

Directory Excellence Awards

2020

**DIRECTORY
DIVISION**

INSTRUCTIONS



Category D1

Excellence in Print Directories - Directory of the Year

Circulation 50,000 and Under

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. 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 Directory Excellence Awards Celebration.

Category D2

Excellence in Print Directories - Directory of the Year

Circulation 50,001 and Above

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. 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 Directory Excellence Awards Celebration.

Category D3

Excellence in Online Directories - Directory of the Year

Entries accepted from Publisher/Agent members promoting their online directory.

Criteria for Judging:

1. Overall experience of the website including: content, design, use of photos and videos, user interaction, load speed, presentation of advertising and mobile adaptability.

Entry Requirements:

1. Publisher's directory must have been online within the past 12 months.
2. Send a copy of the completed Entry Description Form to the hotel. See DEADLINES page for shipping label.

Weighting factor for this category is 15%.

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 Directory Excellence Awards Celebration.

Convention On-Site Voting

Category D4

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. 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 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 Directory Excellence Awards Celebration.

Convention On-Site Voting

Category D5

Excellence in Cover Design and Art - Product Branding

Entries accepted from Publisher/Agent members only. 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. 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 the entry and attach a copy of the completed Entry Description Form. See DEADLINES page for shipping label.
2. Entry 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 covers used in general distribution which is a minimum of 75% of complete distribution.

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 Directory Excellence Awards Celebration.

Convention On-Site Voting

Category D6 Excellence in Directory Ad Effectiveness and Design

Entries accepted from Publisher/Agent members. Judging is based on the originality of the ad production.

Criteria for Judging:

1. If applicable, 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. Usage measurement data if available.

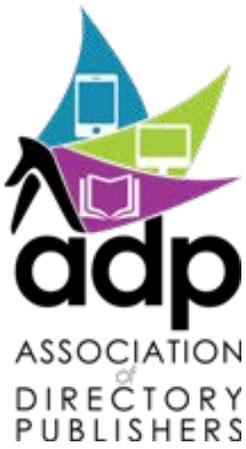
Entry Requirements:

1. Entries must have been published within the past 12 months.
2. Send one tear sheet of the advertisement 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. See DEADLINES page for shipping label.
3. Excludes specialty ads printed on cover or coated stock.
4. Publisher may include one copy of sourced usage measurement data.

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 Directory Excellence Awards Celebration.

Convention On-Site Voting



Directory Excellence Awards

2020

**MARKETING
DIVISION**

INSTRUCTIONS



Category M1

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 and 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. If applicable, use of ad-effectiveness studies, ADP research and usage.

Entry Requirements:

1. Entry is one sales support piece. 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. Send one sample of actual sales piece along with your mounted entry. Attach a copy of the completed Entry Description Form. 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 Directory Excellence Awards Celebration.

Category M2

Excellence in Marketing - Direct Mail, Contest, Magazine, Newspaper, Outdoor or Event

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 that promote increased consumer attention.

Entry Requirements:

1. If applicable, entry must include the actual direct mail piece you distributed.
2. If applicable, include a tear sheet from the actual ad or article that was published.
3. If applicable, entry must include a photograph of the actual outdoor marketing.
4. If applicable, entry must include marketing promoting contest or event.
5. Entry materials must be flush mounted (board trimmed to the edges of the piece) on foam core, cardboard or black board. Attach a copy of the completed Entry Description Form. See DEADLINES page for shipping label.
6. Entries must have been distributed, held or advertised in media 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 Directory Excellence Awards Celebration.

Convention On-Site Voting

Category M3

Excellence in Marketing - Best Advertiser's Website

Entries accepted from Publisher/Agent members.

Criteria for Judging:

1. Overall experience of the website including: content, design, use of photos and videos, user interaction, load speed, presentation of advertising and mobile adaptability.

Entry Requirements:

1. Advertiser's website must have been online within the past 12 months.
2. Send a copy of the completed Entry Description Form to the hotel. 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 Directory Excellence Awards Celebration.

Convention On-Site Voting

Category M4

Excellence in Marketing - Best Social Media Strategy

Entries accepted from Publisher/Agent members.

Criteria for Judging:

1. Judging is based on the success and creativity used to leverage social media to extend your audience reach and encourage engagement.

Entry Requirements:

1. Entry should clearly state the strategy.
2. Entry should include examples of execution.
3. Entry should include examples of execution.
4. If applicable, entry materials must be flush mounted (board trimmed to the edges of the piece) on foam core, cardboard or black board. Attach a copy of the completed Entry Description Form. See DEADLINES page for shipping label.
5. Must have been executed 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 Directory Excellence Awards Celebration.

Convention On-Site Voting

Category M5

Excellence in Marketing - Best Strategy to Grow Digital Audience

Entries accepted from Publisher/Agent members.

Criteria for Judging:

1. Judging is based on sites that are successfully developing high-quality content and user experiences that increase overall audience.

Entry Requirements:

1. Entry should explain content strategies on numerous platforms and the key performance indicators you are using to help evolve and drive the strategy.
2. Entry must be flush mounted (board trimmed to the edges of the piece) on foam core, cardboard, or black board. Attach a copy of the completed Entry Description Form. See DEADLINES page for shipping label.
3. Must have been executed in the past 12 months.

Weighting factor for this category is 5%.

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Convention On-Site Voting

Category M6

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. Entry must be flush mounted (board trimmed to the edges of the piece) on foam core, cardboard, or black board. Attach a copy of the completed Entry Description Form. 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 Directory Excellence Awards Celebration.

Convention On-site Voting