

# Dottie™

AWARDS 2020

*-Celebrating Digital Media Excellence*

## 2020 CALL 4 ENTRIES

Deadline for Entries:  
February 1, 2020

Enter the Dotties Today  
at [www.DottieAwards.net](http://www.DottieAwards.net)

**B2B**  
**MediaCo**

PRINT.DIGITAL.EVENTS

## WELCOME TO THE 2020 Dottie Awards™ CALL4ENTRIES!

The Dottie Awards® honor excellence in digital media including websites, eNewsletters, digital publications, blogs, social media, video, marketing and more. To qualify for the Dottie Awards™, **the media must be online.** If your brand has a print magazine or in-person conference or trade show, please enter the Maggie Awards™ for consideration at [www.MaggieAwards.com](http://www.MaggieAwards.com). Digital media must have 2019 or 2020 publish date for consideration.

Please read the information below about our category organization before you begin your Dottie Awards™ process. There are lots of categories to enter for the Consumer and Trade (Business to Business) Media, Student, Association and Non-profit Organizations, as well as, digital media, public relations, and marketing professionals. Please pay close attention to the media requirements for each entry. (Look for **"TIPS"** as you go.)

Dottie Awards™ categories are divided into SIX main sections and color-coded by Market Segment for your convenience. **Every entrant MUST Enter an INITIAL WEBSITE** prior to entering any additional categories.

**Website Categories:** 301-323, 325,328-356, 553-568,571, 575-604,700-710, 800-808, 830-838

*(Initial Categories 301-317,553-565, 700-703, 800-803, 830-833)*

### eNewsletters Categories:

324,326,327,570,711-713, 810-812, 840-842  
*(Initial Categories 301-317,553-565, 700-703, 800-803, 830-833)*

**Digital Publications Categories:** 360-365,625-630,714-716,813-815,843,844  
*(Initial Categories 301-317,553-565, 700-703, 800-803, 830-833)*

**Video Categories:** 400-404,631-635,720-722, 820-822,850-872

*(Initial Categories 301-317,553-565, 700-703, 800-803, 830-833)*

**Social Media Categories:** 425-436,636-646, 725-728, 825-828,855-858  
*(Initial Categories 301-317,553-565, 700-703, 800-803, 830-833)*

**NEW Marketing Campaigns:** 450-462,650-664,

*(Initial Categories 301-317,553-565, 700-703, 800-803, 830-833)*

## MARKET SEGMENTS

-  **Consumer**
-  **Trade (B2B)**
-  **Association/NPO**
-  **Student**
-  **Marketing Communications**

## NEW ENTRY PROCESS

B2B Media hosts to a new modern award entry portal, which streamlines the submission process. Follow these steps to assure entry acceptance. Each Awards section is divided into Market Segments of Consumer, Trade (B2B), Student, Association/Non-Profits, Marketing Communications (where applicable). Choose your Market Segment first.

Then enter INITIAL WEBSITE Category within your Market that segment, after which all entry categories within your segment qualify for your entry.

The Color-Coded sections in this brochure will reflect the different Market Segments. You are welcome to enter multiple editions within each category with an additional paid entry fee. If you have additional questions, contact the B2B office at 888-201-2841 x847.

## MAILING ENTRY FORMS & PRINT MATERIALS

1. If your entry has a printed component, upload a PDF of the item and website URL, then print out.
2. Ship ONE copy of the printed material (no xerox copies) to the B2B 18109 W Cassia Way, Goodyear, AZ 85338.
3. Enclose a copy of the Online "Entry Submissions" and attach a copy of each "Entry Form" to it.
4. **MAIL THESE MATERIALS TO: B2B Media 18109 W Cassia Way, Goodyear, AZ 85338.**

## REQUIRED UPLOADS FOR DIGITAL ONLY ENTRIES

Digital categories require a website address PLUS PDF of Home page, article, marketing collateral or digital edition. Submit direct URL to online pieces. Website or digital materials must have 2019 or 2020 live/publish date. The website must be active through April 2020 for judging. See "Uploadable File Types" below, for requirements. See specific category for instructions.

## UPLOADABLE FILE TYPES

### DOTTIE WEB CATEGORIES

High-Res jpg screen grab of home page, article, column, eNewsletter, Video, Social Channel, blog, buyer's guide directory, article and/or cover, marketing promotion. Include Website's header, banner, logo. See sizes below.

### FILE SIZES

- High-Res jpg or pdf. Min size 1MB, Max 20MB. Approx. Examples of dpi:
- 00 dpi, Document size: 8.2" x 10.8", 3263 pixels high x 2471 width
  - 300 dpi, Document size: 4" x 5.2", 1580 pixels high x 1200 width
  - 72 dpi, Document size: 13.2" x 20.8", 955 pixels high x 1500 width

## DOTTIEAWARDS.COM

24/7 access to Dottie Awards® registration, entry forms, judging criterion and more. Secure, Online environment, with easy-to-follow instructions, FAQs, category selection, upload requirements, judging criteria and Online payment. 2019 or 2020 live dates required. Access Dottie Awards® site at [www.DottieAwards.net](http://www.DottieAwards.net)

## DOTTIE AWARDS™ ELIGIBILITY

Digital media companies or professionals in Consumer, Business to Business, Association, Student and Marketing Communications located anywhere in the world may apply for the Dottie Awards™. Entries are accepted for digital only media including Websites, Digital Publications, Blogs, Video, Social Media, Enewsletters and Marketing Campaigns. **DEADLINE: February 1st, 2020.**

## SPECIAL SAVINGS!

Subscribe to Maggie Awards™ eNewsletter at [www.DottieAwards.com](http://www.DottieAwards.com) for periodic specials and discounts. We accept: Check, Visa, MC, Amex. Pay Online on Dottie Awards™ Entry Portal. For check payment, mail payment with printed copy of payment form (payable to B2B Media) to: 18109 W Cassia Way, Goodyear, AZ 85338 NEW ADDRESS. All entries must be paid in full prior to processing.

## AWARDS POLICY

B2B reserves the right to change the category of an entry (if appropriate), disallow inappropriate entries and combine or eliminate categories with fewer than four entries. Entries that can't

be reassigned will be refunded. A \$50 processing fee will be charged for any entry canceled by the entrant past the Dottie Awards™ deadline.

## DOTTIE AWARDS™ EVENT

The 2020 Dottie Awards™ Ceremony will take place in Southern California in April 2020. Venue dates will be published prior to February 1st, 2020.

## ORDER DUPLICATE DOTTIES AWARDS™

Duplicate Dotties Awards™ trophies available for \$295 each. Allow 4 – 6 weeks for delivery.

## DOTTIE AWARDS™ FAQs

### HOW DO I ACCESS THE DOTTIE AWARDS SITE?

Visit our site at [DottieAwards.net](http://DottieAwards.net) and click on the Entry Portal link.

### WHAT ARE THE DOTTIEAWARDS.NET ACCESS HOURS?

24/7 access to your entries and information. Return to your entries at any time to add, or make changes, using the password you create when you register.

### HOW DO I START THE DOTTIE AWARDS ENTRY PROCESS?

1. First, click 'ENTRIES' on the left Navigation Bar.
2. Then select 'START ENTRY'.
3. For Category select INITIAL for your segment.

*Note: Maggies start with MA or DA for Dotties.*

### WHAT IS AN INITIAL CATEGORY?

An Initial category is the first category for each entrant, which is WEBSITE for the Dottie Awards. After fulfilling the initial requirement, you will qualify to enter any category within your Market Segment for Dottie AWARD consideration. See "Main Section" instructions and individual categories for description.

### ARE ENTRIES INTO BOTH TRADE AND CONSUMER CATEGORIES PERMITTED?

No, you must choose the appropriate group to enter.

### HOW WILL I KNOW WHICH CATEGORIES REQUIRE HARD COPIES AND WHICH REQUIRE UPLOADED MATERIALS?

All Dottie AWARD™ categories require uploaded PDF files or URL Web addresses. Read the information at the beginning of each 'Main Section' for rules.

**DOTTIE WEBSITE  
LAUNCHES  
OCTOBER 1ST ON  
[DOTTIESAWARDS.NET](http://DOTTIESAWARDS.NET)**

### WHY CAN'T I GO BEYOND THE FIRST TAB ON THE "ENTRY FORM"?

You must complete and save each page (Tab) of the "Entry Form" before you can continue to the next page (Tab). You can always go back and change what you've done, just be sure to save each time.

### WHAT ARE THE ALLOWABLE UPLOADABLE FILE TYPES AND INSTRUCTIONS?

High-Res jpg screen grab of home page, article, column, eNewsletter, Video, Social Channel, blog, buyer's guide directory, article, cover or marketing pieces. Include Website's header, banner, logo. See sizes below.

#### FILE SIZES:

- High-Res jpg or pdf. Min size 1MB, Max 20MB. Approx. Examples of dpi:
- 300 dpi, Document size: 8.2" x 10.8", 3263 pixels high x 2471 width
  - 300 dpi, Document size: 4" x 5.2", 1580 pixels high x 1200 width
  - 72 dpi, Document size: 13.2" x 20.8", 955 pixels high x 1500 width

### HOW DO I UPLOAD MY FILES, OR URLS?

1. Click on the tab 'FILE UPLOADS.'
2. Move cursor to field, then click on 'BROWSE' to find your file.
3. Open and upload. Be sure to Save before moving to another field or category.
4. Click 'SAVENEXT' before changing Tabs.
5. To enter URLs, go to TAB 'WEBSITE URLS'
6. Go to field, enter URL.
7. Click 'SAVENEXT' before changing Tabs.

### WHAT LIVE DATE MUST APPEAR ON THE SUBMISSIONS?

All digital entries must have published in 2019 or 2020.

### HOW WILL I KNOW I'VE COMPLETED MY ENTRIES?

Once you've entered, uploaded and saved everything required, click on the "View Entries" for a list of your entries. If the entry is complete, scroll down and click on the "Submit" button. Repeat these steps for each entry. NOTE: No further changes can be made to your entry once you submit it for judging. Note: Payment must be received to qualify the entry for judging.

### WILL OTHER ENTRANTS HAVE ACCESS TO MY ENTRIES?

No. Entrants have access to their own entries. Judges only have access to the categories assigned to them.

### WHAT IS THE LAST STEP I COMPLETE?

After completing all entries, go back and review. If info is missing, SAVENEXT was not completed. After completing, go to the PAYMENT tab to select payment method. Repeat as needed. Only PAID entries will be processed.

### WHERE CAN I FIND JUDGING CRITERIA?

Judging criteria can be found on the [DottieAwards.net](http://DottieAwards.net) website in PDF format and linked to each online entry form.

### CAN I ENTER THE DOTTIES AND ALSO BE A DOTTIES JUDGE?

Yes, we will make certain you don't judge any categories you choose to enter, or any other competition enters.

### DOES JUDGING INVOLVE TRAVEL TO AN ONSITE LOCATION?

All judging is conducted Online. Invite your peers to participate.

### HOW DO I BECOME A DOTTIE JUDGE?

We welcome you to judge the Dottie Awards™. Just complete the Judging Form on pg. 17 or [DottieAwards.net](http://DottieAwards.net) by February 1st, 2020 to be considered.

### JUDGING POLICY

Three+ year's direct in digital media are required. Judges are selected to represent editorial, design, marketing and digital media areas and chosen based on their experience in the field and their ability to fairly evaluate the entries. Judges will rely on information provided by entrants. Applications are available on [DottieAwards.net](http://DottieAwards.net) and this brochure.

## WEBSITE/ CONSUMER 301 –316

INITIAL Consumer Website Must select 1 category from categories 301 – 314 to qualify for other Consumer Website subcategories. Multiple websites are permitted in each category with addition entry fee. All entries require direct URL and PDF of home page. **Website must be live through April 2020 for judging.**

### 301 Outdoor Sports & Recreation/ Consumer

Any outdoor sports & recreation activities. May also include performance, features, technical and product reviews and similar information. The same website may not be submitted in category 302.

### 302 Automotive & Motorcycle/ Consumer

Performance, appearance, tech reports, road tests, features, reviews and similar information. The same website may not be submitted in category 301.

### 303 Music/Consumer

Instruction, techniques, musical instruments, reviews, features, news and similar information.

### 304 Entertainment, Communication or The Arts/Consumer

Articles and news on celebrities, entertainment, pop cultural, style, trends, and similar information.

### 305 Fashion, Beauty & Grooming/ Consumer

Fashion, beauty, grooming and exercise tips, product reviews, features and similar information. The same website may not be submitted in category 306.

### 306 Health & Fitness/Consumer

Health, nutrition, exercise, self-improvement, physical fitness. The same website may not be submitted in category 305.

### 307 City & Metropolitan/Consumer

City and metropolitan living, including cultural, aesthetic, political, financial, civic and similar issues. The same website may not be submitted in category 308 or 309.

### 308 Regional & State/Consumer

Regional and state living, including cultural, aesthetic, political, financial,

civic and similar issues. The same website may not be submitted in category 307 or 309.

### 309 Travel & In-Transit/Consumer

Travel, in-flight and in-room offering travel tips, resort information, features, events, locations travel news and similar information. The same website may not be submitted in category 307 or 308.

### 310 Technology/Consumer

Product reviews, how-to, graphics, techniques, tips, education, previews, demos, strategies, trends, features, applications and the like.

### 311 Politics & Social Issues/ Consumer

News and analysis of political, environmental and social issues.

### 312 Lifestyles & Alternative Lifestyles/ Consumer

Dedicated to either main or non-mainstream living, philosophies and lifestyles.

### 313 Business & Finance/Consumer

News, forecasts, analysis, management issues, financial, marketing, research, current business news and trends, and similar issues.

### 314 Corporate Communications/ Consumer

Website targeting consumers of brands with specific website to promote adoption of cause, product or behavior.

### 315 Personal Blog/ Consumer

Website developed by individual blogger to address needs of targeted audience. Website must be owned and operated by blogger.

### 316 Special Interest/Consumer

Directed to a specific audience in a consumer market. (This category is reserved for websites that are not suited for Initial categories 301–315, or 317 – 327.)

## WEBSITE CATEGORIES/ CONSUMER 317 –323

INITIAL Consumer Categories for websites with lower traffic or specialty micro-sites. Must select 1 category from categories 316 – 323 to qualify for other Consumer Website Categories. Multiple sites are permitted in each category

with an additional entry fee. **All entries require direct URL and PDF of home page. Website must be live through April 2020 for judging.**

### 317 Annuals & One-Time Custom Websites (Visitors under 100,000/ month)/ Consumer

Directed to a specific audience in a consumer market. The same website may not be submitted in categories 301–323. Upload PDF of monthly traffic report citing visit activity.

### 318 Annuals & One-Time Custom Websites (Visitors over 100,000 and under 250,000/month)/ Consumer

Directed to a specific audience in a consumer market. The same website may not be submitted in categories 301–317, 319–323. Upload PDF of monthly traffic report citing visit activity.

### 319 Annuals & One-Time Custom Websites (Visitors over 250,000/ month)/ Consumer

Directed to a specific audience in a consumer market. The same website may not be submitted in categories 301–318 or 320–323. Upload PDF of monthly traffic report citing visit activity.

### 320 Online Buyer's Guides or Catalogue/ Consumer

Buying guides or catalogue of consumer items. May be component of parent website OR standalone guide. The same website may not be submitted in categories 301–319 or 321–323.

### 321 Online Directory/ Consumer

Online directory or reference guide of consumer items. May be component of parent website OR standalone guide. The same website may not be submitted in categories 301–320, 322–323.

### 322 Online Visitor's Guides (Visitors under 100,000/month)/ Consumer

Directed to visitors and tourists in a specific location. The same website may not be submitted in categories 301–321 or 323.

### 323 Online Visitor's Guides (Visitors over 100,000/ month)/ Consumer

Directed to visitors and tourists in a specific location. The same website may not be submitted in categories 301–322.

## ENEWSLETTER CATEGORIES CONSUMER 324 –328

Consumer ENewsletters CATEGORIES. Must enter INITIAL WEBSITE category from 301 – 323 to qualify for other Consumer digital Categories. Any visitor traffic is permitted in each category. Each different entry requires additional entry fee. **All entries require direct URL and PDF of home page. Website must be live through April 2020 for judging.**

**324 Best Web or Enewsletters/Consumer**  
eNewsletter produced for a consumer market.

### **326 Best Web or Enewsletter Article/ Consumer**

Must be article written originally for eNewsletter of general interest, or newsworthiness, to a specific audience. Book excerpts not eligible. Must submit exact website. Also submit PDF of entire article. Website must remain active through April 2020

### **327 Best Regularly Featured Web or eNewsletter Column/Consumer**

Must be column written originally for the eNewsletter. A series of departments, sections or columns of interest to a specific industry. Entry should include Web addresses for two different selections, from different issues of same series. Must submit exact website. Also submit PDF of each article. Website must remain active through April 2020.

## WEBSITE CATEGORIES CONSUMER 325, 328 –356

Consumer Website Categories for sites by visitor traffic. After fulfilling your Initial Website Category requirement, you may select any of the Consumer categories below, within traffic volume, listed. Multiple sites are permitted in each category. Each entry requires separate entry fee. **All entries require direct URL and PDF entire entry. Website must be live through April 2020 for judging.**

### **325 Micro-sites/Consumer**

Single micro-site produced in conjunction with primary website. The same website may not be entered in categories 301– 323.

**328 Best Feature Article (Visitors under 100,000/month)/Consumer**  
An article of general interest to a consumer audience.

**329 Best Feature Article (Visitors between 100,000 to 250,000/month)/ Consumer**  
An article of general interest to a consumer audience.

**330 Best Feature Article (Visitors over 250,000/month)/Consumer**  
An article of general interest to a consumer audience.

**331 Best Series of Articles/ Consumer**  
A series of subject-related articles in two (2) or more issues, representing excellence in reporting.

**332 Best How-To Article/ Consumer**  
A single article using how-to steps for a consumer audience.

**333 Best Interview or Profile/ Consumer**  
Q&A or profile article about an individual of interest to an industry.

**334 Best Signed Editorial or Essay/ Consumer**  
A single article that takes a stand or expresses an opinion about an issue of interest to a consumer audience.

**335 Best Regularly Featured Department, Section or Column/ Consumer**  
A series from a department, section or column, of general interest to a consumer audience in a specific industry. Choose two selections, from different editions, of same series.

**336 Best News Story/Consumer**  
An article of timeliness or newsworthiness to a consumer audience.

**337 Best Editorial Layout (Visitors under 100,000/month)/Consumer**  
Submit entire article, including carryover. May be color or black/white.

**338 Best Editorial Layout (Visitors between 100,000 and 250,000/month)/Consumer**  
Submit entire article, including carryover. May be color or black/white.

**339 Best Editorial Layout (Visitors between 100,000 and 250,000/month)/Consumer**  
Submit entire article, including carryover. May be color or black/white.

**340 Best Single Editorial Illustration/ Consumer**  
Submit illustration as separate upload. Also submit entire article, including carryover. Covers not eligible

**341 Best Series of Editorial Illustrations/ Consumer**  
Entry must contain three or more illustrations, related by theme. Submit illustrations as one upload, or separately. Also submit entire article, including carryover. Covers not eligible.

**342 Best Single Editorial Photograph/ Consumer**  
Submit photograph as separate upload. Also submit entire article, including carryover. Covers not eligible.

**343 Best Series of Editorial Photographs/Consumer**  
Entry must contain three or more photographs, related by theme. Submit photographs as one upload, or separately. Also submit entire article, including carryover. Covers not eligible.

**344 Best Home Page (Visitors under 100,000/month)/ Consumer**  
Submit PDF of entire Home Page only. Multiple entries permitted with separate entry fee.

**345 Best Home Page (Visitors between 100,000 and 250,000/month)/ Consumer**  
Submit PDF of entire Home Page only. Multiple entries permitted with separate entry fee.

**346 Best Home Page (Visitors over 250,000/month)/ Consumer**  
Submit PDF of entire Home Page only. Multiple entries permitted with separate entry fee.

**347 Best Overall Website Design (Visitors under 100,000/month)/ Consumer**  
Best overall use of design concepts as it relates to editorial and art.

### **348 Best Overall Website Design (Visitors between 100,000 and 250,000/month)/ Consumer**

Best overall use of design concepts as it relates to editorial and art.

### **349 Best Overall Website Design (Visitors over 250,000/month)/ Consumer**

Best overall use of design concepts as it relates to editorial and art.

### **350 Special Theme Website (Visitors under 100,000/month)/ Consumer**

Entry must state the theme on the landing page, wireframe and navigation. Theme must constitute at least half the total editorial pages.

### **351 Special Theme Website (Visitors between 100,000 and 250,000/month)/ Consumer**

Entry must state the theme on the landing page, wireframe and navigation. Theme must constitute at least half the total editorial pages.

### **352 Special Theme Website (Visitors over 250,000/month)/ Consumer**

Entry must state the theme on the landing page, wireframe and navigation. Theme must constitute at least half the total editorial pages.

### **353 Most Improved Website/ Consumer**

Provide URL links to PDFs of 2 different website versions from 2018 and 2019. Describe how website has changed editorially and graphically, reasons for changes and results of changes on entry form.

### **354 Most Improved Annual, Specialty Micro-site/Consumer**

Provide URL links to PDFs of 2 different sites from 2018 and 2019. Describe how website has changed editorially and graphically, reasons for changes and results of changes on entry form.

### **355 Best New Website (Visitors under 100,000/month)/ Consumer**

Enter website via URL to whole site PDF. Must show website dates.

### **356 Best New Website (Visitors over 100,000/month)/ Consumer**

Enter website via URL to whole site PDFs. Must show website dates.

## DIGITAL & EPUBLICATIONS CONSUMER #360-365

Consumer Digital & ePublication Categories. Must enter Initial Website category to qualify for any other consumer digital or ePublication categories. Any frequency permitted. Multiple issues permitted. PDF and website required. Each different issue is an entry fee. **Upload PDF of entire entry content and URL link. Keep URL links live through April 2020.**

### **360 Best Digital Edition or EPublication Publication/Consumer**

Digital Edition or EPublication publication that **is not duplicated in print**. Downloadable or viewed online. Should include cover or table of contents, numbered pages, links, articles. Submit entry with exact website. Also submit PDF of cover. Website must remain active through April 2020. [For Digital Edition or ePublication with print version, enter into Maggie Awards® at [www.MaggieAwards.com](http://www.MaggieAwards.com)

### **361 Best Digital Edition or ePublication Article/Consumer**

An article of general interest, or newsworthiness, to a specific audience. Must submit exact website and PDF of digital edition. Also submit PDF of edition cover. Website must remain active through April 2020.

### **362 Best Regularly Featured Digital Edition or ePublication Column/ Consumer**

A series of departments, sections or columns of interest to a specific industry. Entry should include Web addresses for two different selections, from different issues of same series. Must submit exact website, PDF of article and PDF of front page of each article. Website must remain active through April 2020.

### **363 Best Single Editorial Digital Edition or ePublication Photograph/Consumer**

Submit photograph as one PDF upload. Also submit link to entire article and PDF of article. Covers not eligible.

### **364 Best Single Editorial Digital Edition or ePublication Illustration/ Consumer**

Submit illustration as one PDF upload and submit link to entire article. Covers not eligible.

### **365 Best Digital Edition or ePublication Cover/Consumer**

Submit cover PDF only. Multiple entries permitted with additional entry fee.

## VIDEO CATEGORIES CONSUMER 400-404

Consumer Video categories must enter Initial Website category to qualify to enter the video categories. Any frequency permitted. Multiple issues permitted. PDF and website required. Each different issue is an entry fee. **Upload PDF of entire entry content and URL link. Keep URL links live through April 2020.**

### **400 Best Video Channel / Consumer**

Dedicated video channel that extends the digital brand online. (YouTube public channel or private channel okay.) Multiple segment content originally created by media brand required. Content should align to media brand vision, target audience, editorial voice. Submit website link to video channel plus a PDF of the opening.

### **820 Best Video Channel Associations/ Consumer**

Dedicated video channel that extends the digital brand online. (YouTube public channel or private channel okay.) Multiple segment content originally created by media brand required. Content should align to media brand vision, target audience, editorial voice. Submit website link to video channel plus a PDF of the opening.

### **402 Best Video Channel Corporate Communications / Consumer**

Dedicated video channel that extends the digital brand online. (YouTube public channel or private channel okay.) Multiple segment content originally created by media brand required. Content should align to media brand vision, target audience, editorial voice. Submit website link to video channel plus a PDF of the opening.

### **403 Best Use of Video in Editorial Short Form/Consumer**

Proprietarily produced video that either accompanies an online feature or stand-alone. Eligible videos may not exceed 5 minutes in length. User-generated content is not eligible. Creativity, quality in filmmaking, graphic components and how best the video enhances the editorial or stands alone as a video element will be judged. Submit website link to video channel plus a PDF of the opening.

**404 Best Use of Video in Editorial Long Form/Consumer**

Proprietarily produced video that either accompanies an online feature or is stand-alone. Eligible videos must be more than 5 minutes and not exceed 30 minutes in length. User-generated content is not eligible. Creativity, quality in filmmaking, graphic components and how best the video enhances the editorial or stands alone as a video element will be judged. Submit website link to video channel plus a PDF of the opening.

**SOCIAL MEDIA CATEGORIES  
CONSUMER 425-435**

Consumer Social Media entrants must first enter Initial Website category to qualify. Any frequency permitted. Multiple issues permitted. PDF and website required. Each different issue is an entry fee. **Upload PDF of entire entry content and URL link. Keep URL links live through April 2020.**

**425 Best Use of Social Media/ Consumer**

Innovative use of social media platform to promote your website, brand or event. May be Facebook, Twitter, LinkedIn, Vine, Pinterest or another significant social network. Submit entry with exact website. Also submit PDF of Home page. Website must remain active through April 2020.

**426 Best Use of Social Media Corporate Communications/ Consumer**

Innovative use of social media platform to promote your website, brand or event. May be Facebook, Twitter, LinkedIn, Vine, Pinterest or another significant social network. Submit entry with exact website. Also submit PDF of Home page. Website must remain active through April 2020.

**428 Best Social Media Community/ Consumer**

Innovative use of social media that enables user interaction, creating a vibrant, relevant online extension of its brand. Submit entry with exact website. Also submit PDF of Home page. Website must remain active through April 2020.

**429 Best Social Media Community Corporate Communications/Consumer**

Innovative use of social media that enables user interaction, creating a vibrant, relevant online extension of its brand. Submit entry with exact website. Also submit PDF of Home page. Website must remain active through April 2020.

**431 Best Blog. Single Entry/ Consumer**

One blog per entry, by an individual or group, for publication on website. Should contain access to RSS feeds, email alerts, search functions, blogger contact & bio, user-generated content, privacy and policy information. Submit entry with exact website. Also submit PDF of Home page. Website must remain active through April 2020.

**432 Best Blog. Single Entry. Corporate Communications/ Consumer**

One blog per entry, by an individual or group, for publication on website. Should contain access to RSS feeds, email alerts, search functions, blogger contact & bio, user-generated content, privacy and policy information. Submit entry with exact website. Also submit PDF of Home page. Website must remain active through April 2020.

**434 Best Blog Series/ Consumer**

An ongoing series of blogs from single or multiple authors addressing interest or needs of specific audience. Book excerpts not eligible. Must submit exact website. Also submit PDF(s) of blog series article(s). Website must remain active through April 2020

**435 Best Blog Series. Corporate Communications/ Consumer**

An ongoing series of blogs from single or multiple authors addressing interest or needs of specific audience. Book excerpts not eligible. Must submit exact website. Also submit PDF(s) of blog series article(s). Website must remain active through April 2020

**BEST MARKETING CAMPAIGNS/  
CONSUMER 450-464**

Marketing Categories entrants must first enter website Initial Category to qualify. Multiple entries permitted with additional entry fees. All printed units must be uploaded as a PDF with website URL. A single copy of entered print material(s) must be mailed to award management by deadline for consideration.

**450 Best Advertisement Single Entry/ Consumer**

Dedicated advertisement to promote brand and call to action by recipient. Upload PDF of advertisement and reveal impact and results of the campaign.

**451 Best Advertisement Single Entry Corporate Communications/Consumer**

Dedicated advertisement to promote brand and call to action by recipient. Upload PDF of advertisement and reveal impact and results of the campaign.

**452 Best Advertisement Single Entry Associations/Consumer**

Dedicated advertisement to promote brand and call to action by recipient. Upload PDF of advertisement and reveal impact and results of the campaign.

**453 Best Advertising Series/Consumer**

Series of 3 or more advertisements to promote brand and call to action by recipient. Upload PDF of advertisement and reveal impact and results of the campaign.

**454 Best Advertising Series Corporate Communications/Consumer**

Series of 3 or more advertisements to promote brand and call to action by recipient. Upload PDF of advertisement and reveal impact and results of the campaign.

**455 Best Advertising Series Associations/Consumer**

Series of 3 or more advertisements to promote brand and call to action by recipient. Upload PDF of advertisement and reveal impact and results of the campaign.

**456 Best Use of Video in Advertising/ Consumer**

Dedicated video advertisement to promote brand and call to action by buyer. Upload PDF of opening screen and URL to video. Must be live through April 2020 to judge.

**457 Best Use of Video in Advertising Corporate Communications/ Consumer**

Dedicated video advertisement to promote brand and call to action by buyer. Upload PDF of opening screen and URL to video. Must be live through April 2020 to judge.

**458 Best Use of Video in Advertising Associations/ Consumer**

Dedicated video advertisement to promote brand and call to action by buyer. Upload PDF of opening screen and URL to video. Must be live through April 2020 to judge.

## 459 Best Use of Mobile in Advertising Campaigns/ Consumer

Dedicated mobile campaign to promote brand and call to action by buyer. Upload PDFs of mobile campaign(s) and URL. Must be live through April 2020 to judge.

## 460 Best Use of Mobile in Advertising Campaigns Corporate Communications/ Consumer

Dedicated mobile campaign to promote brand and call to action by buyer. Upload PDFs of mobile campaign(s) and URL. Must be live through April 2020 to judge.

## 461 Best Use of Mobile in Advertising Campaigns Associations/ Consumer

Dedicated mobile campaign to promote brand and call to action by buyer. Upload PDFs of mobile campaign(s) and URL. Must be live through April 2020 to judge.

## 462 Best Use of Social Media in Advertising Campaigns/Consumer

Dedicated social campaign to promote brand and call to action by buyer. Upload PDFs of social campaign and direct URLs. Must be live through April 2020 to judge.

## 463 Best Use of Social Media in Advertising Campaigns Associations/ Consumer

Dedicated social campaign to promote brand and call to action by buyer. Upload PDFs of social campaign and direct URLs. Must be live through April 2020 to judge.

## 464 Best Use of Social Media in Advertising Campaigns Corporate Communications/Consumer

Dedicated social campaign to promote brand and call to action by buyer. Upload PDFs of social campaign and direct URLs. Must be live through April 2020 to judge.

television, theater and recording industry news, trends, features and issues.

## 554 Business, Finance & Management/ Trade

News, forecasts and analysis, management issues, financial, sales techniques, marketing, research and the like in a specific industry.

## 555 Technology/Trade

Product reviews, how-to, graphics, techniques, tips, education, features, applications and similar information.

## 556 Medical, Dental & Related Services/ Trade

Research, laboratory procedures, legal issues, new techniques, emergency procedures and similar information.

## 557 Fashion, Beauty & Grooming/ Trade

Fashion, beauty, grooming and exercise tips, equipment, product reviews, features and similar information. The same publication may not be submitted in category 558.

## 558 Health & Fitness/Trade

Health, diet, exercise, self-improvement, physical fitness and similar information. The same publication may not be submitted in category 557.

## 559 Public Safety/Trade

Public safety, first responder and emergency care publications, including those focused on EMS, fire, law enforcement, homeland security or emergency communications on a regional or national level; provides news, training, leadership, commentary, analysis, products, and continuing education.

## 560 Non-Paid (Visitors under 50,000/month)/Trade

Distributed to a specific audience in a trade or business market. Must submit proof of monthly visitor traffic.

## 561 Non-Paid (Visitors over 50,000)/ month Trade

Distributed to a specific audience in a trade or business market. Must submit proof of monthly visitor traffic.

## 562 Special Interest/Trade

Directed to a specific audience in a trade market. (This category is reserved for websites that are not suited for initial categories 053 – 061.)

## WEBSITE CATEGORIES TRADE 563 –569 INITIAL

TIP

**Trade Website** Categories for website NOT entering categories 553-562 Must select 1 category from categories 563 – 567 to qualify for other Trade Digital Categories. Multiple sites are permitted in each category with additional entry fee. **All entries require direct URL and PDF of home page. Website must be live through April 2020 for judging.**

## 563 Annuals & One-Time Custom Websites (visitors under 50,000/ month/Trade

Directed to a specific audience in a trade market. Publications entered in this category may not enter categories 553 – 562, 564-565.

## 564 Annuals & One-Time Custom Websites (visitors between 50,000-150,000/month/Trade

Directed to a specific audience in a trade market. Publications entered in this category may not enter categories 553 – 562, 563, 565.

## 565 Annuals & One-Time Custom Websites (visitors over 150,000/ month/Trade

Directed to a specific audience in a trade market. Publications entered in this category may not enter categories 553 – 562, 563-564.

## 566 Online Buyer's Guides or Catalogs/Trade

Buying guides or catalogs for a trade audience. The same website may not be submitted in category 563-565, 567-568.

## 567 Online Directory/Trade

Online directory for a trade audience. The same website may not be submitted in category 563-566, 568.

## 568 Online Directory/ Trade Corporate Communications

Website targeting business to business buyers of brands with specific website to promote adoption of cause, product or behavior. The same website cannot be submitted in categories to 563-567.

## 569 Personal Blog/ Trade

Website developed by individual blogger to address needs of targeted audience. Website must be owned and operated by blogger.

TIP

## WEBSITE/ TRADE 553 –562

**INITIAL TRADE Website** Must select 1 category from categories 553– 562 to qualify for other TRADE Website subcategories. Multiple websites are permitted in each category with addition entry fee. **All entries require direct URL and PDF of home page. Website must be live through April 2020 for judging.**

## 553 Communication, Advertising & The Arts/Trade

Journalism, publishing, motion pictures,



**ENEWSLETTER CATEGORIES  
TRADE 570 –573**

**TRADE ENEWSLETTER** Categories Must enter INITIAL Website from categories 553 – 568 to qualify for other TRADE Digital Categories. Any visitor traffic is permitted in each category. Each different entry requires additional entry fee. **All entries require direct URL and PDF of home page. Website must be live through April 2020 for judging.**

**570 E-Newsletters/Trade**

eNewsletter produced for a TRADE Business to Business market. Must have multiple stories, be newsworthy and relevant to specific audience. Content must remain active through April 2020.

**572 Best Web or eNewsletter Article/ Consumer**

Must be article written originally for eNewsletter of general interest, or newsworthiness, to a specific audience. Book excerpts not eligible. Must submit exact website. Also submit PDF of entire article. Website must remain active through April 2020

**573 Best Regularly Featured Web or eNewsletter Column/Consumer**

Must be column written originally for the eNewsletter. A series of departments, sections or columns of interest to a specific industry. Entry should include Web addresses for two different selections, from different issues of same series. Must submit exact website. Also submit PDF of each article. Website must remain active through April 2020.

**WEBSITE CATEGORIES  
TRADE 571, 575 –604****TIP**

**TRADE Website Categories for sites by visitor traffic.** After fulfilling your Initial Website Category requirement, you may select any of the digital categories below, within traffic volume, listed. Multiple sites are permitted in each category with additional entry fee. **All entries require direct URL and PDF entire entry. Website must be live through April 2020 for judging.**

**571 Micro-sites/Trade**

Single micro-site produced in conjunction with primary website. The same website may not be entered in categories 553–568.

**575 Best Feature Article (Visitors under 50,000/month)/Trade**

An article of general interest to a TRADE audience.

**576 Best Feature Article (Visitors between 50,000 to 150,000/month)/ Trade**

An article of general interest to a TRADE audience.

**578 Best Feature Article (Visitors over 150,000/month)/Trade**

An article of general interest to a TRADE audience.

**579 Best Series of Articles/ Trade**

A series of subject-related articles in two (2) or more issues, representing excellence in reporting.

**580 Best How-To Article/ Trade**

A single article using how-to steps for a TRADE audience.

**581 Best Interview or Profile/ Trade**

Q&A or profile article about an individual of interest to a industry.

**582 Best Signed Editorial or Essay/ Trade**

A single article that takes a stand or expresses an opinion about an issue of interest to a TRADE audience.

**583 Best Regularly Featured Department, Section or Column/ Trade**

A series from a department, section or column, of general interest to a TRADE audience in a specific industry. Choose two selections, from different editions, of same series.

**584 Best News Story/Trade**

An article of timeliness or newsworthiness to a TRADE audience.

**585 Best Editorial Layout (Visitors under 100,000/month)/Trade**

Submit entire article. May be color or black/white.

**586 Best Editorial Layout (Visitors between 100,000 and 250,000/month)/ Trade**

Submit entire article. May be color or black/white.

**587 Best Editorial Layout (Visitors between 100,000 and 250,000/month)/Trade**

Submit entire article. May be color or black/white.

**588 Best Single Editorial Illustration/ Trade**

Submit illustration as separate upload. Also submit entire article.

**589 Best Series of Editorial Illustrations/ Trade**

Entry must contain three or more illustrations, related by theme. Submit illustrations as one upload, or separately. Also submit entire article.

**590 Best Single Editorial Photograph/ Trade**

Submit photograph as separate upload. Also submit entire article, including carryover. Covers not eligible.

**591 Best Series of Editorial Photographs/Trade**

Entry must contain three or more photographs, related by theme. Submit photographs as one upload, or separately. Also submit entire article.

**592 Best Home Page (Visitors under 50,000/month)/ Trade**

Submit PDF of entire Home Page only. Multiple entries permitted with separate entry fee.

**593 Best Home Page (Visitors between 50,000 and 150,000/month)/ Trade**

Submit PDF of entire Home Page only. Multiple entries permitted with separate entry fee.

**594 Best Home Page (Visitors over 250,000/month)/ Trade**

Submit PDF of entire Home Page only. Multiple entries permitted with separate entry fee.

**595 Best Overall Website Design (Visitors under 50,000/month)/ Trade**

Best overall use of design concepts as it relates to editorial and art.

**596 Best Overall Website Design (Visitors between 50,000 and 150,000/month)/ Trade**

Best overall use of design concepts as it relates to editorial and art.

**597 Best Overall Website Design (Visitors over 150,000/month)/ Trade**

Best overall use of design concepts as it relates to editorial and art.

**598 Special Theme Website (Visitors under 50,000/month)/ Trade**

Entry must state the theme on the landing page, wireframe and navigation. Theme must constitute at least half the total editorial pages.

**599 Special Theme Website (Visitors between 50,000 and 150,000/month)/ Trade**

Entry must state the theme on the landing page, wireframe and navigation. Theme must constitute at least half the total editorial pages.

**600 Special Theme Website (Visitors over 150,000/month)/ Trade**

Entry must state the theme on the landing page, wireframe and navigation. Theme must constitute at least half the total editorial pages.

**601 Most Improved Website/ Trade**

Provide URL links to PDFs of 2 different website versions from 2018 and 2019. Describe how website has changed editorially and graphically, reasons for changes and results of changes on entry form.

**602 Most Improved Annual, Specialty Micro-site/Trade**

Provide URL links to PDFs of 2 different sites from 2018 and 2019. Describe how website has changed editorially and graphically, reasons for changes and results of changes on entry form.

**603 Best New Website (Visitors under 50,000/month)/ Trade**

Enter website via URL to whole site PDF. Must show website dates.

**604 Best New Website (Visitors over 50,000/month)/ Trade**

Enter website via URL to whole site PDFs. Must show website dates.

**DIGITAL & ePUBLICATIONS TRADE #625-630**

**TIP** TRADE Digital & ePublication Categories must enter Initial Website Category to qualify for any other TRADE categories. PDF and website required. Multiple submissions are welcome with additional entry fees. Each different issue is an entry fee. **Upload PDF of entire entry content and URL link. Keep URL links live through April 2020.**

**625 Best Digital Edition or ePublication / Trade**

Digital Edition or EPublication that is **not duplicated in print**. Downloadable or viewed online. Should include cover or table of contents, numbered pages, links, articles. Submit entry with exact website. Also submit PDF of cover. Website must remain active through April 2020. If Digital Publication is also printed, enter Maggie Awards® at [www.MaggieAwards.com](http://www.MaggieAwards.com).

**626 Best Digital Edition or ePublication Article/Trade**

An article of general interest, or newsworthiness, to a specific audience. Must submit exact website and PDF of digital edition. Also submit PDF of edition cover. Website must remain active through April 2020.

**627 Best Regularly Featured Digital Edition or ePublication Column/ Trade**

A series of departments, sections or columns of interest to a specific industry. Entry should include Web addresses for two different selections, from different issues of same series. Must submit exact website, PDF of article and PDF of front page of each article. Website must remain active through April 2020.

**628 Best Single Editorial Digital Edition or ePublication Photograph/Trade**

Submit photograph as one PDF upload. Also submit link to entire article and PDF of article. Covers not eligible.

**629 Best Single Editorial Digital Edition or ePublication Illustration/ Trade**

Submit illustration as one PDF upload and submit link to entire article. Covers not eligible.

**630 Best Digital Edition or ePublication Cover/Trade**

Submit cover PDF only. Multiple entries permitted with additional entry fee.

**VIDEO CATEGORIES TRADE 631-635**

**TIP** TRADE Video Categories must enter Initial Website Category to qualify for any other TRADE categories. PDF and website required. Multiple submissions are welcome with additional entry fees. Each different issue is an entry fee. **Upload PDF of entire entry content and URL link. Keep URL links live through April 2020.**

**631 Best Video Channel / Trade**

Dedicated video channel that extends the digital brand online. (YouTube public channel or private channel okay.) Multiple segment content originally created by media brand required. Content should align to media brand vision, target audience, editorial voice. Submit URL to video channel plus a PDF of the opening.

**633 Best Video Channel Corporate Communications / Trade**

Dedicated video channel that extends the digital brand online. (YouTube public channel or private channel okay.) Multiple segment content originally created by media brand required. Content should align to media brand vision, target audience, editorial voice. Submit URL to video channel plus a PDF of the opening.

**634 Best Use of Video in Editorial Short Form/Trade**

Proprietarily produced video that either accompanies an online feature or stand-alone. Eligible videos may not exceed 5 minutes in length. User-generated content is not eligible. Creativity, quality in filmmaking, graphic components and how best the video enhances the editorial or stands alone as a video element will be judged. Submit URL to video channel plus a PDF of the opening.

**635 Best Use of Video in Editorial Long Form/Trade**

Proprietarily produced video that either accompanies an online feature or is stand-alone. Eligible videos must be more than 5 minutes and not exceed 30 minutes in length. User-generated content is not eligible. Creativity, quality in filmmaking, graphic components and

how best the video enhances the editorial or stands alone as a video element will be judged. Submit URL to video channel plus a PDF of the opening.

## SOCIAL MEDIA CATEGORIES TRADE 636- 647

TIP

TRADE Social Categories must enter Initial Website Category to qualify for any other TRADE categories. PDF and website required. Multiple submissions are welcome with additional entry fees. Each different issue is an entry fee. **Upload PDF of entire entry content and URL link. Keep URL links live through April 2020.**

**636 Best Use of Social Media/ Trade**  
Innovative use of social media platform to promote your website, brand or event. May be Facebook, Twitter, LinkedIn, Vine, Pinterest or another significant social network. Submit entry with exact website. Also submit PDF of Home page. Website must remain active through April 2020.

**637 Best Use of Social Media Corporate Communications/ Trade**  
Innovative use of social media platform to promote your website, brand or event. May be Facebook, Twitter, LinkedIn, Vine, Pinterest or another significant social network. Submit entry with exact website. Also submit PDF of Home page. Website must remain active through April 2020.

**639 Best Social Media Community/ Trade**  
Innovative use of social media that enables user interaction, creating a vibrant, relevant online extension of its brand. Submit entry with exact website. Also submit PDF of Home page. Website must remain active through April 2020.

**640 Best Social Media Community Corporate Communications/ Trade**  
Innovative use of social media that enables user interaction, creating a vibrant, relevant online extension of its brand. Submit entry with exact website. Also submit PDF of Home page. Website must remain active through April 2020.

**642 Best Blog. Single Entry/ Trade**  
One blog per entry, by an individual or group, for publication on website. Should contain access to RSS feeds, email alerts, search functions, blogger contact

& bio, user-generated content, privacy and policy information. Submit entry with exact website. Also submit PDF of Home page. Website must remain active through April 2020.

**643 Best Blog. Single Entry. Corporate Communications/ Trade**  
One blog per entry, by an individual or group, for publication on website. Should contain access to RSS feeds, email alerts, search functions, blogger contact & bio, user-generated content, privacy and policy information. Submit entry with exact website. Also submit PDF of Home page. Website must remain active through April 2020.

**645 Best Blog Series/ Trade**  
An ongoing series of blogs from single or multiple authors addressing interest or needs of specific audience. Book excerpts not eligible. Must submit exact website. Also submit PDF(s) of blog series article(s). Website must remain active through April 2020.

**646 Best Blog Series Corporate Communications/ Trade**  
An ongoing series of blogs from single or multiple authors addressing interest or needs of specific audience. Book excerpts not eligible. Must submit exact website. Also submit PDF(s) of blog series article(s). Website must remain active through April 2020.

## BEST MARKETING CAMPAIGNS/TRADE 650-664

Marketing Campaigns Categories must enter Initial Website Category to qualify for any other TRADE categories. PDF and website required. Multiple submissions are welcome with additional entry fees. A single copy of entered print material(s) must be mailed to award management by deadline for consideration. **Upload PDF of entire entry content and URL link. Keep URL links live through April 2020.**

**650 Best Advertisement Single Entry/ Trade**  
Dedicated advertisement to promote brand and call to action by recipient. Upload PDF of advertisement and reveal impact and results of the campaign.

**651 Best Advertisement Single Entry Corporate Communications/Trade**  
Dedicated advertisement to promote

brand and call to action by recipient. Upload PDF of advertisement and reveal impact and results of the campaign.

**652 Best Advertisement Single Entry Associations/Trade**  
Dedicated advertisement to promote brand and call to action by recipient. Upload PDF of advertisement and reveal impact and results of the campaign.

**653 Best Advertising Series/Trade**  
Series of 3 or more advertisements to promote brand and call to action by recipient. Upload PDF of advertisement and reveal impact and results of the campaign.

**654 Best Advertising Series Corporate Communications/Trade**  
Series of 3 or more advertisements to promote brand and call to action by recipient. Upload PDF of advertisement and reveal impact and results of the campaign.

**655 Best Advertising Series Associations/Trade**  
Series of 3 or more advertisements to promote brand and call to action by recipient. Upload PDF of advertisement and reveal impact and results of the campaign.

**656 Best Use of Video in Advertising/ Trade**  
Dedicated video advertisement to promote brand and call to action by buyer. Upload PDF of opening screen and URL to video. Must be live through April 2020 to judge.

**657 Best Use of Video in Advertising Corporate Communications/ Trade**  
Dedicated video advertisement to promote brand and call to action by buyer. Upload PDF of opening screen and URL to video. Must be live through April 2020 to judge.

**658 Best Use of Video in Advertising Associations/ Trade**  
Dedicated video advertisement to promote brand and call to action by buyer. Upload PDF of opening screen and URL to video. Must be live through April 2020 to judge.

**659 Best Use of Mobile in Advertising Campaigns/ Trade**

Dedicated mobile campaign to promote brand and call to action by buyer. Upload PDFs of mobile campaign(s) and URL. Must be live through April 2020 to judge.

**660 Best Use of Mobile in Advertising Campaigns Corporate Communications/ Trade**

Dedicated mobile campaign to promote brand and call to action by buyer. Upload PDFs of mobile campaign(s) and URL. Must be live through April 2020 to judge.

**661 Best Use of Mobile in Advertising Campaigns Associations/ Trade**

Dedicated mobile campaign to promote brand and call to action by buyer. Upload PDFs of mobile campaign(s) and URL. Must be live through April 2020 to judge.

**662 Best Use of Social Media in Advertising Campaigns/Trade**

Dedicated social campaign to promote brand and call to action by buyer. Upload PDFs of social campaign and direct URLs. Must be live through April 2020 to judge.

**663 Best Use of Social Media in Advertising Campaigns Associations/ Trade**

Dedicated social campaign to promote brand and call to action by buyer. Upload PDFs of social campaign and direct URLs. Must be live through April 2020 to judge.

**664 Best Use of Social Media in Advertising Campaigns Corporate Communications/Trade**

Dedicated social campaign to promote brand and call to action by buyer. Upload PDFs of social campaign and direct URLs. Must be live through April 2020 to judge.

**WEBSITE CATEGORIES/  
STUDENT 700 -703**

INITIAL Student Website Must select 1 category from categories 700-703 to qualify for other Student Website subcategories. Multiple websites are permitted in each category with addition entry fee. **All entries require direct URL and PDF of home page. Website must be live through April 2020 for judging.**

**700 Best Website (Visitors up to 25,000/month) /Student**

Best overall editorial, art and design of any student website.

**701 Best Website (Visitors over 25,000/month) /Student**

Best overall editorial, art and design of any student website.

**702 Annual & One-Time Custom Websites (visitors under 25,000/month)/Student**

Directed to a student audience on college campus. Websites entered in this category may not enter categories 700,701,703.

**703 Annual & One-Time Custom Websites (visitors over 25,000/month)/Student**

Directed to a student audience on college campus. Websites entered in this category may not enter categories 700 -702.

**WEBSITE CATEGORIES  
STUDENT 704- 711**

After fulfilling your Initial Website Category requirement, you may select any of the Student digital categories below. Multiple entries are permitted in each category with additional entry fees. All entries require direct URL and PDF of content.

**704 Online Buyer's Guides or Catalogs/ Student**

Buyers guides or catalogs for a student audience. The same website may not be submitted in category 705.

**705 Online Directory/Student**

Online directory for a college student trade audience listing resources i.e. events calendar, places to eat, etc.. The same website may not be submitted in category 704.

**706 Best Online Article (Visitors up to 25,000/month)/Student**

An article of general interest, or newsworthiness. Must be original material.

**707 Best Online Article (Visitors over 25,000/month)/Student**

An article of general interest, or newsworthiness. Must be original material.

**708 Best Home Page (Visitors up to 25,000/month)/Student**

Submit cover only. Multiple entries permitted.

**709 (099) Best Home Page (Visitors over 25,000/month)/Student**

Submit home page only. Multiple entries permitted.

**710 Best Overall Website Design (Visitors under 25,000/month)/ Student**

Best overall use of design concepts as it relates to editorial and art.

**711 Best Overall Website Design (Visitors over 25,000/month)/ Student**

Best overall use of design concepts as it relates to editorial and art.

**DIGITAL MEDIA CATEGORIES  
STUDENT 712 -717**

After fulfilling your Initial Website Category requirement, you may select any of the Student digital categories below. Multiple entries are permitted in each category with additional entry fees. All entries require direct URL and PDF of content.

**712 E-Newsletters/Student**

Must be student-written for the Web and contain a variety of articles, columns, etc. Single articles are not eligible. Overall use of editorial, graphics, navigation, functionality and design of the entire newsletter is judged. Must submit exact website and PDF of home page and entire eNewsletter. **Website must be live through April 2020 for judging.**

**713 Best Web or eNewsletter Article/ Student**

Must be student-written article of general interest, or newsworthiness, to a specific audience. Book excerpts not eligible. Must submit exact website. Also submit PDF of entire article. Website must remain active through April 2020

**714 Best Regularly Featured Web or eNewsletter Column/Student**

Must be student-written. A series of departments, sections or columns of interest to a specific industry. Entry should include Web addresses for two different selections, from different issues of same series. Must submit exact website. Also submit PDF of each article. Website must remain active through April 2020.

**715 Best Digital Edition or ePublication /Student**

Best student-produced Digital Edition or ePublication publication that is **not**

**duplicated in print.** Downloadable or viewed online. Should include cover or table of contents, numbered pages, links, articles. Submit entry with exact website. Also submit PDF of cover. Website must remain active through April 2020. If the Digital Edition is printed, enter it into the Maggie Awards® at MaggieAwards.com

### 716 Best Digital Edition or ePublication Article/Student

A student-written article of general interest, or newsworthiness, to a student population. Must submit exact website and PDF of digital edition. Also submit PDF of edition cover. Website must remain active through April 2020.

### 717 Best Digital Edition or ePublication Cover/Student

Submit cover PDF only. Multiple entries permitted with additional entry fee.

## VIDEO CATEGORIES STUDENT 720-722

After fulfilling your Initial Website Category requirement, you may select any of the Student digital categories below. Multiple entries are permitted in each category with additional entry fees. All entries require direct URL and PDF of content.

### 720 Best Video Channel / Student

Student-produced dedicated video channel that extends the digital brand online. (YouTube public channel or private channel okay.) Multiple segment content originally created by media brand required. Content should align to media brand vision, student audience, editorial voice. Submit URL to video channel plus a PDF of the opening.

### 721 Best Use of Video in Editorial Short Form/Student

Student-produced video that either accompanies an online feature or stand-alone. Eligible videos may not exceed 5 minutes in length. User-generated content is not eligible. Creativity, quality in filmmaking, graphic components and how best the video enhances the editorial or stands alone as a video element will be judged. Submit URL to video channel plus a PDF of the opening.

### 722 Best Use of Video in Editorial Long Form/Student

Student-produced video that either accompanies an online feature or is stand-alone. Eligible videos must be more than 5 minutes and not exceed 30 minutes in length. User-generated content is not eligible. Creativity, quality in filmmaking, graphic components and how best the video enhances the editorial or stands alone as a video element will be judged. Submit URL to video channel plus a PDF of the opening.

## SOCIAL MEDIA CATEGORIES STUDENT 725-728

After fulfilling your Initial Website Category requirement, you may select any of the Student digital categories below. Multiple entries are permitted in each category with additional entry fees. All entries require direct URL and PDF of content.

### 725 Best Use of Social Media/ Student

Innovative use of social media platform to promote your website, brand or event. May be Facebook, Twitter, LinkedIn, Vine, Pinterest or another significant social network. Submit entry with exact website. Also submit PDF of Home page. Website must remain active through April 2020.

### 726 Best Social Media Community/ Student

Student-produced and innovative use of social media that enables user interaction, creating a vibrant, relevant online extension of its brand. Submit entry with exact website. Also submit PDF of Home page. Website must remain active through April 2020.

### 727 Best Blog- Single Entry/Student

One blog per entry, by a student or group of students, for publication on website. Should contain access to RSS feeds, email alerts, search functions, blogger contact & bio, user-generated content, privacy and policy information. Submit entry with exact website. Also submit PDF of Home page. Website must remain active through April 2020.

### 728 Best Blog Series/ Student

An ongoing series of blogs from single or multiple student authors addressing interest or needs of specific audience. Book excerpts not eligible. Must submit

exact website. Also submit PDF of Home page. Website must remain active through April 2020.

## BEST MARKETING CAMPAIGNS/STUDENT 730-734

TIP

Marketing Categories Website INITIAL Entry required (700-703) before entering Marketing Campaigns. Multiple entries permitted with additional entry fees. All printed units must be uploaded as a PDF with website URL. A single copy of entered print material(s) must be mailed to award management by deadline for consideration.

### 730 Best Advertisement Single Entry/ Student

Student-produced dedicated advertisement to promote brand and call to action by recipient. Upload PDF of advertisement and reveal impact and results of the campaign.

### 731 Best Advertising Series / Student

Student-produced series of 3 or more advertisements to promote brand and call to action by recipient. Upload PDF of advertisement and reveal impact and results of the campaign.

### 732 Best Use of Video in Advertising/ Student

Student-produced dedicated video advertisement to promote brand and call to action by buyer. Upload PDF of opening screen and URL to video. Must be live through April 2020 to judge.

### 733 Best Use of Mobile in Advertising Campaigns/Student

Student-produced dedicated mobile campaign to promote brand and call to action by buyer. Upload PDFs of mobile campaign(s) and URL. Must be live through April 2020 to judge.

### 734 Best Use of Social Media in Advertising Campaigns/Consumer

Student-produced dedicated social campaign to promote brand and call to action by buyer. Upload PDFs of social campaign and direct URLs. Must be live through April 2020 to judge.

## WEBSITE CATEGORIES CONSUMER/ASSOCIATION/ NPO 800 -803

TIP

### INITIAL Consumer Association/NPO

Website Must select 1 category from categories 800-803 to qualify for other Association/NPO Website subcategories. Multiple websites are permitted in each category with addition entry fee. **All entries require direct URL and PDF of home page. Website must be live through April 2020 for judging.**

### 800 Best Website Consumer/ Association For-Profit

Distributed to members of a for-profit consumer association.

### 801 Best Website Consumer/ Association Non-Profit/NPO

Distributed to members of a non-profit association or other non-profit organization.

### 802 Annual & One-Time Custom Website Consumer/Association For Profit

Distributed to members of a for-profit consumer association. Websites entered in this category may not enter categories 800,801,803.

### 803 Annual & One-Time Custom Website Consumer/Association Non-Profit/NPO

Distributed to members of a non-profit association or other non-profit organization. Websites entered in this category may not enter categories 800,801,802.

## WEBSITE CATEGORIES CONSUMER ASSOCIATION/ NPO 804- 810

Consumer Association and Non-profit Organization (NPO) Categories for their websites. After fulfilling your Initial category requirement (800-803), you may select any of the Association or NPO digital categories below. Multiple entries are permitted in each category with additional entry fees. All entries require direct URL and PDF of content.

### 804 Online Buyer's Guides Consumer/Association/NPO

Buyers guides for an Association/ NPO audience. The same website may not be submitted in category 805.

### 805 Online Directory Consumer/ Association/NPO

Online directory for an Association/NPO consumer audience listing resources i.e. events calendar, places to eat, etc.. The same website may not be submitted in category 804.

### 806 Best Online Article Consumer/ Association/NPO

An article of general interest, or newsworthiness. Must be original material.

### 807 Best Home Page Consumer/ Association/NPO

Submit Home Page PDF and URL only. Multiple entries permitted. **Website must remain live through April 2020 for judging.**

### 808 Best Overall Website Design Consumer/ Association/NPO

Best overall use of design concepts as it relates to editorial and art. Submit home page PDF and URL. **Website must remain live through April 2020 for judging.**

## DIGITAL MEDIA CATEGORIES CONSUMER/ ASSOCIATION/ NPO 810 -815

After fulfilling your Initial category requirement (800-803), you may select any of the Association or NPO digital categories below. Multiple entries are permitted in each category with additional entry fees. All entries require direct URL and PDF of content.

### 810 E-Newsletters Consumer/ Association/NPO

Must be Association/NPO-written for the Web and contain a variety of articles, columns, etc. Single articles are not eligible. Overall use of editorial, graphics, navigation, functionality and design of the entire newsletter is judged. Must submit exact website and PDF of home page and entire eNewsletter. **Website must be live through April 2020 for judging.**

### 811 Best Web or eNewsletter Article Consumer/Association/NPO

Must be Association/NPO-written article of general interest, or newsworthiness, to a specific audience. Book excerpts not eligible. Must submit exact website. Also submit PDF of entire article. Website must remain active through April 2020

### 812 Best Regularly Featured Web or eNewsletter Column Consumer/ Association/NPO

Must be Association/NPO-written. A series of departments, sections or columns of interest to a specific industry. Entry should include Web addresses for two different selections, from different issues of same series. Must submit exact website. Also submit PDF of each article. Website must remain active through April 2020.

### 813 Best Digital Edition or ePublication Consumer /Association/NPO

Best Association/NPO-produced Digital Edition or EPublication publication that **is not duplicated in print**. Downloadable or viewed online. Should include cover or table of contents, numbered pages, links, articles. Submit entry with exact website. Also submit PDF of cover. Website must remain active through April 2020. If Digital Edition is also printed, enter Digital Edition Category in Maggie Awards at [www.MaggieAwards.com](http://www.MaggieAwards.com)

### 814 Best Digital Edition or ePublication Article Consumer/Association/NPO

Association/NPO-written article of general interest, or newsworthiness, to a Association/NPO population. Must submit exact website and PDF of digital edition. Also submit PDF of edition cover. Website must remain active through April 2020.

### 815 Best Digital Edition or ePublication Cover Consumer/Association/NPO

Submit cover PDF only. Multiple entries permitted with additional entry fee.

## VIDEO CATEGORIES CONSUMER 820-822

After fulfilling your Initial category requirement (800-803), you may select any of the Association or NPO digital categories below. Multiple entries are permitted in each category with additional entry fees. All entries require direct URL and PDF of content.

### 820 Best Video Channel Consumer / Association/NPO

Association/NPO-produced dedicated video channel that extends the digital brand online. (YouTube public channel or private channel okay.) Multiple segment content originally created by media brand required. Content should align to media brand vision, Association/NPO audience,

editorial voice. Submit URL to video channel plus a PDF of the opening.

## 821 Best Use of Video in Editorial Short Form Consumer/Association/NPO

Association/NPO-produced video that either accompanies an online feature or stand-alone. Eligible videos may not exceed 5 minutes in length. User-generated content is not eligible. Creativity, quality in filmmaking, graphic components and how best the video enhances the editorial or stands alone as a video element will be judged. Submit URL to video channel plus a PDF of the opening.

## 822 Best Use of Video in Editorial Long Form Consumer/Association/NPO

Association/NPO-produced video that either accompanies an online feature or is stand-alone. Eligible videos must be more than 5 minutes and not exceed 30 minutes in length. User-generated content is not eligible. Creativity, quality in filmmaking, graphic components and how best the video enhances the editorial or stands alone as a video element will be judged. Submit URL to video channel plus a PDF of the opening.

## SOCIAL MEDIA CATEGORIES CONSUMER ASSOCIATION/ NPO 825-828

After fulfilling your Initial category requirement (800-803), you may select any of the Association or NPO digital categories below. Multiple entries are permitted in each category with additional entry fees. All entries require direct URL and PDF of content.

## 825 Best Use of Social Media Consumer/ Association/NPO

Innovative use of social media platform to promote your website, brand or event. May be Facebook, Twitter, LinkedIn, Vine, Pinterest or another significant social network. Submit entry with exact website. Also submit PDF of Home page. Website must remain active through April 2020.

## 826 Best Social Media Community Consumer/ Association/NPO

Association/NPO-produced and innovative use of social media that enables user interaction, creating a vibrant, relevant online extension of its brand. Submit entry with exact website. Also submit PDF of Home page. Website must remain active through April 2020.

## 827 Best Blog- Single Entry Consumer/ Association/NPO

One blog per entry, by a Association/NPO or group of Association/NPOs, for publication on website. Should contain access to RSS feeds, email alerts, search functions, blogger contact & bio, user-generated content, privacy and policy information. Submit entry with exact website. Also submit PDF of Home page. Website must remain active through April 2020.

## 828 Best Blog Series Consumer/ Association/NPO

An ongoing series of blogs from single or multiple Association/NPO authors addressing interest or needs of specific audience. Book excerpts not eligible. Must submit exact website. Also submit PDF of Home page. Website must remain active through April 2020.

## MARKETING CAMPAIGNS/ ASSOCIATION CONSUMER

See page 7 & 8 for:  
452,455,458,461,463  
categories

## WEBSITE CATEGORIES TRADE ASSOCIATION/NPO 830 -833

TIP

INITIAL TRADE Association/NPO Website Must enter a category below 830-833 to qualify for other Association/NPO Website subcategories. Multiple websites are permitted in each category with addition entry fee. **All entries require direct URL and PDF of home page. Website must be live through April 2020 for judging.**

## 830 Best Website Trade/ Association For-Profit

Distributed to members of a for-profit TRADE association.

## 831 Best Website Trade/ Association Non-Profit/NPO

Distributed to members of a non-profit association or other non-profit organization.

## 832 Annual & One-Time Custom Website Trade/Association

For-Profit Distributed to members of a for-profit TRADE association. Websites entered in this category may not enter categories 830-831, 833

## 833 Annual & One-Time Custom Website Trade/Association Non-Profit/NPO

Distributed to members of a non-profit association or other non-profit organization. Websites entered in this category may not enter categories 830-832.

## WEBSITE CATEGORIES TRADE ASSOCIATION/NPO 834- 838

TIP

After fulfilling your Initial category requirement (800-803), you may select any of the Association or NPO digital categories below. Multiple entries are permitted in each category with additional entry fees. All entries require direct URL and PDF of home page and full article or content.

## 834 Online Buyer's Guides Trade/Association/NPO

Buyers guides for an Association/NPO audience. The same website may not be submitted in category 830-833.

## 835 Online Directory Trade/ Association/ NPO

Online directory for a Association/NPO trade audience listing resources i.e. events calendar, places to eat, etc.. The same website may not be submitted in category 830-833.

## 836 Best Online Article Trade/ Association/NPO

An article of general interest, or newsworthiness. Must be original material.

## 837 Best Home Page Trade/ Association/NPO

Submit home page PDF and URL. Multiple entries permitted. Website must remain live through April 2020 for judging.

## 838 Best Overall Website Design Trade/ Association/NPO

Best overall use of design concepts as it relates to editorial and art. Submit home page PDF and URL. Website must remain live through April 2020 for judging.

## DIGITAL MEDIA CATEGORIES TRADE/ ASSOCIATION/ NPO 840 -845

After fulfilling your Initial category requirement (830-833), you may select any of the Association or NPO digital categories below. Multiple entries are permitted in each category with additional entry fees. All entries require

direct URL and PDF of home page and full article or content. **Website must be live through April 2020 for judging.**

## **840 E-Newsletters Trade/ Association/NPO**

Must be Association/NPO-written for the Web and contain a variety of articles, columns, etc. Single articles are not eligible. Overall use of editorial, graphics, navigation, functionality and design of the entire newsletter is judged. Must submit exact website and PDF of home page and entire eNewsletter. **Website must be live through April 2020 for judging.**

## **841 Best Web or eNewsletter Article TRADE/Association/NPO**

Must be Association/NPO-written article of general interest, or newsworthiness, to a specific audience. Book excerpts not eligible. Must submit exact website. Also submit PDF of entire article. Website must remain active through April 2020

## **842 Best Regularly Featured Web or eNewsletter Column Trade/ Association/NPO**

Must be Association/NPO-written. A series of departments, sections or columns of interest to a specific industry. Entry should include Web addresses for two different selections, from different issues of same series. Must submit exact website. Also submit PDF of each article. Website must remain active through April 2020.

## **843 Best Digital Edition or ePublication Trade /Association/NPO**

Best Association/NPO-produced Digital Edition or EPublication publication that is **not duplicated in print**. Downloadable or viewed online. Should include cover or table of contents, numbered pages, links, articles. Submit entry with exact website. Also submit PDF of cover. Website must remain active through April 2020.

## **844 Best Digital Edition or ePublication Article Trade/Association/NPO**

A Association/NPO-written article of general interest, or newsworthiness, to a Association/NPO population. Must submit exact website and PDF of digital edition. Also submit PDF of edition cover. Website must remain active through April 2020.

## **845 Best Digital Edition or ePublication Cover Trade/Association/NPO**

Submit cover PDF only. Multiple entries permitted with additional entry fee.

## **VIDEO CATEGORIES TRADE 850-872**

After fulfilling your Initial category requirement (830-833), you may select any of the Association or NPO digital categories below. Multiple entries are permitted in each category with additional entry fees. All entries require direct URL and PDF of home page and full article or content. **Website must be live through April 2020 for judging.**

## **850 Best Video Channel Trade / Association/NPO**

Association/NPO-produced dedicated video channel that extends the digital brand online. (YouTube public channel or private channel okay.) Multiple segment content originally created by media brand required. Content should align to media brand vision, Association/NPO audience, editorial voice. Submit URL to video channel plus a PDF of the opening.

## **851 Best Use of Video in Editorial Short Form Trade/Association/NPO**

Association/NPO-produced video that either accompanies an online feature or stand-alone. Eligible videos may not exceed 5 minutes in length. User-generated content is not eligible. Creativity, quality in filmmaking, graphic components and how best the video enhances the editorial or stands alone as a video element will be judged. Submit URL to video channel plus a PDF of the opening.

## **852 Best Use of Video in Editorial Long Form Trade/Association/NPO**

Association/NPO-produced video that either accompanies an online feature or is stand-alone. Eligible videos must be more than 5 minutes and not exceed 30 minutes in length. User-generated content is not eligible. Creativity, quality in filmmaking, graphic components and how best the video enhances the editorial or stands alone as a video element will be judged. Submit URL to video channel plus a PDF of the opening.

## **SOCIAL MEDIA CATEGORIES TRADE ASSOCIATION/ NPO 855-858**

After fulfilling your Initial category requirement (830-833), you may select any of the Association or NPO digital categories below. Multiple entries

are permitted in each category with additional entry fees. All entries require direct URL and PDF of home page and full article or content. **Website must be live through April 2020 for judging.**

## **855 Best Use of Social Media Trade/ Association/NPO**

Innovative use of social media platform to promote your website, brand or event. May be Facebook, Twitter, LinkedIn, Vine, Pinterest or another significant social network. Submit entry with exact website. Also submit PDF of Home page. Website must remain active through April 2020.

## **856 Best Social Media Community Trade/ Association/NPO**

Association/NPO-produced and innovative use of social media that enables user interaction, creating a vibrant, relevant online extension of its brand. Submit entry with exact website. Also submit PDF of Home page. Website must remain active through April 2020.

## **857 Best Blog- Single Entry Trade/ Association/NPO**

One blog per entry, by a Association/NPO or group of Association/NPOs, for publication on website. Should contain access to RSS feeds, email alerts, search functions, blogger contact & bio, user-generated content, privacy and policy information. Submit entry with exact website. Also submit PDF of Home page. Website must remain active through April 2020.

## **858 Best Blog Series Trade/ Association/NPO**

An ongoing series of blogs from single or multiple Association/NPO authors addressing interest or needs of specific audience. Book excerpts not eligible. Must submit exact website. Also submit PDF of Home page. Website must remain active through April 2020.

## **MARKETING CAMPAIGNS/ ASSOCIATION TRADE**

See page 11 & 12 for:  
568,652,655,658,661,663  
categories



# We Want You!

**You are invited to judge the 68th Annual Maggie Awards & 2020 Dottie Awards.**

Online judging begins February 2020. A total of 100 judges will be required this year.  
Please take a moment to complete the application.

## Your Contact Information:

Name _____	Position _____
Company _____	Email _____
Address _____	City/State/Zip _____
Tel _____	Mobile _____

Online judges will receive multiple category assignments. You will receive an email early February of your assignment and will have 2 weeks to complete judging.

## Your Experience

### Years in Media

Publishing \_\_\_\_\_ Digital Media \_\_\_\_\_

### Areas of Expertise

Publishing  Editorial  Design  Marketing

Digital Media  Editorial  Design  Marketing

Language  English  Spanish  Both

Please retain copy for your reference and submit via email to: [awards@b2bmediaco.com](mailto:awards@b2bmediaco.com) or fax 888-201-2841.

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Your team has done the hard work. Let's celebrate excellence at the Maggie & Dottie Awards Celebration..

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