DIRECTORY DIVISION
INSTRUCTIONS

adp
Gold Book
Awards

Category D1
Excellence in Print Directories - Circulation 25,000 and Under

Entries accepted from Publisher/Agent members only and one entry per circulation category.
Circulation is determined by the number of books distributed.

Criteria for Judging:
1. Total amount of advertising content and choices for the consumer.
2. Overall excellence, including ease of use, print quality, format, pagination design and layout, covers, tabs, and premium advertising space.
3. Completeness and accessibility of community and government sections.
4. Use of innovative design and features that increase retention and usage of the directory.

Entry Requirements:
1. Entries must have been published within the past 12 months.
2. Send one copy of the directory to the Venue. See DEADLINES page for shipping label.
3. Hard cover and spiral bound directories will be accepted if used in general circulation, which is a minimum of 75% of complete distribution.

4. Do not mount directory, add tabs or include a stand with your entry.

Electronic Entry Submission Requirements:
1. For recognition or the winners at the Gold Book Awards Celebration, upload company logo and entry image with the following extensions: png, jpg. Minimum resolution accepted is 480 x 600.

Weighting factor for this category is 6.25%.

A Partner Member company that contributed to the production of this entry should be listed on the Entry Description Form for recognition of the winners at the Gold Book Awards Celebration.

Convention onsite voting

Category D2
Excellence in Print Directories - Circulation 25,001 - 50,000

Entries accepted from Publisher/Agent members only and one entry per circulation category.
Circulation is determined by the number of books distributed.

Criteria for Judging:
1. Total amount of advertising content and choices for the consumer.
2. Overall excellence, including ease of use, print quality, format, pagination design and layout, covers, tabs, and premium advertising space.
3. Completeness and accessibility of community and government sections.

4. Use of innovative design and features that increase retention and usage of the directory.

Entry Requirements:
1. Entries must have been published within the past 12 months.
2. Send one copy of the directory to the Venue. See DEADLINES page for shipping label.
3. Hard cover and spiral bound directories will be accepted if used in general circulation, which is a minimum of 75% of complete distribution.
4. Do not mount directory, add tabs or include a stand with your entry.

Electronic Entry Submission Requirements:
1. For recognition or the winners at the Gold Book Awards Celebration, upload company logo and entry image with the following extensions: png, jpg. Minimum resolution accepted is 480 x 600.

Weighting factor for this category is 6.25%.

A Partner Member company that contributed to the production of this entry should be
listed on the Entry Description Form for recognition of the winners at the Gold Book
Awards Celebration.

Convention onsite voting

Category D3
Excellence in Print Directories - Circulation 50,001 - 100,000

Entries accepted from Publisher/Agent members only and one entry per category.
Circulation is determined by the number of books distributed.

Criteria for Judging:
1. Total amount of advertising content and choices for the consumer.
2. Overall excellence, including ease of use, print quality, format, pagination design and layout, covers, tabs, and premium advertising space.
3. Completeness and accessibility of community and government sections.
4. Use of innovative design and features that increase retention and usage of the directory.

Entry Requirements:
1. Entries must have been published within the past 12 months.
2. Send one copy of the directory to the Venue. See DEADLINES page for shipping label.
3. Hard cover and spiral bound directories will be accepted if used in general circulation, which is a minimum of 75% of complete distribution.
4. Do not mount directory, add tabs or include a stand with your entry.

Electronic Entry Submission Requirements:
1. For recognition or the winners at the Gold Book Awards Celebration, upload company logo and entry image with the following extensions: png, jpg. Minimum resolution accepted is 480 x 600.

Weighting factor for this category is 6.25%.

A Partner Member company that contributed to the production of this entry should be listed on the Entry Description Form for recognition of the winners at the Gold Book Awards Celebration.

Convention onsite voting

Category D4
Excellence in Print Directories - Circulation 100,001 and Above

Entries accepted from Publisher/Agent members only and one entry per circulation category.
Circulation is determined by the number of books distributed.

Criteria for Judging:

1. Total amount of advertising content and choices for the consumer.
2. Overall excellence, including ease of use, print quality, format, pagination design and layout, covers, tabs, and premium advertising space.
3. Completeness and accessibility of community and government sections.
4. Use of innovative design and features that increase retention and usage of the directory.

Entry Requirements:

1. Entries must have been published within the past 12 months.
2. Send one copy of the directory to the Venue. See DEADLINES page for shipping label.
3. Hard cover and spiral bound directories will be accepted if used in general circulation, which is a minimum of 75% of complete distribution.

4. Do not mount directory, add tabs or include a stand with your entry.

Electronic Entry Submission Requirements:

1. For recognition or the winners at the Gold Book Awards Celebration, upload company logo and entry image with the following extensions: png, jpg. Minimum resolution accepted is 480 x 600.

Weighting factor for this category is 6.25%.

A Partner Member company that contributed to the production of this entry should be listed on the Entry Description Form for recognition of the winners at the Gold Book Awards Celebration.

Convention onsite voting

Category D5
Excellence in Cover Design and Art - Print

Entries accepted from Publisher/Agent members only and one entry per Publisher/Agent.
Judging is based on originality of the cover production.

Criteria for Judging:
1. Creativity and originality of design concept.
2. Execution of concept, including overall effectiveness, print quality, sharpness of graphics and/or photographs, quality of line work and typography, complementary selection of type fonts and sizes, use of creative elements that promote increased retention and usage of the directory.

Entry Requirements:
1. Directory cover must have been published within the past 12 months.
2. Send one copy of the front cover to the Venue. See DEADLINES page for shipping label.
3. Cover must be the actual cover printed and may not be enlarged or enhanced and must be flush-mounted (trimmed to the edge of the cover), on foam core, cardboard or black board.
4. Entry must be the actual cover used in general distribution which is a minimum of 75% of complete distribution.

Electronic Entry Submission Requirements:
1. For recognition or the winners at the Gold Book Awards Celebration, upload company logo and entry image with the following extensions: png, jpg. Minimum resolution accepted is 480 x 600.

Weighting factor for this category is 10%.

A Partner Member company that contributed to the production of this entry should be listed on the Entry Description Form for recognition of the winners at the Gold Book Awards Celebration.

Convention onsite voting

Category D6
Excellence in Cover Design and Art - Product Branding

Entries accepted from Publisher/Agent members only and one entry per Publisher/Agent.
Judging is based on originality and continuity of directory covers.

Criteria for Judging:

1. Creativity and originality of design concept.
2. Execution of concept, including overall effectiveness, print quality, sharpness of graphics and/or photographs, quality of line work and typography, complementary selection of type fonts and sizes, use of creative elements that promote increased retention and usage of the directory.

Entry Requirements:

1. Send in three different covers which display a continuity of design between the three covers. Publisher must demonstrate this continuity between the three directories published the same year or one directory for three consecutive years, starting with the most recent. Send to the Venue. See DEADLINES page for shipping label.
2. Entries must be the actual covers and flush-mounted (trimmed to the edge of the covers), on foam core, cardboard or black board.
3. Entry must be the actual cover used in general distribution which is a minimum of 75% of complete distribution.

Electronic Entry Submission Requirements:

1. For recognition or the winners at the Gold Book Awards Celebration, upload company logo and entry image with the following extensions: png, jpg. Minimum resolution accepted is 480 x 600.

Weighting factor for this category is 10%.

A Partner Member company that contributed to the production of this entry should be listed on the Entry Description Form for recognition of the winners at the Gold Book Awards Celebration.

Convention onsite voting

Category D7
Excellence in Directory Ad Effectiveness, Design and Print

Entries accepted from Publisher/Agent members only and one entry per Publisher/Agent.
Judging is based on the originality of the ad production.

Criteria for Judging:

1. Completeness of RASCIL factors: Reliability, Authorized Sales & Service, Safety and Protection, Completeness of Information, Illustration and Location.
2. Effectiveness of ad design, including layout, graphics and/or photographs, and use of color, fonts, borders and other effects that increase consumer attention to the ad.
3. Call measurement data if available.

Entry Requirements:

1. Entries must have been published within the past 12 months.
2. Send one tear sheet of the yellow pages ad flush-mounted (should be trimmed to the edge of the ad), on foam core, cardboard or black board to the Venue. See DEADLINES page for shipping label.
3. Excludes specialty ads printed on cover or coated stock.
4. Ads promoting the Publisher do not qualify, but can be entered in the Marketing and Promotion Division.
5. Publisher may include one copy of sourced usage measurement data.

Electronic Entry Submission Requirements:

1. For recognition or the winners at the Gold Book Awards Celebration, upload company logo and entry image with the following extensions: png, jpg. Minimum resolution accepted is 480 x 600.

Weighting factor for this category is 10%.

A Partner Member company that contributed to the production of this entry should be listed on the Entry Description Form for recognition of the winners at the Gold Book Awards Celebration.

Convention onsite voting

Category D8
Directory of the Year

Entries accepted from Publisher/Agent members only and one entry per Publisher/Agent.
Entry can be the same directory entered in categories D1 - D4 or it can be a different
directory, there is no circulation requirement.
This category is not weighted and is not used in determining Publisher of the Year.

Criteria for Judging:

1. Overall excellence, including ease-of-use, print quality, format, pagination design and layout, covers, tabs and premium advertising space.
2. Use of innovative design and features that increase retention and usage of the directory.
3. Completeness and accessibility of community and government sections.
4. Advertising content and choices for the consumer.
5. A statement from the Publisher/Agent stating why this is the company's best product, touting the attributes of this book and the reasons why this directory should be named Directory of the Year.

Entry Requirements:

1. Directory must have been published within the past 12 months.
2. Send one copy of the directory to the Venue. See DEADLINES page for shipping label.
3. Do not mount directory, add tabs or include a stand with your entry.

Electronic Entry Submission Requirements:

1. For recognition or the winners at the Gold Book Awards Celebration, upload company logo and entry image with the following extensions: png, jpg. Minimum resolution accepted is 480 x 600.

A Partner Member company that contributed to the production of this entry should be
listed on the Entry Description Form for recognition of the winners at the Gold Book
Awards Celebration.

Convention onsite voting

Category D9
Excellence in Internet Directory Website and/or Mobile App

Entries accepted from Publisher/Agent members only and one entry per Publisher/Agent.
Judging is based on the overall experience of the website and/or mobile app, including ease-of-use, quantity and quality of content, innovation and functionality.

Criteria for Judging:

1. Design – Execution of concept, ease-of-use for consumer when searching for heading, service or business. Overall appeal and layout of the site, including visual elements like font styles, graphics, colors and images. Site allows for easy consumer action including calls, links or downloads.
2. Content – Quantity and quality of advertiser content and choices for the consumer within the business listings, profiles and the links to additional information (e.g. website, email, driving directions, video, reviews, social media, etc.).
3. Functionality – How the website performs for the customer in regards to navigating the site, relevancy of content and how quickly information or links load. Also, the site's ability to provide an optimal viewing experience on a variety of devices including desktop, tablet or mobile.
4. Originality – Use of innovative design and features to increase consumer usage of the site.

Entry Requirements:

1.   Provide website address or name of mobile app.

Electronic Entry Submission Requirements:

1. For recognition or the winners at the Gold Book Awards Celebration, upload company logo and entry image with the following extensions: png, jpg. Minimum resolution accepted is 480 x 600.

Weighting factor for this category is 5%.

A Partner Member company that contributed to the production of this entry should be listed on the Entry Description Form for recognition of the winners at the Gold Book Awards Celebration.

Judging by Jury Judges

MARKETING AND PROMOTION DIVISION
INSTRUCTIONS

Category MP1
Excellence in Marketing
Media Advertising - Television, Radio or Video

Entries accepted from Publisher/Agent members only and one entry per Publisher/Agent.

Criteria for Judging:

1. Overall excellence of entry.
2. Creativity of concept and quality of execution.
3. Quality of video and audio.
4. Effectiveness of message to advertisers and/or consumers.

Entry Requirements:

1. One example of your media advertising.
2. Brief description of the medium's goals, influence and/or results obtained.
3. The advertising medium must have been used within the past 12 months.

Electronic Entry Submission Requirements:

1. Upload entry materials with the following extensions: mp3, mp4, png, jpg, ppt, pdf.
   Maximum file upload size is 256 MB.
2. For recognition or the winners at the Gold Book Awards Celebration, upload company logo and entry image with the following extensions: png, jpg. Minimum resolution accepted is 480 x 600.

Weighting factor for this category is 4%.

A Partner Member company that contributed to the production of this entry should be listed on the Entry Description Form for recognition of the winners at the Gold Book Awards Celebration.

Electronic Voting

Category MP2
Excellence in Marketing - Best Individual or Team Sales Rep Bonus Program

Entries accepted from Publisher/Agent members only and one entry per Publisher/Agent.

Criteria for Judging:
1. Execution of incentives used to motivate sales reps presentations.
2. Effectiveness of the inducements that increased sales reps' advertising revenue volume.
3. Results of an individual or sales team overall performance.

Entry Requirements:
1. An electronic identifying image(s) of your initiatives used
   (e.g. games, individual or group competitions, trips, gift certificates, etc.), designed to reward sales reps.
2. Brief description of effective strategies or tactics used and results obtained.
3. Bonus program must have been used or within the past 12 months.

Electronic Entry Submission Requirements:
1. Upload entry materials with the following extensions: mp3, mp4, png, jpg, ppt, pdf,
   Maximum file upload size is 256 MB.
2. For recognition or the winners at the Gold Book Awards Celebration, upload company logo and entry image
   with the following extensions: png, jpg. Minimum resolution accepted is 480 x 600.

Weighting factor for this category is 4%.

A Partner Member company that contributed to the production of this entry should be listed on the
Entry Description Form for recognition of the winners at the Gold Book Awards Celebration.

Electronic Voting

Category MP3
Excellence in Sales Support Collateral

Entries accepted from Publisher/Agent members only and one entry per Publisher/Agent.

Criteria for Judging:
1. Effectiveness of marketing message.
2. Effectiveness of design, completeness of information, attractiveness to various buyer audiences, sharpness of graphics and/or photographs, complementary selection of type fonts and sizes, eye appeal, effective use of color or other effects that promote increased consumer attention to the piece.
3. Use of ad-effectiveness studies, ADP research and usage.

Entry Requirements:
1. A sales support piece used by sales staff. Complete sales binders are ineligible.
2. Sales collateral must have been used within the past 12 months.

Electronic Entry Submission Requirements:
1. Upload entry materials with the following extensions: mp3, mp4, png, jpg, ppt, pdf, doc. Maximum file upload size is 256 MB.
2. For recognition of the winners at the Gold Book Awards Celebration, upload company logo and entry image with the following extensions: png, jpg. Minimum resolution accepted is 480 x 600.

Weighting factor for this category is 4%.

A Partner Member company that contributed to the production of this entry should be listed on the Entry Description Form for recognition of the winners at the Gold Book Awards Celebration.

Electronic Voting

Category MP4
Excellence in Marketing - Printed Direct Mail

Entries accepted from Publisher/Agent members only and one entry per Publisher/Agent.

Criteria for Judging:
1. Effectiveness of marketing message.
2. Effectiveness of design, completeness of information, attractiveness to various buyer audiences, sharpness of graphics and/or photographs, complementary selection of type fonts and sizes, eye appeal, effective use of color or other effects that promote increased consumer attention to the piece.

Entry Requirements:
1. A printed marketing piece designed specifically for mail or door-to-door distribution.
2. Entry must be the actual piece you distributed or mailed.
3. Direct mail piece must have been distributed within the past 12 months.

Electronic Entry Submission Requirements:
1. Upload entry materials with the following extensions: mp3, mp4, png, jpg, ppt, pdf, doc. Maximum file upload size is 256 MB.
2. For recognition of the winners at the Gold Book Awards Celebration, upload company logo and entry image with the following extensions: png, jpg. Minimum resolution accepted is 480 x 600.

Weighting factor for this category is 4%.

A Partner Member company that contributed to the production of this entry should be listed on the Entry Description Form for recognition of the winners at the Gold Book Awards Celebration.

Electronic Voting

Category MP5
Excellence in Marketing - Event

Entries accepted from Publisher/Agent members only and one entry per Publisher/Agent.

Criteria for Judging:
1. Effectiveness of marketing messages.
2. Innovation of the stated objectives of the event.
3. Achievement of stated objectives.

Entry Requirements:
1. An identifying image, such as photographs and/or promotional pieces of your marketing event (e.g. educational workshop, golf tournament, charity sponsorship, etc.), intended to promote the sponsoring member company, its directory products or the industry.
2. Event must have been held within the past 12 months.

Electronic Entry Submission Requirements:
1. Upload entry materials with the following extensions: mp3, mp4, png, jpg, ppt, pdf, doc. Maximum file upload size is 256 MB.
2. For recognition of the winners at the Gold Book Awards Celebration, upload company logo and entry image with the following extensions: png, jpg. Minimum resolution accepted is 480 x 600.

Weighting factor for this category is 4%.

A Partner Member company that contributed to the production of this entry should be listed on the Entry Description Form for recognition of the winners at the Gold Book Awards Celebration.

Electronic Voting

Category MP6
Excellence in Marketing - Magazine and Newspaper

Entries accepted from Publisher/Agent members only and one entry per Publisher/Agent.

Criteria for Judging:
1. Effectiveness of marketing message.
2. Effectiveness of design, completeness of information, attractiveness to various buyer audiences, sharpness of graphics and/or photographs, complementary selection of type fonts and sizes, eye appeal, effective use of color or other effects that promote increased consumer attention to the piece.

Entry Requirements:
1. A marketing piece designed specifically for publication in magazines or other periodical formats, including newspapers and tabloids.
2. Entry must be the actual piece you distributed or mailed.
3. Entry must have been published within the past 12 months.

Electronic Entry Submission Requirements:
1. Upload entry materials with the following extensions: mp3, mp4, png, jpg, ppt, pdf, doc. Maximum file upload size is 256 MB.
2. For recognition of the winners at the Gold Book Awards Celebration, upload company logo and entry image with the following extensions: png, jpg. Minimum resolution accepted is 480 x 600.

Weighting factor for this category is 4%.

A Partner Member company that contributed to the production of this entry should be listed on the Entry Description Form for recognition of the winners at the Gold Book Awards Celebration.

Electronic Voting

Category MP7
Excellence in Marketing - Outdoor

Entries accepted from Publisher/Agent members only and one entry per Publisher/Agent.

Criteria for Judging:
1. Effectiveness of marketing message.
2. Effectiveness of design, completeness of information, attractiveness to various buyer audiences, sharpness of graphics and/or photographs, complementary selection of type fonts and sizes, eye appeal, effective use of color or other effects that promote increased consumer attention to the outdoor piece.

Entry Requirements:
1. A photograph of the marketing piece designed specifically for outdoor use.
2. Outdoor marketing piece must have been used or displayed during the past 12 months.

Electronic Entry Submission Requirements:
1. Upload entry materials with the following extensions: mp3, mp4, png, jpg, ppt, pdf, doc. Maximum file upload size is 256 MB.
2. For recognition of the winners at the Gold Book Awards Celebration, upload company logo and entry image with the following extensions: png, jpg. Minimum resolution accepted is 480 x 600.

Weighting factor for this category is 4%.

A Partner Member company that contributed to the production of this entry should be listed on the Entry Description Form for recognition of the winners at the Gold Book Awards Celebration.

Electronic Voting

Category MP8
Excellence in Marketing - Best Strategies to Grow an Advertiser's Digital Audience

Entries accepted from Publisher/Agent members only and one entry per Publisher/Agent.

Criteria for Judging:

1. Execution of the digital strategies used to increase the advertiser's various audiences.
2. Effectiveness of the strategies that convey the advertiser's digital marketing message.
3. Influence and/or results on the target audience or market.

Entry Requirements:

1. An electronic identifying image(s) of your digital marketing initiative
   (e.g. website, Twitter, Facebook, Instagram, apps, banner ads, email campaigns, etc.), designed to influence specific digital target markets.
2. Brief description of strategies, initiatives, and methodologies used and influence and/or results obtained.
3. Digital strategies must have been used or displayed within the past 12 months.

Electronic Entry Submission Requirements:

1. Upload entry materials with the following extensions: mp3, mp4, png, jpg, ppt, pdf.
   Maximum file upload size is 256 MB.
2. For recognition or the winners at the Gold Book Awards Celebration, upload company logo and entry image with the following extensions: png, jpg. Minimum resolution accepted is 480 x 600.

Weighting factor for this category is 4%.

A Partner Member company that contributed to the production of this entry should be listed on the Entry Description Form for recognition of the winners at the Gold Book Awards Celebration.

Electronic Voting

Category MP9
Excellence in Marketing - Best Advertiser Case Study Success

Entries accepted from Publisher/Agent members only and one entry per Publisher/Agent.

Criteria for Judging:

1. Execution of the best strategies used to convince a new customer to advertise in the Yellow Pages or upgrade a current client's advertising campaign.
2. Effectiveness of the methodologies used to convey the effectiveness of the medium.
3. Influence and/or results of the adverting campaign.

Entry Requirements:

1. An electronic identifying image(s) of your advertiser's advertising campaign.
2. Brief description of strategy initiatives, methodology used and influence and/or results obtained.
3. New advertising campaign must have been obtained within the past 12 months.

Electronic Entry Submission Requirements:

1. Upload entry materials with the following extensions: mp3, mp4, png, jpg, ppt, pdf.
    Maximum file upload size is 256 MB.
2. For recognition of the winners at the Gold Book Awards Celebration, upload company logo and entry image with the following extensions: png, jpg. Minimum resolution accepted is 480 x 600.

Weighting factor for this category is 4%.

A Partner Member company that contributed to the production of this entry should be listed on the Entry Description Form for recognition of the winners at the Gold Book Awards Celebration.

Electronic Voting

Category MP10
Excellence in Marketing - Industry Innovation

Entries accepted from Publisher/Agent members only and one entry per Publisher/Agent.

Criteria for Judging:
1. Effectiveness of the new industry innovation and product, strategy or execution.
2. Impact of the innovation within the local market.
3. Influence the innovation, new product, digital offering or strategy had on the overall success of the publisher's marketing campaign.

Entry Requirements:
1. A description of your industry innovation, including the impact, influence or success achieved as a result.
2. Identify photos or images of your industry innovation, including any marketing materials, sales collateral, advertiser testimonials or media coverage used or displayed within the past 12 months.

Electronic Entry Submission Requirements:
1. Upload entry materials with the following extensions: mp3, mp4, png, jpg, ppt, pdf, doc. Maximum file upload size is 256 MB.
2. For recognition of the winners at the Gold Book Awards Celebration, upload company logo and entry image with the following extensions: png, jpg. Minimum resolution accepted is 480 x 600.

Weighting factor for this category is 4%.

A Partner Member company that contributed to the production of this entry should be listed on the Entry Description Form for recognition of the winners at the Gold Book Awards Celebration.

Electronic Voting