

# DIRECTORY DIVISION INSTRUCTIONS



# Category D1

## Excellence in Print Directories - Circulation 50,000 and Under

### Directory of the Year

Entries accepted from Publisher/Agent members. 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 hotel. Attach a copy of the completed Entry Description Form along with your entry. 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.

Weighting factor for this category is 20%.

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.

## **Category D2**

# **Excellence in Print Directories - Circulation 50,001 and Above**

## **Directory of the Year**

Entries accepted from Publisher/Agent members. 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 hotel. Attach a copy of the completed Entry Description Form along with your entry. 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.

Weighting factor for this category is 20%.

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 Cover Design and Art - Print**

Entries accepted from Publisher/Agent members. 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 hotel. Attach a copy of the completed Entry Description Form along with your entry. 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.

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 D4**

# **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 Hotel. Attach a copy of the completed Entry Description Form along with your entry. 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.

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 D5**

# **Excellence in Directory Ad Effectiveness, Design and Print**

Entries accepted from Publisher/Agent members. 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.

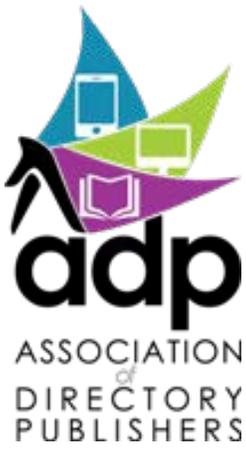
### **Entry Requirements:**

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 hotel. Attach a copy of the completed Entry Description Form along with your entry. 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.

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



# MARKETING AND PROMOTION DIVISION INSTRUCTIONS



# Category MP1

## Excellence in Sales Support Collateral

Entries accepted from Publisher/Agent members.

### 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. Each Publisher may enter only ONE sales support piece for this category. Complete sales binders are ineligible.
2. Entry may include a list of publications and print schedules.
3. Actual piece must be flush mounted (board trimmed to the edges of the piece) on foam core, cardboard or black board; and may not exceed 18"x18". Send one sample of actual sales piece along with your mounted entry as well. Attach a copy of the completed Entry Description Form along with your entry. See DEADLINES page for shipping label.
4. Entries must have been used by the sales staff within the past 12 months.

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.

# Category MP2

## Excellence in Marketing - Printed Direct Mail

Entries accepted from Publisher/Agent members.

### **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. Entry must include the actual piece you distributed by mail or by door to door distribution.
2. Each Publisher may enter only ONE entry for this category.
3. Actual piece must be flush mounted (board trimmed to the edges of the piece) on foam core, Cardboard or black board; and may not exceed 18"x18". Also send actual mail piece along with Entry Description Form along with your entry. See DEADLINES page for shipping label.
4. Entries must have been distributed within the past 12 months.

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.

Convention onsite voting

## **Category MP3 Excellence in Marketing - Event**

Entries accepted from Publisher/Agent members.

### **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. Each Publisher may enter ONLY ONCE in this category.
2. Photographs, coverage, etc. of event must be flush mounted (board trimmed to the edges of the piece) on foam core, card board or black board; and may not exceed 18"x18". Photographs of 3D items (i.e. give-a-ways, etc.) are acceptable. Attach a copy of the completed Entry Description Form along with your entry. See DEADLINES page for shipping label.
3. Events must have been held within the past 12 months.

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.

Convention onsite voting

## Category MP4

# Excellence in Marketing - Magazine and Newspaper

Entries accepted from Publisher/Agent members.

### 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. Each Publisher may enter ONLY ONE magazine ad for this category.
2. If possible also include a tear sheet from the actual ad that was published in the magazine or periodical.
3. The tear sheet must be flush mounted (board trimmed to the edges of the piece) on foam core, card board or blackboard. Attach a copy of the completed Entry Description Form along with your entry. See DEADLINES page for shipping label.
4. Each Publisher must also send a complete issue of the magazine or periodical.
5. Entries must have been published within the past 12 months.

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.

Convention onsite voting

# Category MP5 Excellence in Marketing - Outdoor

Entries accepted from Publisher/Agent members.

## **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. Entry must include a photograph of the actual outdoor media.
2. Photographs must be flush mounted (board trimmed to the edges of the piece) on foam core, card board, or black board; and may not exceed 18"x18". Attach a copy of the completed Entry Description Form along with your entry. See DEADLINES page for shipping label.
3. Must be displayed in the past 12 months.

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.

Convention onsite voting

## Category MP6

# Excellence in Marketing - Industry Innovation

Entries accepted from Publisher/Agent members.

### **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.
3. Photographs, marketing materials, collateral, etc. must be flush mounted (board trimmed to the edges of the piece) on foam core, card board or black board; and may not exceed 18"x18". Must be two dimensional. Attach a copy of the completed Entry Description Form along with your entry. See DEADLINES page for shipping label.

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.