \_\_\_ Percentage Increase in Ad Dollars During 2009 *Please include a brief write-up reflecting the increase in advertising revenue between 2008 and 2009. Revenues will be held confidential, only the percentage will be released. (only one copy is needed)*
7. \_\_\_ Outstanding Circulation Program. *Please submit a write-up on a circulation program your staff has used to increase paid or controlled circulation.*

Mail this entire form with a check covering the cost for the categories that you have entered. **All entries must be postmarked no later than January 8, 2010 and arrive no later than January 12th.**

## INDIVIDUAL ENTRY LABEL

### Use one label for EACH Individual Entry

Please keep in mind that information should be written as you would want the publication, writer, and photographer to be recognized on the Award.

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

**Category Number (ie: B 2):** \_\_\_\_\_

**Title of Article (if category applicable):**

\_\_\_\_\_

**Name of Writer (if category applicable):**

\_\_\_\_\_

**Name of Photographer (if category applicable):**

\_\_\_\_\_

**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 complete three of these labels and put each entry in a different envelope (in this case, 3 envelopes in total).**

***Entries not properly labeled will not be processed***

Ship this form with the entries & check to:

NAHP Awards Coordinator  
c/o Latino Print Network  
2777 Jefferson St., Ste. 200  
Carlsbad, CA 92008

## FORM OF PAYMENT TO THE NAHP

ENTRIES WITHOUT PAYMENT WILL NOT BE PROCESSED

Please complete 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: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

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

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

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

### Circulation

What is your circulation with your most recent circulation audit? \_\_\_\_\_

If you have not been audited in the past 18 months, what is your official circulation as of December 1, 2009? \_\_\_\_\_

### Worksheet for what is owed

Fee per entry:   \_\_\_ \$45 (up to 29,999 circulation)  
                          \_\_\_ \$60 (30,000 to 59,999 circulation)  
                          \_\_\_ \$75 (60,000+ circulation)

Total entries \_\_\_\_\_

Total amount \$ \_\_\_\_\_ (multiply fee per entry by total entries)

Check Number \_\_\_\_\_

**Make checks payable to: NAHP 2010 Awards.** We recommend you make a copy of this form and the check for your records.

Send this form with the check to:

**NAHP Awards Coordinator  
c/o Latino Print Network  
2777 Jefferson St., Ste. 200  
Carlsbad, CA 92008**