



2010

# Award Categories

Carefully review the list of categories to determine where your best projects should be judged. The company entering the piece must have performed the majority of the press work in the category being judged and must have sold the job to the end customer (ad agencies are considered end customers). You may enter as many pieces as you wish in any single category. All entries become the property of the Printing Industry of Minnesota, Inc. Entry deadline is February 4, 2011.

## PRESENTATION FOLDERS/PORTFOLIOS AND BINDERS

Presentation folders/portfolios with pockets and Looseleaf Binders (Entries submitted with inserts will be judged as a unit.)

### A-1 Presentation Folders/Portfolios

(1, 2, or 3 colors)

### A-2 Presentation Folders/Portfolios

(4 or more colors) \*

### A-3 Binders (looseleaf)

(4 or more colors)

Binders with inserts will be judged by the quality of the entire package, including both binder and inserts.

Stand-alone binders that wish to be judged on specific components, such as a trapped pre-printed insert, should provide a description of the production process.

## BROCHURES, BROADSIDES, BOOKLETS AND FLYERS

### B-1 Brochures and Broadsides, Small

(1, 2, or 3 colors)

Piece that is folded from a sheet 11X17 in. or smaller and is not stapled or bound.

### B-2 Brochures and Broadsides, Small

(4 or more colors)

Piece that is folded from a sheet 11X17 in. or smaller and is not stapled or bound.

### B-3 Brochures and Broadside, Large

(1, 2, or 3 colors)

Piece that is folded from a sheet 11X17 in. or smaller and is not stapled or bound.

### B-4 Brochures and Broadsides, Large

(4 or more colors)

Piece that is folded from a sheet 11X17 in. or smaller and is not stapled or bound.

## BOOKLETS -\* Best of Division Competition

### B-50 Booklets

(1, 2, or 3 colors)

### B-51 Booklets

(4 or more colors, printers with 20 employees or less) 72 pages or less, bound (saddle-stitched, perfect, Wire-O, not case bound).

### B-52 Booklets

(4 or more colors with 21-50 employees) 72 pages or less, bound (saddle-stitched, perfect, Wire-O, not case bound).

### B-53 Booklets

(4 or more colors, printers with 51-100 employees) 72 pages or less, bound (saddle-stitched, perfect, Wire-O, not case bound).

### B-54 Booklets

(4 or more colors, printers with 101-250 employees) 72 pages or less, bound (saddle-stitched, perfect, Wire-O, not case bound).

### B-55 Booklets

(4 or more colors, printers with more than 250 employees) 72 pages or less, bound (saddle-stitched, perfect, Wire-O, not case bound).

### B-5N Booklets

(4 or more colors, non printer) 72 pages or less, bound (saddle-stitched, perfect, Wire-O, not case bound).

### B-6 Flyers

(1, 2 or 3 colors)

Flyers are a single flat sheet printed one or two sides.

### B-7 Flyers

(4 or more colors)

Flyers are a single flat sheet printed one or two sides.

### B-8 Booklet or Brochure Series

(1, 2 or 3 colors)

A series consists of two or more booklets, brochures or combination of the two, of any size, bound or not, related by content or intended audience.



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### CATALOGS

#### C-1 Product/Service Catalogs

(1, 2, or 3 colors)

Catalog for consumer, business specialized markets, art exhibits, museums, schools, colleges, universities, or service-providing commercial firms.

#### C-2 Product Catalogs

(4 or more colors)

Catalogs for consumer, business, and specialized markets. \*

#### C-3 Service Catalogs

(4 or more colors)

Specifically for art exhibits, museums, schools, colleges, universities as well as service-providing commercial firms. \*

#### C-4 Product/Service Catalogs

(cover: sheetfed printing; text: web press printing)

Catalog for consumer, business, specialized markets, art exhibits, museums, schools, colleges, universities, or service-providing commercial firms.

### BOOKS, BOOK JACKETS, AND DIARIES

#### D-1 Juvenile Books

Does not include school textbooks.

#### D-2 Hard Cover Trade Books, Journals, and Other Books

Scientific, professional, fiction, or non-fiction; hard cover only.

#### D-3 Soft Cover Books

#### D-4 School Textbooks

Elementary through college.

#### D-5 School Textbook Covers

Elementary through college textbooks, only the cover will be judged.

#### D-6 School Yearbooks

#### D-7 Book Jackets

Please submit jacket with book for presentation purposes, only the book jacket will be judged.

#### D-8 Novelty Books

That which is new and unusual.

#### D-9 Diaries and Desk Calendars

#### D-10 Art Books

(1, 2 or 3 colors)

"Coffee-Table" books devoted to the reproduction of art, photography, or artistic collections.

#### D-11 Art Books

(4 or more colors)

"Coffee-Table" books devoted to the reproduction of art, photography, or artistic collections.

#### D-12 Cookbooks

Books that are devoted to culinary topics and food preparation.

### MAGAZINES AND MAGAZINE INSERTS

#### E-1 Fashion/Popular Culture Magazines

(printers with fewer than 250 employees)

Magazines focused on fashion, health, and popular culture.

#### E-2 Fashion/Popular Culture Magazines

(printers with more than 250 employees)

Magazines focused on fashion, health, and popular culture.

#### E-3 Architectural/Art/Travel/Other Magazine

(printers with fewer than 250 employees)

#### E-4 Architectural/Art/Travel/Other Magazine

(printers with more than 250 employees)

#### E-5 Magazines (Cover-Sheetfed; Interior-Web)

#### E-6 Magazine Inserts

#### E-7 Magazine Series

Entry must consist of multiple issues of the same magazine title during a one-year period. Work will be judged on consistency of printing and design in the series. At least three different issues must be submitted in order to be eligible for judging.

### INTERNAL COMMUNICATION PIECES

Publications produced exclusively for the internal communication needs of a single company or organization.

#### F-1 Internal Communication Pieces

(1, 2, or 3 colors)

#### F-2 Internal Communication Pieces

(4 or more colors)

### NEWSLETTERS

#### G-1 Newsletters

(1, 2, or 3 colors)

#### G-2 Newsletters

(4 or more colors)

## BUSINESS AND ANNUAL REPORTS

### H-1 Business and Annual Reports

(1, 2, or 3 colors)

Uses a maximum of three colors throughout the entire piece. May not include four-color process images.

### H-21 Business and Annual Reports

(4 or more colors throughout, printers with 20 employees or less)

### H-22 Business and Annual Reports

(4 or more colors throughout, printers with 21-50 employees)

### H-23 Business and Annual Reports

(4 or more colors throughout, printers with 51-100 employees)

### H-24 Business and Annual Reports

(4 or more colors throughout, printers with 101-250 employees)

### H-25 Business and Annual Reports

(4 or more colors throughout, printers with more than 250 employees)

### H-2N Business and Annual Reports

(4 or more colors throughout, non-printer)

## POINT-OF-PURCHASE MATERIALS

Includes any in-store promotional materials such as take-ones, counter cards, shelf displays, etc.

### I Point of Purchase Materials

## POSTERS, ART PRINTS, AND OTHER ART REPRODUCTIONS

Entries must be the actual poster or print; do not send photographs or slides. If possible, please ship entries flat.

### J-1 Posters

Wall posters, truck or window posters, car cards, or calendar posters intended for use as promotion or decoration.

### J-2 Art Prints

Reproductions of fine art intended for use as decoration, no books or brochures, see D-9.

## CARDS

Christmas cards, greeting cards, postcards, and blank notes.

### K Cards

## INVITATIONS AND PROGRAMS

### L-1 Invitations

(1, 2, or 3 colors)

### L-2 Invitations

(4 or more colors)

### L-3 Programs

(1, 2, or 3 colors)

### L-4 Programs

(4 or more colors)

## CALENDARS

Calendars designed to be posters may be entered in both category M and category J, Posters. Desk Calendars should be entered in category D-8.

### M Calendars

## ON-DEMAND AND DIGITAL PRINTING

### N-1 Digital Printing--On-Demand

Piece produced using a toner-based or inkjet production process.

### N-2 Customized/Personalized/Variable-Data Digital Printing

Personalized or customized product. (Piece may be a "shell," produced in quantity using offset litho or other print process.)

Entries must include at least two different pieces from the run and a brief description (a sentence or two) of the project, the system, and technique used to produce the entry. **Entries submitted without an accompanying description will be disqualified.**

### N-3 Campaign

**Entries must include multiple pieces produced for a single purpose or promotion.** Some pieces of the promotional package must include pieces that are customized/personalized, using any of the above technologies/processes; some of the pieces may have been produced by another process. Entry must include a paragraph or brief description of the project and the processes used to produce the entry. **Entries submitted without an accompanying description will be disqualified.**

## FINISHING TECHNIQUES

- O-1 Foil Stamping and Embossing/Debossing**
- O-2 Diecuts, Pop-ups, Unique Folds, and Involvement Devices**
- O-3 Specialty Inks or Coatings, Fragrances, or "invisible" Printing Inks**
- Entry must include a paragraph or brief description of the project and the processes used to produce the entry. Entries submitted without an accompanying description will be disqualified.**
- O-4 Other Special Finishing Techniques**  
Entry must provide a description of the technique.

## ALTERNATIVE PRINTING METHODS

- P-1 Hi-Fidelity Printing**  
Print using more than 4 colors in halftone areas to enhance images and graphics.
- P-2 Stochastic Printing**

## DIRECTORIES AND SOURCE BOOKS

Publications listing names, addresses, etc., of individuals or companies.

### Q Directories and Source Books

## STATIONERY AND OFFICE MATERIALS

Individual pieces of your entry should be placed into separate envelopes.

- R-1 Letterhead**
- R-2 Business Cards**
- R-3 Envelopes**  
Includes all sizes of envelopes
- R-4 Stationery Packages**  
(1, 2, or 3 colors)  
Includes letterhead, envelopes, and business cards.
- R-5 Stationery Packages**  
(4 or more colors)  
Includes letterhead, envelopes, and business cards.
- R-6 Business Forms**

## ENVIRONMENTALLY SOUND MATERIALS

Entries must use at least two of the following:

- Recycled papers
- Soy or vegetable-based inks
- direct-to-plate
- Aqueous coating, energy-curable inks and coatings
- Other environmentally sound product not mentioned above

Include a paragraph describing the materials and processes employed. **Entries submitted without an accompanying description will be disqualified.**

## S Environmentally Sound

## PACKAGING/LABELS

- T-1 Cartons and Containers**  
Includes single cartons and containers or an integrated series. Integrated series should be entered as a single unity with one entry fee.
- T-2 Labels and Wraps--Cut and stack, sheetfed**  
Includes single labels and wraps or an integrated series. It is strongly recommended that the entry be submitted adhered to the actual product. Integrated series should be entered as a single unity with one entry fee.
- T-3 Labels and Wraps--Rolled products/pressure-sensitive**  
Includes single labels and wraps or an integrated series. It is strongly recommended that the entry be submitted adhered to the actual product. Integrated series should be entered as a single unity with one entry fee.
- T-4 Flexographic Printing**  
Includes narrow-web labels and wraps, rolled products, pressure-sensitive, wide-web process, and wide-web line.

## PRINT/GRAPHIC ARTS SELF-PROMOTION

Entries may include more than one item if the material was mailed as a single unit or was part of a campaign. If the entry includes more than one item, please submit the entry in an envelope.

- U-1 Printers with 20 employees or less**
- U-2 Printers with 21-50 employees**
- U-3 Printers with 51-100 employees**
- U-4 Printers with 101-250 employees**
- U-5 Printers with more than 250 employees**
- U-N Prepress companies, finishing, advertising, and other graphic arts firms**

### WEB PRESS PRINTING

**V-1 1, 2, or 3 colors, coated or uncoated paper**

**V-2 4 or more colors, coated paper**

**V-3 4 or more colors, uncoated paper**

### MARKETING/PROMOTIONAL MATERIALS

Entries in categories W-1 through W-5 must include more than one piece. Entrant should have printed substantially all parts of the finished package. Individual pieces of your entry should be placed into an envelope.

**W-1 Promotional Campaigns, business-to-business**

A coordinated effort to promote a business, product, or service that may or may not use mail as a means of distribution.

**W-2 Promotional Campaigns, consumer**

A coordinated effort to promote a business, product, or service that may or may not use mail as a means of distribution.

**W-3 Direct Mail Campaigns, business to business**

Uses mail as its exclusive means of distribution; objective is to promote to another business.

**W-4 Direct Mail Campaigns, consumer**

Uses mail as its exclusive means of distribution; objective is to entice the consumer to purchase.

**W-5 Media Kits**

A single package of promotional or informational materials packed into a folder or carrier for distribution.

**W-6 Single Promotional Self Mailer**

### NEW! CROSS MEDIA PROMOTION

Entries in category W-6 Cross-Media Promotion must show a combination of creative services. The entry must show involvement in at least three areas of a broad spectrum of creative services. Campaign must include print plus, any combination of collateral, website, information architecture, interior or exterior design, construction, programming, video production, photography, Flash marketing presentation, Online Marketing Campaigns ("OMC"). Entries are judged on overall quality and consistency in cross-media compliance and identification.

**Entries submitted without accompanying statement will be disqualified.**

**W-7 Cross Media Promotion**

### SPECIALTY PRINTING

**X-1 Large-Format Printing**

Materials in one or more colors with at least one dimension measuring in excess of 60 inches. Submit with a paragraph describing the production process used. If possible, please ship entries in a manner that does not compromise the piece (if the item is too large to ship flat, roll and package accordingly; folding often damages the piece so that the judges do not have an accurate sense of the piece).

**X-2 Miscellaneous Specialties--Other**

Materials that do not fit the criteria for any other category. Examples: banners, menus, matchbooks, record covers, maps, playing cards, decals, metal decorating, printing on textiles, fabrics or vinyls, holograms, CD-ROMs, and silk-screen items. Submit entry and a paragraph describing materials and processes employed. **Entries submitted without an accompanying description will be disqualified.**

### SPECIAL INNOVATION AWARDS

Entries in this category must be submitted with a statement--at least 50 words and no more than 500 words--as to why the piece is innovative; new, expanded, or unique use of technology, or an innovative mix of existing technologies. Your entry and the accompanying statement should be placed into an envelope. **Entries submitted without an accompanying statement will be disqualified.**

**Y-1 Printing**

**Y-2 Other**

### STUDENTS

Open to any student or student group in high school, adult school, vocational school, or college and involved in the creation or production of print communications.

In-plant university press operations not run by students are ineligible for this category.

Please note: there are special divisions for high school and post-secondary students.

**Z-1 High School Students**

**Z-2 Post-Secondary Students**

### THEY SAID IT COULDN'T BE DONE

This category is for printers who exceed limitations and expectations when tackling the numerous challenges faced on the toughest jobs. Entries must include a copy of the finished piece, its press sheet, and a paragraph describing the challenges of the job and how they were overcome. Three finalists will be selected with the Best of Category winner announced at the Star of Excellence Awards Banquet. **Entries not containing all required elements will be disqualified.**

**S-A They Said it Couldn't Be Done**