



**DESIGN CRITERIA ONLY
FOR MEDIA KIT CATEGORIES #114–115**

Please read the editorial profiles for each magazine before evaluating the overall editorial quality based on the questions below.

Score your responses on a scale of one to ten, in which:

1=unacceptable
7=above average

3=below average
9=very good

5=average
10=excellent

Do not use 0. Use whole numbers only, no fractions, decimals, pluses or minuses.

Place your single score for each entry in the "score" box on your judging sheet.

114–115 BEST MEDIA KIT

- Does the folder design enhance the magazine's brand?
- Does the folder design appropriately accommodate all the materials in a way that is functional and practical as well as appealing?
- Do each of the elements work together as a whole?
- Is type easy to find and read in the rate card?
- How well does the rate card stand alone if separated from media kit?
- Does the design of the rate card help or hinder the presentation of the basic facts?