



68TH Annual Maggie Awards[®]

– Celebrating Publishing
Excellence

2020
CALL₄
ENTRIES

**CATEGORIES FOR
EVERY GENRE**

Deadline for Entries:
February 1, 2020

MAGGIE SAVINGS

Apply early and save up to 20%
Enter at: MaggieAwards.com

Enter the MAGGIES Today
at MaggieAwards.com

B2B
MediaCo

PRINT.DIGITAL.EVENTS

WELCOME TO THE 2020 MAGGIE CALL4ENTRIES!

Please read the information below about our category organization before you begin your MAGGIE process. There are lots of new categories and updated materials upload requirements. (Look for “TIPS” as you go.)

MAGGIE categories are divided into SIX main sections and color-coded by Market Segment for your convenience.

Print Categories: 001 – 099

(Initial Categories: 001 – 027, 053 – 071, 091)

NEW Website Categories: W01-W16,

W53-W63, 108, 170, 100A-100E, 104-

104E, 108-108E, 170-170E *(Initial*

Categories W01-W16, W53-W63, 108, 170)

eNewsletters Categories: 101-103,

105-107, 109-111, 171-173 *(Initial Categories*

W01-W16, W53-W63, 108, 170)

Digital Publications Categories: 112 – 125

(Initial Categories W01-W16, W53-W63, 108, 170)

Video Categories: 126 – 131, 138-140,

175-177 *(Initial Categories W01-W16,*

W53-W63, 108, 170)

Social Media Categories: 132 – 137, 141-

142, 180-181 *(Initial Categories W01-W16,*

W53-W63, 108, 170)

NEW Marketing Campaigns: 150A-156C

(Initial Categories Print 001 – 027, 053 –

071, 091 or Website W01-W16, W53-W63,

108, 170)

MARKET SEGMENTS



Consumer



Trade



Association/NPO



Student

NEW ENTRY PROCESS

B2B Media has migrated 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, Student, Association/ Non-Profit (where applicable). Choose your Market Segment first.

Then enter INITIAL Categories for Print and Website within 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 as well. 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.

REQUIRED PRINT MATERIALS

Print categories judging ENTIRE publication require a cover upload and URL to full issue.

1. Upload a PDF of cover and URL to full issue. Include login credentials for access.
2. Ship ONE printed issue of the publication, (no xerox copies) to the B2B 18109 W Cassia Way, Goodyear, AZ 85338. NEW ADDRESS.
3. Enclose a copy of the Online “Entry Submissions” and attach a copy of each “Entry Form” to it.
4. Staple the INITIAL Category for Print “Entry Form” to the back of the publication shipped. DO NOT staple the “Entry Submissions” to the publication.

MAIL YOUR PRINTED MATERIALS TO:

B2B Media 18109 W Cassia Way,
Goodyear, AZ 85338. NEW ADDRESS.

Categories for printed articles, layouts, covers or marketing pieces require the following:

1. Enter Online.
2. Upload the cover, or opening page, spread of article or layout entry.
3. Upload the entire article. Layout, cover, marketing piece entry.
4. Supply direct URL to online pieces. Must be active through April 2020 for judging.

REQUIRED UPLOADS FOR NON-PRINT ENTRIES

Non-print categories require a website address, PLUS PDF of Home page, article, marketing collateral or digital edition. Submit direct URL to online pieces. Must be active through April 2020 for judging. See “Uploadable File Types” below, for requirements. See specific category for instructions. Include login credentials to access.

MAGGIEAWARDS.COM

24/7 access to MAGGIE 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 cover dates required. Access MAGGIE site at MaggieAwards.com

MAGGIE ELIGIBILITY

Publishers and media companies located anywhere in the world may apply for the Maggies. Entries are accepted for print publications, Web, Digital, Video, Social Media, Enewsletters and Marketing Campaigns on any device.

DEADLINE: February 1st, 2020.

SPECIAL SAVINGS!

Subscribe to Maggie Awards eNewsletter at MaggieAwards.com for periodic specials and discounts. We accept: Check, Visa, MC, Amex. Pay Online on Maggie 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 publications. 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 MAGGIE deadline.

MAGGIE AWARD EVENT

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

ORDER DUPLICATE MAGGIES

Duplicate MAGGIES available for years 1997 – 2019. Cost: \$295 each. Allow 4 – 6 weeks for delivery.

UPLOADABLE FILE TYPES

MAGGIE 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. Include Website's header, banner, logo. See sizes below. 20.8", 955 pixels high x 1500 width.

ALL OTHER CATEGORIES:

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 ACCESS THE MAGGIE SITE?

Visit our site at MaggieAwards.com and click on the Entry Portal link.

WHAT ARE THE MAGGIE ACCESS HOURS?

24/7 access to your MAGGIE 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 MAGGIE PROCESS?

Before registering on the MAGGIE website, it's important to you read through the Call4Entries, and choose your categories. All NEW entrants begin the MAGGIE competition by clicking 'Register' on the MAGGIE Entry Portal. Returning Entrants can use their same email address and request a Password reset prior to starting the process.

CAN I USE MY LAST USERNAME AND PASSWORD?

Yes, to access the Award Force portal, you'll be asked to enter an email address. Request to Reset your password prior to submitting entries. You'll be asked to provide your username/ password every time your login. You will be asked to create the entrant information once before starting the entry process.

HOW DO I START AN ENTRY?

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 publication (print) and website. After fulfilling the initial requirements, you will qualify to enter any category within your Market Segment. 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 categories require uploaded PDF files or URL Web addresses. In addition, Initial

print categories require shipping the specific issues entered to our office. Read the information at the beginning of each "Main Section" for rules. The MAGGIE site will not allow you to complete each entry unless all uploads have been done. Check each tab on the entry form for instructions.

**MAGGIE WEBSITE
LAUNCHES OCTOBER 1ST ON
MAGGIEAWARDS.COM**

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 and/or cover. Include Website's header, banner, logo. See sizes below.

ALL OTHER CATEGORIES:

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 COVER DATE MUST APPEAR ON THE SUBMISSIONS?

All entries must have published in 2019. We accept crossover issues that include 2018 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 MaggieAwards.com website in PDF format and linked to each online entry form.

CAN I ENTER THE MAGGIES AND ALSO BE A MAGGIE JUDGE?

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

DOES JUDGING INVOLVE TRAVEL TO AN ONSITE LOCATION?

Like 2019, all judging is conducted Online. No more travel! Invite your peers to participate.

HOW DO I BECOME A JUDGE?

We welcome you to judge the Maggies and the new digital only awards Dottie Awards®. Just complete the Maggie Judging Form on pg. 17 or MaggieAwards.com by February 1st, 2020 to be considered.

JUDGING POLICY

Three+ year's direct experience in publishing or digital media are required. Judges are selected to represent editorial, design, marketing and digital media areas of publishing 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 MaggieAwards.com and this brochure.

PRINT CATEGORIES CONSUMER 001 – 014

TIP

INITIAL Consumer Print Categories for publications with 5 or more issues per year. Must select 1 category from categories 001 – 014 to qualify for other Consumer Print Categories. Multiple issues are permitted in each category. Each different issue is an entry fee. See Page 2 for materials & uploads.

001 Outdoor Sports & Recreation/ Consumer

Any outdoor sports & recreation activities. May also include performance, features, technical and product reviews and similar information. The same publication may not be submitted in category 002.

002 Automotive & Motorcycle/ Consumer

Performance, appearance, tech reports, road tests, features, reviews and similar information. The same publication may not be submitted in category 001.

003 Music/Consumer

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

004 Entertainment, Communication or The Arts/Consumer

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

005 Fashion, Beauty & Grooming/ Consumer

Fashion, beauty, grooming and exercise tips, product reviews, features and similar information. The same publication may not be submitted in category 006.

006 Health & Fitness/Consumer

Health, nutrition, exercise, self-improvement, physical fitness. The same publication may not be submitted in category 005.

007 City & Metropolitan/Consumer

City and metropolitan living, including cultural, aesthetic, political, financial, civic and similar issues. The same publication may not be submitted in category 008 or 009.

008 Regional & State/Consumer

Regional and state living, including

cultural, aesthetic, political, financial, civic and similar issues. The same publication may not be submitted in category 007 or 009.

009 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 publication may not be submitted in category 007 or 008.

010 Technology/Consumer

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

011 Politics & Social Issues/ Consumer

News and analysis of political, environmental and social issues.

012 Lifestyles & Alternative Lifestyles/ Consumer

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

013 Business & Finance/Consumer

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

014 Special Interest/Consumer

Directed to a specific audience in a consumer market. (This category is reserved for publications that are not suited for Initial categories 001–013, or 015 – 027.)

PRINT CATEGORIES CONSUMER 015 – 023

TIP

INITIAL Consumer Print Categories for publications with less than 5 issues per year. Must select 1 category from categories 015 – 023 to qualify for other Consumer Print Categories. Multiple issues are permitted in each category. Each different issue is an entry fee. See Page 2 for materials & uploads.

015 Annuals & One-Time Custom Publications (Circ over 75,000) Consumer

Directed to a specific audience in a consumer market. The same publication may not be submitted in categories 001–014 or 016–023.

016 Annuals & One-Time Custom Publications (Circ over 75,000)/ Consumer

Directed to a specific audience in a consumer market. The same publication may not be submitted in categories 001–015 or 017–023.

017 Semi-Annuals & Three-Time/ Consumer

Directed to a specific audience in a consumer market. Must publish as stand-alone. The same publication may not be submitted in categories 001–016 or 018–023.

018 Quarterlies (Circ under 75,000)/ Consumer

Directed to a specific audience in a consumer market. Must publish as stand-alone. The same publication may not be submitted in categories 001–017 or 019–023.

019 Quarterlies (Circ over 75,000)/ Consumer

Directed to a specific audience in a consumer market. Must publish as stand-alone. The same publication may not be submitted in categories 001–018 or 020–023.

020 Guides, Catalogue and Directories/ Consumer

Buying guides, catalogs, directories or reference guides of consumer items. Must publish as stand-alone. Any frequency. The same publication may not be submitted in categories 001–019 or 021–023.

021 Tabloids/Consumer

Any frequency. The same publication may not be submitted in categories 001–020 or 022–023.

022 Visitor's Guides (Circ under 75,000)/ Consumer

Directed to visitors and tourists in a specific location. Any frequency. The same publication may not be submitted in categories 001–021 or 023.

023 Visitor's Guides (Circ over 75,000)/ Consumer

Directed to visitors and tourists in a specific location. Any frequency. The same publication may not be submitted in categories 001–022.

PRINT CATEGORIES CONSUMER 024 –027

TIP

INITIAL Consumer Print Categories for Newsletters, Supplements and Associations. Must select 1 category from categories 024 – 027 to qualify for other Consumer Print Categories. Any frequency is permitted. Multiple issues are permitted in each category. Each different issue is an entry fee. See Page 2 for materials & uploads.

024 Newsletters/Consumer

Newsletter produced for a consumer market. The same publication may not be entered in categories 001–023 or 025 – 027.

025 Supplements/Consumer

Single issue produced in conjunction with primary publication. May not be bound into publication. The same publication may not be entered in categories 001–024 or 026–027.

026 Associations for Profit/ Consumer

Distributed to members of a for-profit consumer association. Contains information, events and issues affecting a specific industry. The same publication may not be entered in categories 001–025 or 027.

027 Associations Non-Profit/ Consumer

Distributed to members of a not-for profit consumer association. Contains information, events and issues affecting a specific industry. The same publication may not be entered in categories 001–026.

PRINT CATEGORIES CONSUMER 028 –052

Consumer Print Categories for publications with any frequency.

After fulfilling your Initial Category requirement, you may select any of the Consumer categories below, provided they fit the circulation, (if any) listed. Multiple issues are permitted in each category. Each different issue is an entry fee. See MAGGIE website for upload instructions or page 2 of the Call4Entries.

028 Best Feature Article (Circ under 75,000)/Consumer

An article of general interest to a consumer audience.

029 Best Feature Article (Circ over 75,000)/Consumer

An article of general interest to a consumer audience.

030 Best Series of Articles/ Consumer

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

031 Best How-To Article/ Consumer

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

032 Best Interview or Profile/ Consumer

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

033 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.

034 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 issues, of same series.

035 Best News Story/Consumer

An article of timeliness or newsworthiness to a consumer audience.

036 Best Editorial Layout (Circ under 75,000)/Consumer

Submit entire article, including carryover. May be color or black/white.

037 Best Editorial Layout (Circ over 75,000)/Consumer

Submit entire article, including carryover. May be color or black/white.

038 Best Single Editorial Illustration/ Consumer

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

039 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.

040 Best Single Editorial Photograph/ Consumer

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

041 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.

042 Best Cover (Circ under 75,000)/ Consumer

Submit cover only. Multiple entries permitted.

043 Best Cover (Circ over 75,000)/ Consumer

Submit cover only. Multiple entries permitted.

044 Best Overall Publication Design (Circ under 75,000)/ Consumer

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

045 Best Overall Publication Design (Circ over 75,000)/ Consumer

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

046 Special Theme Issue (Circ under 75,000)/Consumer

Entry must state the theme on cover or table of contents. Theme must constitute at least half the editorial features or half the total editorial pages.

047 Special Theme Issue (Circ over 75,000)/Consumer

Entry must state the theme on cover or table of contents. Theme must constitute at least half the editorial features or half the total editorial pages.

MAGGIE WEBSITE TIP: Print MAGGIE Entry Forms on the Application website. Click "Print". Print your forms after you have completed all your entries.

048 Most Improved Publication/ Consumer

Provide URL links to PDFs of 2 different issues from 2018 and 2019. Upload proof of circulation, BPA, sworn statement or signed publisher's letter. Describe how publication has changed editorially and graphically, reasons for changes and results of changes on entry form. Ship 2 copies to print issue to Awards Office.

049 Most Improved Annual, Semi-Annual, Three-Time or Quarterly/ Consumer

Provide URL links to PDFs of 2 different issues from 2018 and 2019. Upload proof of circulation, BPA, sworn statement or signed publisher's letter. Describe how publication has changed editorially and graphically, reasons for changes and results of changes on entry form. Ship 2 copies of print issue to Awards Office.

050 Most Improved Tabloid/ Consumer

Provide URL links to PDFs of 2 different issues from 2018 and 2019. Upload proof of circulation, BPA, sworn statement or signed publisher's letter. Describe how publication has changed editorially and graphically, reasons for changes and results of changes on entry form. Ship 2 copies of print issue to Awards Office.

051 Best New Tabloid/Consumer

Enter one publication via URL to whole issue PDF. Ship duplicate print copies to awards office. Must show 2019 cover date.

052 Best New Publication/ Consumer

Enter one publication via URL to whole issue PDF. Ship in duplicate copies to awards office. Must show 2019 cover date. Tabloid entries not eligible.

WEBSITE CATEGORIES CONSUMER W01-W16

TIP

INITIAL Consumer Web Site. Must enter 1 website W01-W16 to qualify for any other digital media categories. Multiple websites are permitted. Each different site requires a separate entry fee. See Page 2 for upload requirements.

Best Website/ Consumer

Best overall use of editorial, graphics, navigation, functionality and design of entire site. Must submit exact website. Also submit PDF of Home page. Website must remain active through April 2020.

W01 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 002.

W02 Automotive & Motorcycle/ Consumer

Performance, appearance, tech reports, road tests, features, reviews and similar information. The same website may not be submitted in category 001.

W03 Music/Consumer

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

W04 Entertainment, Communication or The Arts/Consumer

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

W05 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 006.

W06 Health & Fitness/Consumer

Health, nutrition, exercise, self-improvement, physical fitness. The same website may not be submitted in category 005.

W07 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 008 or 009.

W08 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 007 or 009.

W09 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 007 or 008.

W10 Technology/Consumer

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

W11 Politics & Social Issues/ Consumer

News and analysis of political, environmental and social issues.

W12 Lifestyles & Alternative Lifestyles/ Consumer

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

W13 Business & Finance/Consumer

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

W14 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 W01-W13, or W15 - W27.)

W15 Annuals & One-Time Custom

Microsites Consumer Directed to a specific audience in a consumer market. The same website may not be submitted in categories W01-W14 or W16.

W16 Annuals & One-Time Custom

Microsites/ Consumer Directed to a specific audience in a consumer market. The same website may not be submitted in categories W01-W15.

WEBSITE CATEGORIES / CONSUMER 100A-100E

TIP

After fulfilling your Initial WEBSITE category requirement(W01-W16), you may select any of the Consumer Digital Media categories below. Multiple entries are permitted in each category. Each different entry requires a separate entry fee. See Page 2 for upload requirements.

100A Best Website Article/ Consumer

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

100B Best Regularly Featured Website 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 same series. Must submit exact website. Also submit PDF of ONE front page of ONE article. Website must remain active through April 2020.

134 Best Blog Single Entry/Consumer

see page 8.

100C 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. Website must remain active through April 2020.

100D Best Online Buyers Guide/ Consumer

An online resource of vendors, suppliers and/or service providers of interest to a specific audience. The goal is to match buyers with sellers and should feature requisite content. Must submit exact website. Also submit PDF of home page of OLBG. Website must remain active through April 2020.

100E Best Online Directory/ Consumer

An online resource for audience to source for specific information needs. This is not a buyer's guide for buyers and seller. Examples: Directory of NFL teams, City Economic Development Leaders, Best Restaurants in Sacramento, etc. Must submit exact website. Also submit PDF of home page of online directory. Website must remain active through April 2020.

WEB PUBLICATION & ENEWSLETTER CATEGORIES/ CONSUMER 101-103

Web Publication & Enewsletter Categories/Consumer Must enter website entry (W01-W16) to qualify for any other web publication or eNewsletter categories. After fulfilling your Initial category requirement, you may select any of the Consumer Digital Media categories. Any frequency is permitted. Multiple entries are permitted in each category. Each different entry requires a separate entry fee. See Page 2 for upload requirements.

101 Best Web Publication & eNewsletter/Consumer

The web publication or eNewsletter contains a variety of articles, columns, etc. Single articles not eligible. Overall use of editorial, graphics, navigation, functionality and design of entire newsletter judged. Must submit exact website. Also submit PDF of Home page. Website must remain active through April 2020.

102 Best Web or eNewsletter Article/ Consumer

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

103 Best Regularly Featured Web or eNewsletter 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 same series. Must submit exact website. Also submit PDF of ONE front page of ONE article. Website must remain active through April 2020.

DIGITAL & EPUBLICATION CATEGORIES CONSUMER 112-118

TIP

INITIAL Consumer Digital & ePublication Categories. Must enter website entry (W01-W16) to qualify for any other web publication or eNewsletter categories. After fulfilling your Initial category requirement, you may select any of the Consumer Digital Media categories. Any frequency is permitted. Multiple entries are permitted in each category. Each different entry requires a separate entry fee. See Page 2 for upload requirements.

112 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.

113 Best Digital Edition of Print Publication/ Consumer

Digital Edition or ePublication **that is 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.

114 Best Digital Edition or ePublication Article/Consumer

An article of general interest, or newsworthiness, to a specific audience. Book excerpts not eligible. Must submit exact website or digital edition. Also submit PDF of front page. Website must remain active through April 2020.

115 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. Also submit PDF of One front page of one article. Website must remain active through April 2020.

116 Best Single Editorial Digital Edition or ePublication Photograph/ Consumer

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

117 Best Single Editorial Digital Edition or ePublication Illustration/ Consumer

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

118 Best Digital Edition or ePublication Cover/Consumer

Submit cover PDF only. Multiple entries permitted.

VIDEO CATEGORIES CONSUMER 126-128

TIP

Must enter website entry (W01-W16) to qualify to enter video categories. Multiple entries permitted. Each entry is an entry fee.

126 Best Video Channel/ Consumer

Dedicated video channel that extends the magazine brand on mobile platform. (You Tube 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.

127 Best Use of Video in Editorial Short Form/Consumer

Proprietarily produced video that either accompanies a print/tablet feature or is stand-alone content on a media brand's website/mobile platform. 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.

128 Best Use of Video in Editorial Long Form/Consumer

Proprietarily produced video that either accompanies a print/tablet feature or is stand-alone content on a media brand's Website/mobile platform. 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 132-134

Must enter website Initial Category (W01-W16) to qualify for social media categories. Multiple entries permitted. Each entry is an entry fee.

132 Best Use of Social Media/Consumer

Innovative use of social media platform to promote your publication, content 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.

133 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.

134 Best Blog/ Consumer

One blog per entry, by an individual or group, for publication or 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.

MARKETING CAMPAIGNS/ CONSUMER (150A, 151A, 152A, 153A, 154A, 155A, 156A)

TIP

Must enter website Initial Category (W01-W16) to qualify to enter Marketing Categories. 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.

150A Best Publication Media Kit/Consumer

Dedicated market media kit for magazine publication. Media kit must incorporate audience profile, editorial calendar and rate card. Content must align to the media brand vision, audience, editorial voice. Submit PDF and website URL for each entry. URL must remain active through April 2020.

151A Best Publication Audience Development Campaign – Single Promotion/Consumer

Single promotion for the purpose of developing circulation on print publication. The promotion can be print, digital or integrated campaign. Print publication branding must appear on promotion. If promotion is for online only media-not a print or digital publication or event, see Dottie Awards for Digital Media section for correct entry. Submit PDF of promotion all sides for each entry and URL. URL must remain active through April 2020.

152A Best Publication Audience Development Campaign – Series of Promotions/Consumer

Series of 3 or more promotions for the purpose of developing circulation on print publication. The promotions can be print, digital or integrated campaign.

Print publication branding must appear on promotions. If promotions are for online only media-not a print or digital publication, see Dottie Awards for Digital Media section for correct entry. Submit PDF of each promotion all sides for each entry and URL. Requires minimum of 3 to qualify for series. URL must remain active through April 2020.

153A Best Event Prospectus/ Consumer

Dedicated marketing prospectus targeting sponsors or exhibitors for branded trade show, conference or event. Prospectus must incorporate audience profile, conference positioning, target sponsors and rates. Content must align to the brand vision, audience, and voice. (Magazine affiliation not required). Submit PDF and website URL for each entry. Website must remain active through April 2020.

154A Best Event Attendee Promotion-Single Promotion/Consumer

Single promotion for the purpose of attracting attendees to branded trade show, conference or event. The promotion can be print, digital or integrated campaign. Event branding must appear on promotion. (Magazine affiliation not required.) Submit PDF of promotion, all sides for each entry.

155A Best Event Attendee Promotion-Series of Promotions/Consumer

Series of 3 or more promotions for the purpose of attracting attendees to branded trade show, conference or event. The promotions can be print, digital or integrated campaign. Event branding must appear on promotions. Submit PDFs of each promotion, all sides for each entry. Requires minimum of 3 promotions to qualify for series.

156A Best Event Show Guide/Consumer

Dedicated show guide for branded trade show, conference or event. Guide must incorporate branded event, schedule, sponsor/exhibitor directory. Content must align to the brand vision, audience, and voice. (Magazine affiliation not required). Guide may be print, digital or integrated. Submit PDF of complete Guide and website URL for each entry. Website must remain active through April 2020.

TRADE PRINT CATEGORIES 053-063

TIP

INITIAL Trade Print Categories for publications with 5 or more issues per year. Must select 1 category from categories 053 – 062 to qualify for other Trade Print Categories. Multiple issues are permitted in each category with additional entry fee. See Page 2 for NEW materials & uploads.

053 Communication, Advertising & The Arts/Trade

Journalism, publishing, motion pictures, television, theater and recording industry news, trends, features and issues.

054 Business, Finance & Management/ Trade

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

055 Technology/Trade

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

056 Medical, Dental & Related Services/ Trade

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

057 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 058.

058 Health & Fitness/Trade

Health, diet, exercise, self-improvement, physical fitness and similar information. The same publication may not be submitted in category 057.

059 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.

060 Non-Paid (Circ under 50,000)/Trade

Distributed to a specific audience in a trade or business market. Paid circulation must be less than 10%. Must submit proof of circulation.

061 Non-Paid (Circ over 50,000)/ Trade

Distributed to a specific audience in a trade or business market. Paid circulation must be less than 10%. Must submit proof of circulation.

062 Special Interest/Trade

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

PRINT CATEGORIES/ TRADE 063 –067

TIP

INITIAL Trade Print Categories for publications with less than 5 issues per year. Must select 1 category from categories 063 – 067 to qualify for other Trade Print Categories. Multiple issues are permitted in each category. Each different issue is an entry fee. See Page 2 for NEW materials & uploads.

063 Annuals & One-Time Custom Publications/Trade

Directed to a specific audience in a trade market. Publications entered in this category may not enter categories 053 – 066 or 064 – 067.

064 Semi-Annuals & Three-Time/ Trade

Directed to a specific audience in a trade market. Publications entered in this category may not enter categories 053 – 063 or 65 – 067.

065 Quarterlies/Trade

Directed to a specific audience in a trade market. Publications entered in this category may not enter categories 053 – 064 or 066 – 067.

066 Guides, Catalogs & Directories/ Trade

Buying guides, catalogs, directories or reference guides for a trade audience. Must publish as stand-alone. Any frequency. The same publication may not be submitted in categories 053 – 065 or 067.

067 Tabloids/Trade

Any frequency. The same publication may not be submitted in categories 053 – 066.

PRINT CATEGORIES TRADE 068 –071

INITIAL Trade Print Categories for Newsletters, Supplements and Associations. Must select 1 category from categories 068 – 071 to qualify for other Trade Print Categories. Any frequency is permitted. Multiple issues are permitted in each category. Each different issue is an entry fee. See Page 2 for NEW materials & uploads.

068 Newsletters/Trade

Newsletter produced for a trade market. The same publication may not be entered in categories 053–067 or 069–071.

069 Supplements/Trade

Single issue produced in conjunction with primary publication. May not be bound into publication. The same publication may not be entered in categories 053–068 or 070–071.

070 Newsletters/Association for Profit/ Trade

Distributed to members of a for-profit trade association. Contains information, events and issues affecting a specific industry. The same publication may not be entered in categories 053–069 or 071.

071 Newsletters/Association Non-Profit/ Trade

Distributed to members of a not-for profit trade association. Contains information, events and issues affecting a specific industry. The same publication may not be entered in categories 053–070.

PRINT CATEGORIES TRADE 072 –096

Trade Print Categories for publications with any frequency. After fulfilling your initial category requirement, you may select any of the Trade categories below, provided they fit your circulation (if any) listed. Multiple issues are permitted in each category. Each different issue is an entry fee. See page 2 for NEW materials & uploads.

072 Best Feature Article (Circ under 50,000)/Trade

An article of general interest to a trade audience.

073 Best Feature Article (Circ over 50,000)/Trade

An article of general interest to a trade audience.

074 Best Series of Articles/Trade

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

075 Best How-To Article/Trade

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

076 Best Interview or Profile/ Trade

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

077 Best Signed Editorial or Essay/ Trade

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

078 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 different selections, from different issues, of same series.

079 Best News Story/Trade

An article of timeliness or newsworthiness to a trade audience.

080 Best Editorial Layout (Circ under 50,000)/Trade

Submit entire article, including carryover. May be color or black/white.

081 Best Editorial Layout (Circ over 50,000)/Trade

Submit entire article, including carryover. May be color or black/white.

082 Best Single Editorial Illustration/ Trade

Submit illustration as one upload. Also submit entire article, including carryover. Covers not eligible.

083 Best Series of Editorial Illustrations/Trade

Entry must contain three or more illustrations, related by theme. Upload illustrations as one upload or separately. Also submit entire article, including carryover. Covers not eligible.

084 Best Single Editorial Photograph/ Trade

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

085 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, including carryover. Covers not eligible.

086 Best Cover (Circ under 50,000)/ Trade

Upload cover only. Multiple entries permitted.

087 Best Cover (Circ over 50,000)/Trade

Submit cover only. Multiple entries permitted.

088 Best Overall Publication Design (Circ under 50,000)/Trade

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

089 Best Overall Publication Design (Circ over 50,000)/Trade

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

090 Special Theme Issue (Circ under 50,000)/Trade

Entry must state the theme on cover or table of contents. Theme must constitute at least half the editorial features or half the total editorial pages.

091 Special Theme Issue (Circ over 50,000)/Trade

Entry must state the theme on cover or table of contents. Theme must constitute at least half the editorial features or half the total editorial pages.

092 Most Improved Publication/ Trade

Provide URL links to PDFs of 2 different issues from 2018 and 2019. Upload proof of circulation, BPA, sworn statement or signed publisher's letter. Describe how publication had changed editorially and graphically, reasons for changes and results of changes on entry form. Ship 2 print copies to Awards Office.

093 Most Improved Annual, Semi-Annual, Three-Time or Quarterly/Trade

Provide URL links to PDFs of 2 different issues from 2018 and 2019. Upload proof

of circulation, BPA, sworn statement or signed publisher's letter. Describe how publication had changed editorially and graphically, reasons for changes and results of changes on entry form. Ship 2 print copies to Awards Office.

094 Most Improved Tabloid/Trade

Provide URL links to PDFs of 2 different issues from 2018 and 2019. Upload proof of circulation, BPA, sworn statement or signed publisher's letter. Describe how publication had changed editorially and graphically, reasons for changes and results of changes on entry form. Ship 2 print copies to Awards Office.

095 Best New Tabloid/Trade

Enter one issue of publication and ship in duplicate. Must show 2019 cover date.

096 Best New Publication/Trade

Enter one issue of publication and ship in duplicate. Must show 2019 cover date. Tabloid entries not eligible.

WEBSITE CATEGORY/ TRADE W53-W63

TIP

Initial Trade Website. Must enter website (W53-W63) to qualify to enter any other digital categories. Multiple websites are permitted. Each different site requires a separate entry fee. Trade websites must have live date of 2019 or 2020. Must submit exact website URL. Also submit PDF of Home page. See Page 2 for upload requirements. Website must remain active through 2020 for judging.

W53 Communication, Advertising & The Arts/Trade

Journalism, publishing, motion pictures, television, theater and recording industry news, trends, features and issues.

W54 Business, Finance & Management/ Trade

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

W55 Technology/Trade

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

W56 Medical, Dental & Related Services/ Trade

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

W57 Fashion, Beauty & Grooming/ Trade

Fashion, beauty, grooming and exercise tips, equipment, product reviews, features and similar information. The same website may not be submitted in category W58.

W58 Health & Fitness/Trade

Health, diet, exercise, self-improvement, physical fitness and similar information. The same website may not be submitted in category W57.

W59 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.

W60 Non-Paid WEBSITE (Monthly visitors under 50,000)/Trade

Distributed to a specific audience in a trade or business market. Less than 10% of visitors are paid. Must submit proof of website traffic.

W61 Non-Paid WEBSITE (Monthly visitors over 50,000)/ Trade

Distributed to a specific audience in a trade or business market. Less than 10% of visitors are paid. Must submit proof of website traffic.

W62 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 W53 – W61.)

W63 Annuals & One-Time Custom Microsites/Trade

Directed to a specific audience in a trade market. Websites entered in this category may not enter categories W53 – W62.

WEBSITE CATEGORIES / TRADE 104A-104E

After fulfilling your Initial Website category (W53-W63) requirement, you may enter any of the Digital Trade

categories below. Any frequency is permitted. Multiple entries are permitted in each category. Each different entry requires a separate entry fee. See Page 2 for upload requirements.

104A Best Website Article/ Trade

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

104B Best Regularly Featured Website 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 same series. Must submit exact website. Also submit PDF of ONE front page of ONE article. Website must remain active through April 2020.

137 Best Blog Single Entry/ TRADE

See page 12.

104C 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. Website must remain active through April 2020.

104D Best Online Buyers Guide/ Trade

An online resource of vendors, suppliers and/or service providers of interest to a specific audience. The goal is to match buyers with sellers and should feature requisite content. Must submit exact website. Also submit PDF of home page of OLBG. Website must remain active through April 2020

104E Best Online Directory/ Trade

An online resource for audience to source for specific information needs. This is not a buyer's guide for buyers and seller. Examples: Directory of NFL teams, City Economic Development Leaders, Best Restaurants in Sacramento, etc. Must submit exact website. Also submit PDF of home page of online directory. Website must remain active through April 2020

WEB PUBLICATION & NEWSLETTER CATEGORIES/ TRADE 105-107

TIP

Must enter Initial Website (W53-W63) to qualify for any other digital media categories. After fulfilling your Initial category requirement, you may select any of the Web Publication and eNewsletter categories below. Any frequency is permitted. Multiple entries are permitted in each category. Each different entry requires a separate entry fee. See Page 2 for upload requirements.

105 Best Web Publication & eNewsletter/Trade

The web publication or eNewsletter contains a variety of articles, columns, etc. Single articles not eligible. Overall use of editorial, graphics, navigation, functionality and design of entire newsletter judged. Must submit exact website. Also submit PDF of Home page. Website must remain active through April 2020.

106 Best Web or eNewsletter Article/ Trade

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

107 Best Regularly Featured Web or eNewsletter 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. Also submit PDF of ONE front page of ONE article. Website must remain active through April 2020.

DIGITAL & EPUBLICATION CATEGORIES TRADE 119-125

TIP

Must enter Initial Website (W53-W63) to qualify for any other digital media categories. After fulfilling your Initial category requirement, you may select any of the Digital & ePublication categories below. Any frequency is permitted. Multiple entries are permitted in each category. Each different entry requires a separate entry fee. See Page 2 for upload requirements.

119 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 2019.

120 Best Digital Edition of Print Publication/Trade

Digital Edition or pub publication that is duplicated in print. Down loadable 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.

121 Best Digital Edition or EPublication Article/Trade

An article of general interest, or newsworthiness, to a specific audience. Book excerpts not eligible. Must submit exact website or digital edition. Also submit PDF of front page. Website must remain active through April 2020.

122 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 of same series from different issues. Submit exact website. Also submit PDF one front page of one article. Website must remain active through April 2020.

123 Best Single Editorial Digital Edition or ePub Photograph/Trade

Submit photograph as one PDF upload. Also submit entire article. Covers not eligible.

124 Best Single Editorial Digital Edition or ePub Illustration/Trade

Submit illustration as one PDF upload. Also submit entire article. Covers not eligible.

125 Best Digital Edition or ePub Cover/ Trade

Submit cover PDF only. Multiple entries permitted

VIDEO CATEGORIES TRADE 129-131

TIP

Must enter website Initial Category (W53-W63) to qualify to enter Video categories. Multiple entries permitted. Each entry is an entry fee.

129 Best Video Channel/Trade

Dedicated video channel that extends the magazine brand on mobile platform. (You Tube 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 opening.

130 Best Use of Video in Editorial Short Form/Trade

Proprietarily produced video that either accompanies a print/tablet feature or is stand-alone content on a media brand's website/mobile platform. 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 opening.

131 Best Use of Video in Editorial Long Form/Trade

Proprietarily produced video that either accompanies a print/tablet feature or is stand-alone content on a media brand's Website/mobile platform. 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 opening.

SOCIAL MEDIA CATEGORIES TRADE 135-137

TIP

Must enter website Initial Category (W53-W63) to qualify to sent Social Media categories. Multiple entries permitted. Each entry is an entry fee.

135 Best Use of Social Media/ Trade

Innovative use of social media platform to promote your publication, content 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.

136 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.

137 Best Blog- Single Entry/Trade

One blog per entry, by an individual or group, for publication or 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.

MARKETING CAMPAIGNS/ TRADE (150B, 151B, 152B, 153B, 154B, 155B, 156B)

TIP

Must enter website Intial Category (W53-W63) to qualify t enter Marketing categories. 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.

150B Best Publication Media Kit/Trade

Dedicated market media kit for magazine publication. Media kit must incorporate audience profile, editorial calendar and rate card. Content must align to the media brand vision, audience, editorial voice. Submit PDF and website URL for each entry. URL must remain active through April 2020.

151B Best Publication Audience Development Campaign – Single Promotion/Trade

Single promotion for the purpose of developing circulation on print publication. The promotion can be print, digital or integrated campaign. Print publication branding must appear on promotion. If promotion is for online only media-not a print or digital publication or event, see Dottie Awards for Digital Media section for correct entry. Submit PDF of promotion all sides for each entry and URL. URL must remain active through April 2020.

152B Best Publication Audience Development Campaign – Series of Promotions/Trade

Series of 3 or more promotions for the purpose of developing circulation on print publication. The promotions can be print, digital or integrated campaign.

Print publication branding must appear on promotions. If promotions are for online only media-not a print or digital publication, see Dottie Awards for Digital Media section for correct entry. Submit PDF of each promotion all sides for each entry and URL. Requires minimum of 3 to qualify for series. URL must remain active through April 2020.

153B Best Event Prospectus/ Trade

Dedicated marketing prospectus targeting sponsors or exhibitors for branded trade show, conference or event. Prospectus must incorporate audience profile, conference positioning, target sponsors and rates. Content must align to the brand vision, audience, and voice. (Magazine affiliation not required). Submit PDF and website URL for each entry. Website must remain active through April 2020.

154B Best Event Attendee Promotion-Single Promotion/Trade

Single promotion for the purpose of attracting attendees to branded trade show, conference or event. The promotion can be print, digital or integrated campaign. Event branding must appear on promotion. (Magazine affiliation not required.) Submit PDF of promotion, all sides for each entry.

155B Best Event Attendee Promotion-Series of Promotions/Trade

Series of 3 or more promotions for the purpose of attracting attendees to branded trade show, conference or event. The promotions can be print, digital or integrated campaign. Event branding must appear on promotions. Submit PDFs of each promotion, all sides for each entry. Requires minimum of 3 promotions to qualify for series.

156B Best Event Show Guide/Trade

Dedicated show guide for branded trade show, conference or event. Guide must incorporate branded event, schedule, sponsor/exhibitor directory. Content must align to the brand vision, audience, and voice. (Magazine affiliation not required). Guide may be print, digital or integrated. Submit PDF of complete Guide and website URL for each entry. Website must remain active through April 2020.

PRINT CATEGORIES STUDENT 097

TIP

INITIAL Student Print Category for publications, newsletters and tabloids with any frequency. Must select category 097 to qualify for other Student Print Categories. Multiple issues are permitted in each category. Each different issue is an entry fee. See Page 2 for materials & uploads. 097 Best Print Publication/ Student Best overall editorial, art and design of any student publication. Any frequency is permitted.

PRINT CATEGORIES STUDENT 098-099

Student Print Categories for student publications with any frequency. After fulfilling your initial category requirement, you may select any of the Student Print categories below. Multiple issues are permitted in each category. Each different issue is an entry fee. See Page 2 for NEW materials & uploads.

098 Best Print Article/Student

An article of general interest, or newsworthiness. Must be original material. Book excerpts not permitted.

099 Best Print Cover/Student

Submit cover only. Multiple entries permitted.

WEBSITE CATEGORY/ STUDENT 108

INITIAL STUDENT Web Site. Must enter 108 Website/Student to qualify for any other digital student categories.

After fulfilling your Initial category requirement, you may enter any digital categories below. Any frequency is permitted. Multiple entries are permitted in each category. Each different entry requires a separate entry fee. See Page 2 for upload requirements.

108 Best Website/ Student

Best overall use of editorial, graphics, navigation, functionality and design of entire site. Must submit exact website. Also submit PDF of Home page. Website must remain active through April 2020.

WEBSITE CATEGORIES / STUDENT 108A-108E

108A Best Website Article/Student

An article of general interest, or

newsworthiness, to a specific audience. Book excerpts not eligible. Must submit exact website. Also submit PDF of front-page article. Website must remain active through April 2020.

108B Best Regularly Featured Website Column/Student

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

108C Best Blog Series/Student

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. Website must remain active through April 2020.

108D Best Online Buyers Guide/Student

An online resource of vendors, suppliers and/or service providers of interest to a specific audience. The goal is to match buyers with sellers and should feature requisite content. Must submit exact website. Also submit PDF of home page of OLBG. Website must remain active through April 2020.

108E Best Online Directory/ Student

An online resource for audience to source for specific information needs. This is not a buyer's guide for buyers and seller. Examples: Directory of NFL teams, City Economic Development Leaders, Best Restaurants in Sacramento, etc. Must submit exact website. Also submit PDF of home page of online directory. Website must remain active through April 2020

WEB PUBLICATION & NEWSLETTER CATEGORIES STUDENT 109-111

INITIAL Student Web Publication & Newsletter Categories. Must enter Website/Student entry 108 to qualify for any other student digital media categories. After fulfilling your Initial category requirement, you may enter any of the digital categories below. Any frequency is permitted. Multiple entries are permitted in each category. Each different entry requires a separate entry fee. See Page 2 for upload requirements.

TIP

109 Best Web Publication & eNewsletter/ Student

Must be student-written for the Web and contain a variety of articles, columns, etc. Single articles not eligible. Overall use of editorial, graphics, navigation, functionality and design of entire newsletter judged. Must submit exact website. Also submit PDF of Home Page. Website must remain active through April 2020.

110 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 front-page article. Website must remain active through April 2020.

111 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 One PDF of front page of one article. Website must remain active through April 2020.

VIDEO CATEGORIES STUDENT 138- 140

TIP

Must enter Initial website entry (108) to qualify for any other Student digital categories. Multiple entries permitted. Each entry is an entry fee.

138 Best Video Channel/ Student

Dedicated video channel that extends the magazine brand on mobile platform. (You Tube 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.

139 Best Use of Video in Editorial Short Form/Student

Proprietarily produced video that either accompanies a print/tablet feature or is stand-alone content on a media brand's website/mobile platform. 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.

140 Best Use of Video in Editorial Long Form/Student

Proprietarily produced video that either accompanies a print/tablet feature or is stand-alone content on a media brand's Website/mobile platform. 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 STUDENT 141-142

TIP

Must enter Initial website entry (108) to qualify for any other Student digital categories.

Multiple entries permitted. Each entry is an entry fee.

141 Best Use of Social Media/ Student

Innovative use of social media platform to promote your publication, content 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.

142 Best Social Media Community/ Student

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.

MARKETING CAMPAIGNS/ STUDENT (150D, 151D, 152D)

TIP

Must enter Initial website entry (108) to qualify for any other Student marketing categories. 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.

150D Best Publication Media Kit/Student

Dedicated market media kit for magazine publication. Media kit must incorporate audience profile, editorial calendar and rate card. Content must align to the media brand vision, audience, editorial voice. Submit PDF and website URL for each entry. URL must remain active through April 2020.

151D Best Publication Audience Development Campaign – Single Promotion/Student

Single promotion for the purpose of developing circulation on print publication. The promotion can be print, digital or integrated campaign. Print publication branding must appear on promotion. If promotion is for online only media-not a print or digital publication or event, see Dottie Awards for Digital Media section for correct entry. Submit PDF of promotion all sides for each entry and URL. URL must remain active through April 2020.

152D Best Publication Audience Development Campaign – Series Of Promotions/Student

Series of 3 or more promotions for the purpose of developing circulation on print publication. The promotions can be print, digital or integrated campaign. Print publication branding must appear on promotions. If promotions are for online only media-not a print or digital publication, see Dottie Awards for Digital Media section for correct entry. Submit PDF of each promotion all sides for each entry and URL. Requires minimum of 3 to qualify for series. URL must remain active through April 2020.

WE WANT YOU

You are invited to judge the Maggie's and/or Dottie Awards.

Apply on page 17 or online at MaggieAwards.com

PRINT CATEGORIES CONSUMER ASSOCIATION/NPO 026 -027

TIP

INITIAL Consumer Print Categories for Associations. Must select 1 category from categories 026 – 027 to qualify for other Consumer Print Categories. Any frequency is permitted. Multiple issues are permitted in each category. Each different issue is an entry fee. See Page 2 for materials & uploads.

026 Associations For Profit/ Consumer
Distributed to members of a for-profit consumer association. Contains information, events and issues affecting a specific industry. The same publication may not be entered in categories 001–025 or 027.

027 Associations Non-Profit/ Consumer
Distributed to members of a not-for profit consumer association. Contains information, events and issues affecting a specific industry. The same publication may not be entered in categories 001–026.

070 Associations Newsletter For Profit/ Trade
Distributed to members of a for-profit trade association. Contains information, events and issues affecting a specific industry. The same publication may not be entered in categories 053–069 or 071.

071 Associations Newsletter Non-Profit/ Trade
Distributed to members of a not-for profit trade association. Contains information, events and issues affecting a specific industry. The same publication may not be entered in categories 053–070.

WEBSITE CATEGORY/ ASSOCIATION/NPO 170

TIP

Initial ASSOCIATION/NPO Website. Associations (for profit or non-profit) as well as Non-Profit Organizations must enter Website category 170 to qualify for any other digital media categories. Multiple websites are permitted. Each different site requires a separate entry fee.

170 Best Website/ Association/NPO
Best overall use of editorial, graphics, navigation, functionality and design of entire site. Must submit exact website. Also submit PDF of Home page. Website must remain active through April 2020.

WEBSITE CATEGORIES / ASSOCIATION/NPO 170A-170E

After fulfilling your Initial category requirement, you may enter any digital Association/NPO categories. Any frequency is permitted. Multiple entries are permitted in each category. Each different entry requires a separate entry fee.

170A Best Website Article/ Association/NPO

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

170B Best Regularly Featured Website Column/Association/NPO

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

170C Best Blog Series/Association/NPO

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. Website must remain active through April 2020.

170D Best Online Buyers Guide/ Association/NPO

An online resource of vendors, suppliers and/or service providers of interest to a specific audience. The goal is to match buyers with sellers and should feature requisite content. Must submit exact website. Also submit PDF of home page of OLBG. Website must remain active through April 2020

170E Best Online Directory/ Association/NPO

An online resource for audience to source for specific information needs. This is not a buyer's guide for buyers and seller. Examples: Membership directory, City Economic Development Leaders, Best Restaurants in Sacramento, etc. Must submit exact website. Also submit PDF of home page of online directory. Website must remain active through April 2020.

WEB PUBLICATION & NEWSLETTER CATEGORIES/ ASSOCIATION/NPO 171-173

TIP

Must enter 170 website category to qualify for any other digital media categories. After fulfilling your Initial category requirement, you may select any digital media categories below. Multiple entries are permitted in each category. Each different entry requires a separate entry fee.

171 Best Web Publication & eNewsletter/Association/NPO

The web publication or eNewsletter contains a variety of articles, columns, etc. Single articles not eligible. Overall use of editorial, graphics, navigation, functionality and design of entire newsletter judged. Must submit exact website. Also submit PDF of Home page. Website must remain active through April 2020.

172 Best Web or eNewsletter Article/ Association/NPO

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

173 Best Regularly Featured Web or eNewsletter Column/Association/NPO

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 ONE front page of ONE article. Website must remain active through April 2020.

VIDEO CATEGORIES ASSOCIATION/NPO 175- 177

TIP

Must enter Initial website entry (170) to qualify for any other Association/NPO digital categories.

Multiple entries permitted with addition entry fees.

175 Best Video Channel/Association/NPO

Dedicated video channel that extends the magazine brand on mobile platform. (You Tube public channel or private channel okay.) Multiple segment content originally created by media brand required. Content should align to media

ASSOCIATION/NPO DIGITAL & MARKETING CATEGORIES

brand vision, target audience, editorial voice. Submit website link to video channel plus a PDF of the opening.

176 Best Use of Video in Editorial Short Form/ Association/NPO

Proprietarily produced video that either accompanies a print/tablet feature or is stand-alone content on a media brand's website/mobile platform. 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.

177 Best Use of Video in Editorial Long Form/ Association/NPO

Proprietarily produced video that either accompanies a print/tablet feature or is stand-alone content on a media brand's Website/mobile platform. 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 ASSOCIATION/NPO 180-181

Must enter Initial website entry (170) to qualify for any other Association/NPO digital categories. Multiple entries permitted. Each entry is an entry fee.

180 Best Use of Social Media/ Association/NPO

Innovative use of social media platform to promote your publication, content 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.

181 Best Social Media Community/ Association/NPO

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.

MARKETING CAMPAIGNS/ ASSOCIATION/NPO (150C, 151C, 152C, 153C, 154C, 155C, 156C)

TIP **Must enter Initial website entry (170) to qualify for any other Association/NPO Marketing categories.** 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.

150C Best Publication Media Kit/ Association/NPO

Dedicated market media kit for magazine publication. Media kit must incorporate audience profile, editorial calendar and rate card. Content must align to the media brand vision, audience, editorial voice. Submit PDF and website URL for each entry. URL must remain active through April 2020.

151C Best Publication Audience Development Campaign – Single Promotion/Association/NPO

Single promotion for the purpose of developing circulation on print publication. The promotion can be print, digital or integrated campaign. Print publication branding must appear on promotion. If promotion is for online only media-not a print or digital publication or event, see Dottie Awards for Digital Media section for correct entry. Submit PDF of promotion all sides for each entry and URL. URL must remain active through April 2020.

152C Best Publication Audience Development Campaign – Series of Promotions/Association/NPO

Series of 3 or more promotions for the purpose of developing circulation on print publication. The promotions can be print, digital or integrated campaign. Print publication branding must appear on promotions. If promotions are for online only media-not a print or digital publication, see Dottie Awards for Digital Media section for correct entry. Submit PDF of each promotion all sides for each entry and URL. Requires minimum of 3 to qualify for series. URL must remain active through April 2020.

153C Best Event Prospectus/ Association/NPO

Dedicated marketing prospectus targeting sponsors or exhibitors for branded ASSOCIATION/NPO show, conference or event. Prospectus must incorporate audience profile, conference positioning, target sponsors and rates. Content must align to the brand vision, audience, and voice. (Magazine affiliation not required). Submit PDF and website URL for each entry. Website must remain active through April 2020.

154C Best Event Attendee Promotion- Single Promotion/ Association/NPO

Single promotion for the purpose of attracting attendees to branded ASSOCIATION/NPO show, conference or event. The promotion can be print, digital or integrated campaign. Event branding must appear on promotion. (Magazine affiliation not required.) Submit PDF of promotion, all sides for each entry.

155C Best Event Attendee Promotion- Series of Promotions/ Association/NPO

Series of 3 or more promotions for the purpose of attracting attendees to branded ASSOCIATION/NPO show, conference or event. The promotions can be print, digital or integrated campaign. Event branding must appear on promotions. Submit PDFs of each promotion, all sides for each entry. Requires minimum of 3 promotions to qualify for series.

156C Best Event Show Guide/ Association/NPO

Dedicated show guide for branded Association/NPO show, conference or event. Guide must incorporate branded event, schedule, sponsor/exhibitor directory. Content must align to the brand vision, audience, and voice. (Magazine affiliation not required). Guide may be print, digital or integrated. Submit PDF of complete Guide and website URL for each entry. Website must remain active through April 2020.

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 or fax 888-201-2841.

Maggie Dottie AWARDS AWARDS

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Join the Celebration of Excellence!

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

**Maggie & Dottie Awards Ceremony
is slated for April 2020.**

Watch for details at: MaggieAwards.com and DottieAwards.net.



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