

THE MAGAZINE AWARDS FOR WESTERN PUBLISHING

2012 CALL 4 ENTRIES

Deadline for Entries: January 18, 2012

WPA OFFERS 4 WAYS TO SAVE!

- Join WPA or renew your membership before December 31, 2011 and receive 50% off your first MAGGIE entry.
- Register for the WPA Conference before January 18, 2012 and receive \$50 off conference registration PLUS 50% off your second MAGGIE entry.
- Register for the WPA Conference before March 20, 2012 and receive 10% off your MAGGIE banquet ticket.
- TAKE ADVANTAGE OF ALL WPA DISCOUNTS AND SAVE UP TO \$170!
(See details on all offers inside)



Enter the MAGGIES Today at
WPA-ONLINE.ORG

WPA
WESTERN PUBLISHING ASSOCIATION
PRINT. DIGITAL. EVENTS

2012 MAGGIE RULES & INFORMATION

MAGGIE/CONFERENCE SAVINGS!

Join or renew your WPA membership before December 31, 2011 and get 50% off your first entry. (Must enter more than one category to qualify.)

Register for the WPA Conference before January 18, 2012 and receive \$50 off conference registration PLUS 50% off your second MAGGIE entry. (Must enter more than two categories to qualify.)

Register for WPA Conference before March 20, 2012 and receive 10% off your MAGGIE Banquet ticket.

Take advantage of all WPA discounts and SAVE up to \$170!

THE MAGGIE PROCESS

MAGGIE entry and judging process for 2012 has been improved to make entering and judging easier this year!

You'll have access to MAGGIE registration and entry forms 24/7 in a secure, online environment, with easy-to-follow instructions, FAQs, category selection, upload requirements, judging criteria and online payment. Publications must carry a 2011 cover date and be published when submission is made.

MAGGIE ELIGIBILITY

Entries are limited to print, web and digital media, including publications, tabloids, newsletters and mobile technology, published west of the Mississippi River, or published for distribution only in the states west of the Mississippi River (Alaska, Arkansas, Arizona, California, Colorado, Hawaii, Idaho, Iowa, Kansas, Louisiana, Minnesota, Missouri, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oklahoma, Oregon, South Dakota, Texas, Utah, Washington and Wyoming). **Deadline for entries: January 18, 2012.**

INITIAL CATEGORY RULES

PRINT PUBLICATIONS

Every print publication must enter the entire publication into an Initial Category, in order to qualify for all other categories.

- **Print Consumer Publications:** Must enter at least one category from 001-027, or 049-051
- **Print Trade Publications:** Must enter at least one category from 028-051
- **Print Student Publications:** Must enter 052

WEB PUBLICATIONS & E-NEWSLETTERS

Every Web publication and E-Newsletter must enter the entire publication into an Initial Category, in order to qualify for all other Web and/or Digital categories.

- **Student Web Publications & E-Newsletters:** Must enter 053 or 054
- **Consumer Web-Only Publications and E-Newsletters:** Must enter either 055 or 057
- **Trade Web-Only Publications and E-Newsletters:** Must enter either 056 or 058

DIGITAL PUBLICATIONS

Every digital publication must enter the entire publication into an Initial Category, in order to qualify for all other Web and/or Digital categories.

- **Digital-Only Publications:** Must enter either 059 or 060
- **Digital Version of Print Publication:** Must enter either 061 or 062

NO MORE TEARSHEETS!

REQUIRED MATERIALS

NO MORE MOUNTED ARTWORK!

Entries into the majority of our MAGGIE categories can be uploaded to our MAGGIE site easily and quickly!

EXCEPTIONS

The following categories are entered online, BUT NO UPLOADS ARE PERMITTED:

- Initial Consumer Categories 001-027
- Initial Trade Categories 028-048
- Initial Trade/Consumer Categories: 049-051
- Initial Student Category: 052
- Special Categories: 110-113, & 116-131

Print publications entered in the above categories must ship issues to the WPA office, in duplicate, no later than Jan. 18, 2012. Enclose a copy of the online registration form, and staple the entry form specific to the entry to the back of each publication.

Mail your materials to:

Western Publishing Association
823 Rim Crest Drive
Westlake Village, CA 91361

WPA POLICY

WPA 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, less a \$40 processing fee per entry.

WPA reserves the right to disqualify entries that do not comply with rules, enter ineligible categories or fail to make full payment. Entry fees will not be refunded. Entries are the property of the WPA.

Publishers may submit up to the specified (if any) number of entries per category.

2012 MAGGIE registration, entry & judging process powered by **omniCONTESTS**

Digital Edition produced by **texterity**
WE KNOW YOUR ISSUES

2012 MAGGIE RULES & INFORMATION

FREQUENTLY ASKED QUESTIONS

How do I access the MAGGIE site?

Registration, entry forms, rules, and help aids are available online at wpa-online.org. Click on 2012 MAGGIES.

What are the MAGGIE access hours?

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

How will I know which categories require hard copies and which require uploaded materials?

All categories require uploaded materials with the exception of those categories that judge the entire print publication. For a list of these categories, see Required Materials on the facing page. (This information is also noted throughout this brochure, and on the MAGGIE site.)

What are allowable uploadable file types and instructions?

The following file types can be uploaded:
JPG/JPEG: 100 DPI, Max. 3 MB (*web viewing only*)

PDF: Max 5 MB

(*This information is also available online.*)

What is an Initial Category?

An Initial category is the first category each publication (print and electronic) **must enter** to qualify for any other category. See Initial Category Rules on the facing page for category numbers. See individual categories for description.

What cover date must appear on the submissions?

All entries must have published in 2011, including media kit entries. If the issue crosses over to the next year, it must display both years to qualify.

Are entries into both Trade and Consumer categories permitted?

No, publications must choose which group to enter.

Where can I find judging criteria?

Judging criteria can be found on the WPA website and on the MAGGIE registration website.

Can I enter the MAGGIES and also judge?

Yes. WPA will make certain you do not judge any categories you choose to enter, or any your competition enters.

Does judging involve travel to an on site location?

The majority of our judges now have the ability to judge online from the comfort of their home or office. Some categories still require on site judging, but you can specify online or on site – or both when you apply to judge.

How do I volunteer to be a MAGGIE judge?

You have the opportunity to volunteer on our MAGGIE site, or you can contact the WPA office directly at 805-495-1863. (See *Judging Form*, page 15. *Judges will be confirmed via e-mail.*)

Will other entrants have access to my entries?

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

JUDGING POLICY

WPA requires on and off site judges. Those judging off site will have the opportunity to judge from the comfort of their office or home. Complete instructions and judging access will be provided. (See form, page 15.)

Judges must have at least three year's direct experience in publishing. They are carefully selected to represent editorial, design and promotional areas of publishing and chosen on the basis of their experience in the field and their ability to fairly evaluate the entries. Judges rely on information

provided by entrants. Application is available on the WPA website: wpa-online.org. WPA members and non-members are permitted to judge.

On site location: RR Donnelley Plant, Torrance, CA.

MAGGIE BANQUET/HOTEL INFO

The 61st Annual MAGGIE Awards Banquet will be held Friday, April 27, 2012, at the Westin Hotel at Los Angeles International Airport, 5400 W. Century Blvd., LA, CA 90045. Winners in each category receive a MAGGIE Award. Finalists receive a Certificate of Excellence. A multimedia show highlights the entries.

Room rates are available for \$99 based on availability. Reservations can be made by using the Westin Hotel link on the WPA website, at wpa-online.org. Make your reservations early and celebrate your accomplishments!

QUESTIONS?

Tel 805-495-1863 Fax: 866-735-1545
E-mail: wpa@wpa-online.org
Website: wpa-online.org

MAGGIE ENTRY FEES/PAYMENT

- **WPA Members** \$ 89 per entry
- **Non-Members** \$109 per entry
- **Student** \$ 49 per entry

WPA accepts: Check, Amex, Visa, MC. Make payments: online at Maggie site; fax, with printed copy of payment form; Mail (payable to WPA), with form to 823 Rim Crest Drive, Westlake Village, CA 91361.

ORDER MAGGIE AWARDS

Order MAGGIES for years 1997–2011
Full Size MAGGIE: \$295 each
Small MAGGIE: \$205 each
Allow 4 – 6 weeks for delivery

Initial Consumer Print Categories 001-015:

Consumer publications with **FIVE or more** issues per year eligible. **MUST enter at least ONE** of these categories to qualify for any other Consumer Print Category. Multiple issues permitted. **EACH ISSUE IS AN ENTRY FEE.**

001 Outdoor Sports, Boating & Recreation/Consumer

Outdoor sports 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 Home, Design & Cooking/Consumer

Architecture & remodeling, interior design, do-it-yourself projects, foods, cooking, and similar information.

005 Celebrity, Entertainment or Performing Arts/Consumer

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

006 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 007.

007 Health & Fitness/Consumer

Health, nutrition, exercise, self-improvement, physical fitness. The same publication may not be submitted in category 006.

008 City & Metropolitan/Consumer

City and metropolitan living, including cultural, aesthetic, political, civic and similar issues. The same publication may not be submitted in category 009 or 010.

009 Regional & State/Consumer

Regional and state living, including cultural, aesthetic, political, civic and similar issues. The same publication may not be submitted in category 008 or 010.

010 Travel & In-Transit/Consumer

Travel, in-flight and in-room offering travel tips, resort information, features, events, locations and travel news. The same publication may not be submitted in category 008 or 009.

011 Computers/Consumer

Product reviews, howtos, graphics, techniques, tips, education, previews, demos, strategies, trends, features and applications.

012 Politics & Social Issues/Consumer

News and analysis of political, environmental and social issues.

013 Lifestyles & Alternative Lifestyles/Consumer

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

014 Business Finance & Management/Consumer

News, forecasts, analysis, interviews, executive or corporate issues, features, and similar information.

015 Special Interest/Consumer

Directed to a specific audience in a consumer market. (This category is reserved for publications that can't find a suitable category in 001-015, 016-027, or 049-051.)

Initial Consumer Print Categories 016-027:

Consumer publications with **less than FIVE** issues per year eligible. **MUST enter at least ONE** of these categories to qualify for any other Consumer Print Category. Multiple issues permitted. **EACH ISSUE IS AN ENTRY FEE.**

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

Directed to a specific audience in a consumer market. The same publication may not be submitted in categories 001-015 or 017-027.

017 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 001-016 or 018-027.

018 Semi-Annuals & Three-Time (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 019-027.

019 Semi-Annuals & Three-Time (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 020-027.

020 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 001-019 or 021-027.

021 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 001-020 or 022-027.

022 Guides, Catalogues and Directories (Circ under 75,000)/Consumer

Any frequency permitted. Buying guides, catalogues, directories or reference guides of consumer items. *Must publish as stand-alone.* The same publication may not be submitted in categories 001-021 or 023-027.

023 Guides, Catalogues and Directories (Circ over 75,000)/Consumer

Any frequency permitted. Buying guides, catalogues, directories or reference guides of consumer items. *Must publish as stand-alone.* The same publication may not be submitted in categories 001-022 or 024-027.

024 Tabloids (Circ under 75,000)/Consumer

Any frequency permitted. The same publication may not be submitted in categories 001-023 or 025-027.

025 Tabloids (Circ over 75,000)/Consumer

Any frequency permitted. The same publication may not be submitted in categories 001-024 or 026-027.

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

Any frequency. Directed to visitors and tourists in a specific location. The same publication may not be submitted in categories 001-025 or 027.

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

Any frequency. Directed to visitors and tourists in a specific location. The same publication may not be submitted in categories 001-026.

Initial Trade Print Categories 028–038:

Trade publications with **FIVE or more** issues per year eligible. **MUST enter at least ONE of these categories to qualify for any other Trade Print Category. Multiple issues permitted. EACH ISSUE IS AN ENTRY FEE.**

028 Communication, Advertising & The Arts/Trade

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

029 Business, Finance, Management & Retail/Trade

News, forecasts and analysis, management & executive and corporate issues, sales techniques, marketing, research, retail business news.

030 Computers/Trade

Product reviews, how-tos, graphics, techniques, tips, education, features, applications and similar information. The same publication may not be entered in category 031.

031 Computers/Software, Education & Programming/Trade

Programming tools, evaluations, applications, techniques, how-tos, engineering methods, business solutions, product reviews and similar information. The same publication may not be entered in category 030.

032 Medical, Dental & Related Services/Trade

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

033 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 034.

034 Health & Fitness/Trade

Health, diet, exercise, self-improvement, physical fitness and similar information. The same publication may not be submitted in category 033.

035 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.

036 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. The same publication may not be submitted in categories 001–035 or 037–038.

037 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. The same publication may not be submitted in categories 001–036 or 038.

038 Special Interest/Trade

Directed to a specific audience in a trade market. *(This category is reserved for publications that can't find a suitable category in 028–037.)*

Initial Trade Print Categories 039–048:

Trade publications with **less than FIVE** issues per year eligible. **MUST enter at least ONE of these categories to qualify for any other Trade Print Category. Multiple issues permitted. EACH ISSUE IS AN ENTRY FEE.**

039 Annuals & One-Time Custom Publications (Circ under 50,000)/Trade

Directed to a specific audience in a trade market. *Must publish as stand-alone.* Publications entered in this category may not enter categories 001–038 or 040–051.

040 Annuals & One-Time Custom Publications (Circ over 50,000)/Trade

Directed to a specific audience in a trade market. *Must publish as stand-alone.* Publications entered in this category may not enter categories 001–039 or 041–051.

041 Semi-Annuals & Three-Time (Circ under 50,000)/Trade

Directed to a specific audience in a trade market. *Must publish as stand-alone.* Publications entered in this category may not enter categories 001–040 or 042–051.

042 Semi-Annuals & Three-Time (Circ over 50,000)/Trade

Directed to a specific audience in a trade market. *Must publish as stand-alone.* Publications entered in this category may not enter categories 001–041 or 043–051.

043 Quarterlies (Circ under 50,000)/Trade

Directed to a specific audience in a trade market. *Must publish as stand-alone.* Publications entered in this category may not enter categories 001–042 or 044–051.

044 Quarterlies (Circ over 50,000)/Trade

Directed to a specific audience in a trade market. *Must publish as stand-alone.* Publications entered in this category may not enter categories 001–043 or 045–051.

045 Guides, Catalogues & Directories (Circ under 50,000)/Trade

Buying guides, catalogues, directories or reference guides for a trade audience. *Must publish as stand-alone.* The same publication may not be submitted in categories 001–044 or 046–051. Any frequency permitted.

046 Guides, Catalogues & Directories (Circ under 50,000)/Trade

Buying guides, catalogues, directories or reference guides for a trade audience. *Must publish as stand-alone.* The same publication may not be submitted in categories 001–045 or 047–051. Any frequency permitted.

047 Tabloids (Circ under 50,000)/Trade

Any frequency permitted. The same publication may not be submitted in categories 001–046 or 048–051.

048 Tabloids (Circ over 50,000)/Trade

Any frequency permitted. The same publication may not be submitted in categories 001–047 or 049–051.

Initial Trade & Consumer Print Categories 049–051:

Trade & Consumer publications not eligible for categories 001–048 MUST enter at least ONE of these categories to qualify for any other Trade or Consumer Print Category. Multiple issues permitted. EACH ISSUE IS AN ENTRY FEE.

049 Newsletters/Trade & Consumer

Newsletter produced for a trade or consumer market. The same publication may not be entered in categories 001–048. Any frequency permitted.

NO UPLOADS PERMITTED FOR CATEGORIES 001 – 052, 110 – 113, 116 – 131. SEE REQUIRED MATERIALS, PAGE TWO.

050 Supplements/ Trade & Consumer

Collateral material produced in conjunction with and delivered with primary publication. May not be bound into publication. The same publication may not be entered in categories 001–049 or 051. Any frequency permitted.

051 Associations/ Trade & Consumer

Distributed to members of a trade or consumer association. Contains information, events and issues affecting a specific industry. The same publication may not be entered in categories 001–050. Any frequency permitted.

Initial Student Print Category 052: *Student publications eligible. Any frequency permitted. Multiple issues permitted. EACH ISSUE IS AN ENTRY FEE.*

052 Best Print Publication/ Student

Best overall editorial, art and design of entire publication. Any frequency permitted.

Initial Student Web Categories 053–054: *Student Web publications & E-newsletters eligible. Any frequency permitted. Multiple issues permitted. EACH ISSUE IS AN ENTRY FEE.*

053 Best Web Publication/ Student

Best overall use of editorial, graphics, navigation, functionality and design of entire Web publication. **Submit entry form with exact URL address. Include all passwords. URL MUST REMAIN ACTIVE THRU APRIL 2012.**

054 Best E-Newsletter/ 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 publication judged. **Submit entry form with exact URL address. Include all passwords. URL MUST REMAIN ACTIVE THRU APRIL 2012.**

Initial Web Only Publications & E-Newsletter Categories 055–058: *Web only publications & e-newsletters eligible. Any frequency permitted. MUST enter this category to qualify for any other Web publication or e-newsletter category. Multiple issues permitted. EACH ISSUE IS AN ENTRY FEE.*

055 Best Web Publication/ Consumer

Best overall use of editorial, graphics, navigation, functionality and design of entire publication. **Submit entry form with exact URL address. Include all passwords. URL MUST REMAIN ACTIVE THRU APRIL 2012.**

056 Best Web Publication/ Trade

Best overall use of editorial, graphics, navigation, functionality and design of entire publication. **Submit entry form with exact URL address. Include all passwords. URL MUST REMAIN ACTIVE THRU APRIL 2012.**

057 Best Web E-Newsletter/ Consumer

Must be 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 publication judged. **Submit entry form with exact URL address. Include all passwords. URL MUST REMAIN ACTIVE THRU APRIL 2012.**

058 Best Web E-Newsletter/ Trade

Must be 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 publication judged. **Submit entry form with exact URL address. Include all passwords. URL MUST REMAIN ACTIVE THRU APRIL 2012.**

Initial Digital Edition Publication Categories 059–062: *Digital only publications eligible. Any frequency permitted. MUST enter one of these categories to qualify for any other Digital category. Multiple issues permitted. EACH ISSUE IS AN ENTRY FEE.*

059 Best Digital Edition Only Publication/ Consumer

Must be published electronically, intended to emulate a print publication. Must be downloadable or viewed online. Must include cover or table of contents, numbered pages, links, articles. **The same publication may not be entered in categories 001–058 or 060–062.**

060 Best Digital Edition Only Publication/ Trade

Must be published electronically, intended to emulate a print publication. Must be downloadable or viewed online. Must include cover or table of contents, numbered pages, links, articles. **The same publication may not be entered in categories 001–059 or 061–062.**

061 Best Digital Version of a Print Publication/ Consumer

Must be electronic version of print publication. Must be downloadable or viewed online.

062 Best Digital Version of a Print Publication/ Trade

Must be electronic version of print publication. Must be downloadable or viewed online.

Other Web & Digital Edition Publication Categories 064–068: *Digital only publications eligible. Any frequency permitted. Multiple issues permitted. EACH ISSUE IS AN ENTRY FEE.*

064 Best Web or Digital Edition Article/ Consumer

An article of general interest, or newsworthiness, to a specific audience, written for the Web. Book excerpts not eligible. **Submit entry form with exact URL address. Include all passwords. URL MUST REMAIN ACTIVE THRU APRIL 2012.**

065 Best Web or Digital Edition Article/ Trade

An article of general interest, or newsworthiness, to a specific audience, written for the Web. Book excerpts not eligible. **Submit entry form with exact URL address. Include all passwords. URL MUST REMAIN ACTIVE THRU APRIL 2012.**

066 Best Regularly Featured Web or Digital Edition Column/ Consumer

A series of departments, sections or columns of interest to a specific industry, written for the Web. **Entry should include URL addresses for TWO different selections from same series. Submit entry form with exact URL addresses. Include all passwords. URL MUST REMAIN ACTIVE THRU APRIL 2012.**

NO UPLOADS
PERMITTED FOR
CATEGORIES 001 – 052,
110 – 113,
116 – 131.
SEE REQUIRED
MATERIALS, PAGE TWO.

ALL WEBSITES
MUST REMAIN
ACTIVE THROUGH
APRIL 2012

067 Best Regularly Featured Web or Digital Edition Column/Trade

A series of departments, sections or columns of interest to a specific industry, written for the Web. **Entry should include URL addresses for TWO different selections from same series. Submit entry form with exact URL addresses. Include all passwords. URL MUST REMAIN ACTIVE THRU APRIL 2012.**

068 Best Original Web or Digital Edition Photograph/Trade & Consumer

Photograph created specifically for web or digital edition. Submit with digital article or URL address of article, in its entirety. Covers not eligible. **Submit entry form with exact URL address. Include all passwords. URL MUST REMAIN ACTIVE THRU APRIL 2012.**

Blogs & Social Media Categories 069–077: Blogs & Social Media eligible. Any frequency permitted. Multiple entries permitted. EACH ENTRY IS AN ENTRY FEE.

069 Best Use of Social Media/Trade

Best use of social media to promote your content, event or contest sponsored by your print or web publication.

070 Best Use of Social Media/Consumer

Best use of social media to promote your content, event or contest sponsored by your print or web publication.

071 Best Web Publication Blog/Trade

One blog per entry, by an individual or group, for publication site. Should contain archives, access to RSS feeds, email alerts, search functions, blogger contact/bio, user-generated content, privacy and policy information.

072 Best Web Publication Blog/Consumer

One blog per entry, by an individual or group, for publication site or digital edition. Should contain archives, access to RSS feeds, email alerts, search functions, blogger contact/bio, user-generated content, privacy and policy information.

073 Independent Blog/Trade

One blog per entry. Independent blog that serves as a weblog or online journal, directed to an audience in the trade industry. May not be produced by a media publishing company. Will be judged on content, navigation, design, functionality and creativity.

074 Independent Blog/Consumer

One blog per entry. Independent blog that serves as a weblog or online journal, directed to an audience in the consumer industry. May not be produced by a media publishing company. Will be judged on content, navigation, design, functionality and creativity.

075 Independent Blog/Personal

One blog per entry. Independent blog created by an individual, about an individual, group or topic. May not be produced by a media publishing company. Will be judged on content, navigation, design, functionality, creativity.

076 Best Use of Mobile Technology Media/Trade

Mobile technology media, such as tablet app, event app for your show, special mobile alerts for promotions, mobile web seminar program, and the like, for the distribution of content, directed to a specific audience in the trade market.

077 Best Use of Mobile Technology Media/Consumer

Mobile technology media, such as tablet app, event app for your show, special mobile alerts for promotions, mobile web seminar program, and the like, for the distribution of content, directed to a specific audience in the consumer market.

Creative Trade & Consumer Print Publication Categories 078–109: Trade & Consumer print publications eligible. **Initial category must be fulfilled.** Any frequency permitted. Multiple issues permitted. EACH ISSUE IS AN ENTRY FEE.

078 Best Feature Article/Trade

An article of general interest to a trade audience.

079 Best Feature Article/Consumer

An article of general interest to a consumer audience.

080 Best Series of Articles/Trade

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

081 Best Series of Articles/Consumer

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

082 Best How-To Article/Trade

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

083 Best How-To Article/Consumer

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

084 Best Interview or Profile/Trade

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

085 Best Interview or Profile/Consumer

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

086 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.

087 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.

088 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 same series.

089 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 different selections from same series.

090 Best Public Service Series or Article/Trade & Consumer

A single article or series that altered or dramatically affected an event or practice resulting in increased public services. Entry should indicate why the article is significant and what its effect was.

091 Best News Story/Trade

An article of particular timeliness or newsworthiness to a trade audience.

092 Best News Story/Consumer

An article of particular timeliness or newsworthiness to a consumer audience.

093 Best Editorial Layout/Trade

Submit **entire** article, including carryover.

094 Best Editorial Layout/Consumer

Submit **entire** article, including carryover.

095 Best Table of Contents/Trade & Consumer

Submit table of contents only.

096 Best Single Editorial Illustration/Trade

Illustration must be submitted within entire article, including carryover. Covers not eligible. Same entry may not be entered in category 104.

097 Best Single Editorial Illustration/Consumer

Illustration must be submitted within entire article, including carryover. Covers not eligible. Same entry may not be entered in category 105.

098 Best Series of Editorial Illustrations/Trade

Entry must contain three or more illustrations, related by theme. **Illustrations must be submitted within entire article, including carryover.** Covers not eligible.

099 Best Series of Editorial Illustrations/Consumer

Entry must contain three or more illustrations, related by theme. **Illustrations must be submitted within entire article, including carryover.** Covers not eligible.

100 Best Single Editorial Photograph/Trade

Photograph must be submitted within entire article, including carryover. Covers not eligible. Same entry may not be entered in category 104.

101 Best Single Editorial Photograph/Consumer

Photograph must be submitted within entire article, including carryover. Covers not eligible. Same entry may not be entered in category 105.

102 Best Series of Editorial Photographs/Trade

Entry must contain three or more photographs, related by theme. **Photographs must be submitted within entire article, including carryover.** Covers not eligible.

103 Best Series of Editorial Photographs/Consumer

Entry must contain three or more photographs, related by theme. **Photographs must be submitted within entire article, including carryover.** Covers not eligible.

104 Best Single Editorial Enhanced Photo or Illustration/Trade

Photo or illustration must be submitted within entire article, including carryover. Covers not eligible.

105 Best Single Editorial Enhanced Photo or Illustration/Consumer

Photo or illustration must be submitted within entire article, including carryover. Covers not eligible.

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

Submit cover only.

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

Submit cover only.

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

Submit cover only.

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

Submit cover only.

Special Trade & Consumer Print Publication Categories 110-131: Trade & Consumer print publications eligible. **Initial category must be fulfilled.** Any frequency permitted. Multiple issues permitted. **EACH ISSUE IS AN ENTRY FEE.**

110 Best Overall Publication Design/Trade

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

111 Best Overall Publication Design/Consumer

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

112 Special Theme Issue/Trade

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

113 Special Theme Issue/Consumer

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

114 Best Media Kit/Trade

Entry should describe market, objectives and results. Designed to build ad sales. **Must represent 2011 information.**

115 Best Media Kit/Consumer

Entry should describe market, objectives and results. Designed to build ad sales. **Must represent 2011 information.**

116 Most Improved Publication (Circ under 50,000)/Trade

Two (2) identical 2010 and Two (2) 2011 issues bundled together. Example: **one identical** bundle = one January & February 2010, and one April & May 2011, for a total of 4 issues per bundle. **MUST PROVIDE TWO IDENTICAL BUNDLES.** (Choose any 2 issues per year.) **Attach proof of circulation** (BPA statement, sworn statement, or signed publisher's letter) to one bundle. Entry form must state how publication has changed editorially and graphically, reasons for changes and results of changes.

117 Most Improved Publication (Circ over 50,000)/Trade

Two (2) identical 2010 and Two (2) 2011 issues bundled together. Example: **one identical** bundle = one January & February 2010, and one April & May 2011, for a total of 4 issues per bundle. **MUST PROVIDE TWO IDENTICAL BUNDLES.** (Choose any 2 issues per year.) **Attach proof of circulation** (BPA statement, sworn statement, or signed publisher's letter) to one bundle. Entry form must state how publication has changed editorially and graphically, reasons for changes and results of changes.

118 Most Improved Publication (Circ under 75,000)/Consumer

Two (2) identical 2010 and Two (2) 2011 issues bundled together. Example: **one identical** bundle = one January & February 2010, and one April & May 2011, for a total of 4 issues per bundle. **MUST PROVIDE TWO IDENTICAL BUNDLES.** (Choose any 2 issues per year.) **Attach proof of circulation** (BPA statement, sworn statement, or signed publisher's letter) to one bundle. Entry form must state how publication has changed editorially and graphically, reasons for changes and results of changes.

119 Most Improved Publication (Circ over 75,000)/Consumer

Two (2) identical 2010 and Two (2) 2011 issues bundled together. Example: **one identical** bundle = one January & February 2010, and one April & May 2011, for a total of 4 issues per bundle. **MUST PROVIDE TWO IDENTICAL BUNDLES.** (Choose any 2 issues per year.) **Attach proof of circulation** (BPA statement, sworn statement, or signed publisher's letter) to one bundle. Entry form must state how publication has changed editorially and graphically, reasons for changes and results of changes.

120 Most Improved Annual, Semi-Annual, Three-Time or Quarterly (Circ under 50,000)/Trade

One identical 2010 and one 2011 issues bundled together. Example **one identical** bundle = one January 2010, and one April 2011, for a total of 2 issues per bundle. **MUST PROVIDE TWO IDENTICAL BUNDLES.** (Choose any issue per year.) **Attach proof of circulation** (BPA statement, sworn statement, or signed publisher's letter) to one bundle. Entry form must state how publication has changed editorially and graphically, reasons for changes and results of changes.

121 Most Improved Annual, Semi-Annual, Three-Time or Quarterly (Circ over 50,000)/Trade

One identical 2010 and one 2011 issues bundled together. Example **one identical** bundle = one January 2010, and one April 2011, for a total of 2 issues per bundle. **MUST PROVIDE TWO IDENTICAL BUNDLES.** (Choose any issue per year.) **Attach proof of circulation** (BPA statement, sworn statement, or signed publisher's letter) to one bundle. Entry form must state how publication has changed editorially and graphically, reasons for changes and results of changes.

122 Most Improved Annual, Semi-Annual, Three-Time or Quarterly (Circ under 75,000)/Consumer

One identical 2010 and one 2011 issues bundled together. Example **one identical** bundle = one January 2010, and one April 2011, for a total of 2 issues per bundle. **MUST PROVIDE TWO IDENTICAL BUNDLES.** (Choose any issue per year.) **Attach proof of circulation** (BPA statement, sworn statement, or signed publisher's letter) to one bundle. Entry form must state how publication has changed editorially and graphically, reasons for changes and results of changes.

123 Most Improved Annual, Semi-Annual, Three-Time or Quarterly (Circ over 75,000)/Consumer

One identical 2010 and one 2011 issues bundled together. Example **one identical** bundle = one January 2010, and one April 2011, for a total of 2 issues per bundle. **MUST PROVIDE TWO IDENTICAL BUNDLES.** (Choose any issue per year.) **Attach proof of circulation** (BPA statement, sworn statement, or signed publisher's letter) to one bundle. Entry form must state how publication has changed editorially and graphically, reasons for changes and results of changes.

124 Most Improved Tabloid/Trade

Two (2) identical 2010 and Two (2) 2011 issues bundled together. Example: **one identical** bundle = one January & February 2010, and one April & May 2011, for a total of 4 issues per bundle. **MUST PROVIDE TWO IDENTICAL BUNDLES.** (Choose any 2 issues per year.) **Attach proof of circulation** (BPA statement, sworn statement, or signed publisher's letter) to one bundle. Entry form must state how publication has changed editorially and graphically, reasons for changes and results of changes.

125 Most Improved Tabloid/Consumer

Two (2) identical 2010 and Two (2) 2011 issues bundled together. Example: **one identical** bundle = one January & February 2010, and one April & May 2011, for a total of 4 issues per bundle. **MUST PROVIDE TWO IDENTICAL BUNDLES.** (Choose any 2 issues per year.) **Attach proof of circulation** (BPA statement, sworn statement, or signed publisher's letter) to one bundle. Entry form must state how publication has changed editorially and graphically, reasons for changes and results of changes.

126 Best New Tabloid/Trade

Enter one issue of publication in duplicate. **Must show 2011 cover date.**

127 Best New Tabloid/Consumer

Enter one issue of publication in duplicate. **Must show 2010 cover date.**

128 Best New Publication (Circ under 50,000)/Trade

Enter one issue of publication in duplicate. **Must show 2011 cover date. Tabloid entries not eligible.**

129 Best New Publication (Circ over 50,000)/Trade

Enter one issue of publication in duplicate. **Must show 2011 cover date. Tabloid entries not eligible.**

130 Best New Publication (Circ under 75,000)/Consumer

Enter one issue of publication in duplicate. **Must show 2011 cover date. Tabloid entries not eligible.**

131 Best New Publication (Circ over 75,000)/Consumer

Enter one issue of publication in duplicate. **Must show 2011 cover date. Tabloid entries not eligible.**

WPA Media Publishing Conference 3.0

Friday, April 27, 2012

Westin Hotel at Los Angeles International Airport

Join us at the WPA's
2012 conference
where expert industry
speakers will discuss
the tools you need
to succeed
in the world of
Media 3.0.

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- > Tabletop Exhibit Pass
- > Closing General Session
- > Attendee Packet
- > PLUS PAID SELF-PARKING

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Check the Sponsor types that fit your needs and see the next page for a complete description of sponsor benefits.

CHOOSE TWO AND DEDUCT AN ADDITIONAL 5% OFF YOUR TOTAL RATE!

Fax or E-mail your Sponsor reservation and we'll send you a contract asap.

Conference Bag Sponsor	<input type="checkbox"/> \$3895	<input type="checkbox"/> \$4295
Lunch Sponsor	<input type="checkbox"/> \$3495	<input type="checkbox"/> \$3895
Breakfast Sponsor	<input type="checkbox"/> \$2895	<input type="checkbox"/> \$3295
Parking Sponsor (Self-Parking only)	<input type="checkbox"/> \$2395	<input type="checkbox"/> \$2795
Tabletop Sponsor	<input type="checkbox"/> \$1095	<input type="checkbox"/> \$1395
Conference Writing Portfolio	<input type="checkbox"/> \$895	<input type="checkbox"/> \$1195
Name Badge Lanyard	<input type="checkbox"/> \$695	<input type="checkbox"/> \$995
Maggie Cocktail Reception	<input type="checkbox"/> \$4395	<input type="checkbox"/> \$4695
Maggie Parking (Self-Parking only)	<input type="checkbox"/> \$2995	<input type="checkbox"/> \$3295
Maggie Program Sponsor	<input type="checkbox"/> \$795	<input type="checkbox"/> \$1095

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2012 Conference & Maggie Sponsor Benefits

Conference Bag Sponsor

(Benefits valued at more than \$2,500)

- Two Conference passes (Company employees only) (Value: up to \$898)
- Paid self-parking accompanies above passes (Value: \$20)
- 15% off registration for up to four of your customers (Value: up to \$269)
- Company logo printed one side (WPA logo other side) **WPA supplies bag (cotton tote)**
- 6 x 30 tabletop exhibit space, draped Additional charge for Internet use. (Value up to \$1395)
- Signage at event
- Verbal recognition during opening general session
- Logo with link in digital edition brochure
- Logo with link on website
- Two-page promotion or product placement in registration packet (Sponsor to supply either promo or product)
- Attendee list (after close of conference)

Lunch Sponsor

(Benefits valued at more than \$2,800)

- Two Conference passes (Company employees only) (Value: up to \$898)
- Paid self-parking accompanies above passes (Value: \$20)
- 15% off registration for up to four of your customers (Value: up to \$269)
- 6 x 30 tabletop exhibit space, draped. Includes Internet use. (Value: up to \$1700)
- One-page promotion in attendee packet and/or product placement on lunch seats (Supplied by sponsor)
- Signage at event
- Verbal recognition during lunch
- Logo with link in digital edition brochure
- Logo with link on website
- Attendee list (after close of conference)

Breakfast Sponsor

(Benefits valued at more than \$2,400)

- Two Conference passes (Company employees only) (Value: up to \$898)
- Paid self-parking accompanies above passes (Value: \$20)
- 15% off registration for up to two of your customers (Value: up to \$134)
- 6 x 30 tabletop exhibit space, draped Additional charge for Internet use. (Value: up to \$1395)
- One-page promotion in attendee packet (Supplied by sponsor)
- Signage at event
- Verbal recognition during breakfast
- Logo with link in digital edition brochure
- Logo with link on website
- Attendee list (after close of conference)

Conference Parking Sponsor

(Benefits valued at more than \$2,100)

- Company name printed on each parking ticket
- One Conference pass (Company employee only) (Value: up to \$449)
- Paid self-parking accompanies above pass (Value: \$10)
- 15% off registration for up to four of your customers (Value: up to \$269)
- 6 x 30 tabletop exhibit space, draped Additional charge for Internet use. (Value: up to \$1395)
- Signage at event
- Verbal recognition during opening general session
- Logo with link in digital edition brochure
- Logo with link on website
- Attendee list (after close of conference)

Tabletop Sponsor

(Benefits valued at more than \$1,800)

Located in Concourse A/B, (general sessions/ breakfast/lunch area)

- One Conference pass (Company employee only) (Value: up to \$449)
- Paid self-parking accompanies above pass (Value: \$10)
- 6 x 30 tabletop exhibit space, draped Additional charge for Internet use. (Value: up to \$1395)
- Signage at event
- Logo with link in digital edition brochure
- Logo with link on website
- Attendee list (after close of conference)

Writing Portfolio

(Benefits valued at more than \$526)

- One Conference pass (Company employee only) (Value: up to \$449)
- Paid self-parking accompanies above pass (Value: \$10)
- 15% off registration for one customer (Value: up to \$67)
- Company logo printed on portfolio
- Signage at event
- Logo with link in digital edition brochure
- Logo with link on website
- Attendee list (after close of conference)

Name Badge Lanyard

(Benefits valued at more than \$459!)

- One Conference pass (Company employee only) (Value: up to \$449)
- Paid self-parking accompanies above pass (Value: \$10)
- Company logo printed both sides of lanyard
- Signage at event
- Logo with link in digital edition brochure
- Logo with link on website
- Attendee list (after close of conference)

Maggie Cocktail Reception Sponsor

(Benefits valued at more than \$2,300)

- One UPFRONT VIP Maggie banquet table (seats ten) (Value: up to \$904)
- Free Self-Parking for four (Value: \$40)
- Addition banquet tickets at 15% off (Value: up to \$100)
- Two bottles wine at VIP table (Value: \$75)
- Ten drink tickets at cocktail reception (Value: up to \$100)
- Signage at cocktail reception
- Verbal recognition at podium
- Logo with link on WPA website
- Logo in Maggie Program (Value: up to \$1095) (if sold prior to printing)
- Attendee list (after banquet)

Maggie Parking Sponsor

(Benefits valued at more than \$1,400)

- Company name printed on parking ticket
- Four tickets to Maggie Banquet (Value: up to \$416)
- Free self-parking for two (Value: \$20)
- 10% discount off additional tickets (Value: up to \$65)
- Five Drink tickets, paid (Value: up to \$50)
- Signage at registration and parking entrance/exit
- Verbal recognition at podium
- Logo with link on website
- Logo in Maggie Program (Value: up to \$895) (if sold prior to printing)
- Attendee list (after banquet)

Maggie Program Sponsor

(Benefits valued at more than \$895)

- Logo in Maggie Program (Value: up to \$895) (if sold prior to printing)
- Logo with link on website
- Attendee list (after banquet)

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Maggie Awards



Don't forget to take advantage of our Conference/Maggie Entry & Banquet Packages! See details, page two & online.

Yes! Let's celebrate the 61st Annual Maggie Awards, Friday, April 27, 2012. Please make my reservation today!

WESTIN HOTEL, LOS ANGELES INTERNATIONAL AIRPORT ROOM RATES BEGIN AT \$99!
5400 W. CENTURY BLVD., LA, CA 90045

● **Cocktail Reception: 5:30 P.M.** ● **Dinner: 7:00 P.M.** ● **Awards: 8:15 P.M.**

WPA MEMBERS SAVE!

NON-MEMBERS

SPECIAL STUDENT RATE

Reserve ___ table(s) for 10 at \$840 per table

Reserve ___ table(s) for 10 at \$904 per table

Reserve ___ table(s) for 10 at \$500 per table

Reserve ___ ticket(s) at \$94 per ticket

Reserve ___ ticket(s) at \$104 per ticket

Reserve ___ ticket(s) at \$60 per ticket

*Please choose entree Chicken/Qty. ___ Vegetarian/Qty. ___ (*Chicken will be served, if no choice is made.)

Amount \$ _____ (Check one) Check Encl. Amex Mastercard Visa

Card # _____ Exp. Date _____ Sec # _____ Signature _____

Name _____ Title _____

Company _____ College/University (STUDENT ONLY) _____

Address _____

City _____ State _____ Zip _____

Tel _____ Fax _____ E-mail _____

(important)

Banquet seating is first-come, first-served, based on paid reservations. \$55 cancellation fee prior to April 1, 2012.

No refunds after April 1, 2012. Banquet tickets available for pickup evening of event.

Make check payable and mail to: WPA, 823 Rim Crest Dr., Westlake Village, CA 91361

● Tel: 805.495.1863 ● **Toll Free Fax: 866.735.1545** ● E-mail: wpa@wpa-online.org ● URL: wpa-online.org



The Maggie Awards Banquet is a Western Publishing Association Production

Judge The 2012 MAGGIES

WPA needs on site and off site judges. See details below.

2012 MAGGIE Judging Application

ONE JUDGE PER FORM, PLEASE.

Please complete the judging information below. WPA will contact you for confirmation.

A total of approximately 100 judges are needed.

On site judging will take place Tuesday and Wednesday March 6–7 in Torrance, CA.

Off site judges will have the ability to judge using their computer.

(You may sign up for both types of judging.)

On site Judging (Select day or days) Tuesday, March 6 Wednesday, March 7

(Location: RR Donnelley Plant, Torrance, CA, approx 15 min. from LAX) Exact address/directions/time will be provided.

Off site Judging (Check appropriate box) Yes No

(Off site judges may receive multiple category assignments. Categories and instructions will be sent via E-mail in February, and judges will have approx 10 days to complete assignments.)

PLEASE COMPLETE ALL INFORMATION BELOW. (REQUIRED)

Required Number of Years in Publishing (THREE or more):

Name	Current Position
Company	
Address	
City/State/Zip	
Tel	Fax
E-Mail (required)	

Qualified to Judge: Editorial Design Both

English Spanish Both

(Note: English and Spanish-language judges needed.)

Please keep a copy of this form for your records.

Return this form to: WPA, 823 Rim Crest Drive, Westlake Village, CA 91361 or

Fax to 866-735-1545 no later than February 1, 2012.