

66th Annual Maggie Awards® for Western Publishing

2017 CALL 4 ENTRIES

CATEGORIES FOR EVERY GENRE

**Deadline for Entries:
January 20, 2017**

Details inside on our
**4th Annual Awards
of Distinction**

Membership/Maggie Savings

Join or renew your WPA membership
before December 31, 2016, and receive
a discount off your WPA membership rate
– PLUS ONE FREE MAGGIE ENTRY
(some restrictions apply)

Enter the MAGGIES Today at
WPA-ONLINE.ORG



WPA
WESTERN PUBLISHING ASSOCIATION
PRINT . DIGITAL . EVENTS®



Welcome to the 2017 MAGGIE Call4Entries!

Please read the information below about our category organization before you begin your MAGGIE process. (Look for **"TIPS"** as you go.)

MAGGIE categories are divided into five main sections and color-coded for your convenience.

Print Categories: 001 – 099
(Initial Categories: 001 – 027, 053 – 071, 091)

Web Publication & eNewsletter Categories: 100 – 111
(Initial Categories: 100 – 101, 104 – 105, 108– 109)

Digital & Tablet Categories: 112 – 120
(Initial Categories: 112 – 113, 119 – 120)

Video Categories: 126 – 131
(No Initial Category Required)

Social Media Categories: 132 – 137
(No Initial Category Required)

Each main section is further divided into Consumer, Trade, and Student (where applicable). Choose your section, and your color. Want entries in multiple sections? They're easy to find. The website will be set up in this same order. **NOTE: The Initial Category requirement is still in effect, so it's important to read the beginning of each "main section" for your Initial Category choices and rules.**

The instructions under these "Color-Coded Main Sections" will help determine your eligibility in entering the categories of your choice. Our MAGGIE Website will provide this information as well. If you have additional questions, contact the WPA office at 805-495-1863.

REQUIRED PRINT MATERIALS

Print categories judging ENTIRE publication require a cover upload.

1. Enter online, uploading only the cover of the publication entered.
2. Ship printed issues of the publication, in duplicate, (no zerox copies) to the WPA office.
3. Enclose a copy of the online "VIEW ENTRIES LIST", and attach a copy of each "Entry Form" to it.
4. Staple an "Entry Form" specific to the entry to the back of each publication shipped. DO NOT staple the View Entries List to the publication.

MAIL YOUR PRINTED MATERIALS TO:

Western Publishing Association
3039 Charlotte St.
Newbury Park, CA 91320

New Address!

Categories that judge printed articles, layouts or covers require the following:

1. Enter online.
2. Upload the opening page or spread of article or layout entry.
3. Upload the entire article or layout entry.

REQUIRED UPLOADS FOR NON-PRINT ENTRIES

Non-print categories require a website address, PLUS PDF of Home page. See "Uploadable File Types" below, for requirements. See specific category for instructions.

UPLOADABLE FILE TYPES

TIP

Web Categories

High-Res jpg screen grab of upper half, not full length of webpage. Include website's Header/Banner/Logo. See sizes below.

All Other Categories

High-Res jpg or pdf. Min size 1MB, Max 7MB
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

New Address!

MAGGIE SITE

24/7 access to MAGGIE registration and entry forms. Secure, online environment, with easy-to-follow instructions, FAQs, category selection, upload requirements, judging criteria and online payment. 2016 cover date required. Must be publishing when submission is made. Access MAGGIE site at WPA website: wpa-online.org.

MAGGIE ELIGIBILITY

Must have editorial or corporate office in one of Western states listed below. Entries limited to print, web, digital, video, social media, including publications, tabloids, newsletters, tablets, 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: JANUARY 20, 2017.

SPECIAL SAVINGS!

WPA Membership & MAGGIE

Renew membership or join WPA before November 30, 2016 and take 10% off membership rate. Renew membership or join WPA before December 31, 2016 and take 5% off (**Plus**, add one additional entry to your 2016 total paid entries and receive another entry FREE. (Requirement: Total number of paid entries must be four or more. (Ex: Four paid entries in 2016. Submit five this year and receive a sixth entry FREE.)

MAGGIE ENTRY FEES/PAYMENT

- **WPA Members** \$119 per entry
- **Non-Members** \$159 per entry
- **Student** \$ 49 per entry

WPA accepts: Check, Visa, MC, Amex. (2% added to credit card payment.) Pay online at Maggie site, fax, or mail check with printed copy of payment form (payable to Western Publications Associations) to 3039 Charlotte St., Newbury Park, CA 91320. All entries must be paid in full prior to processing.

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. A \$50 processing fee will be charged for any entry cancelled by the entrant past the MAGGIE deadline.

MAGGIE BANQUET/HOTEL INFO

The 66th Annual MAGGIE Awards Banquet will be held Friday, April 28, 2017, at the Sheraton Gateway Hotel at Los Angeles Airport. Winners in each category receive a MAGGIE Award. WPA's trademark multimedia show highlights the entries. **A special room rate of \$139 per night (limited quantity) will be available. Call the hotel at 310-642-1111. Refer to: Western Publishing Association Maggie Awards. Discounted valet parking available for \$20.**

ORDER DUPLICATE MAGGIES

Duplicate MAGGIES available for years 1997 – 2016. Cost: \$269 each. Allow 4 – 6 weeks for delivery.

TIP

TIP

How do I access the MAGGIE site?

Visit our WPA site at wpa-online.org and click on the **MAGGIE WEBSITE 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 entrants then begin the MAGGIE competition by clicking 'Register' on the MAGGIE website (even if you registered last year).

Can I use last year's username and password?

Yes. You'll be asked to enter an email address, and, if it matches an email in our system, the registration form will pre-fill with your information. You'll be asked to provide your username/password. It can be the same as last year or you can create a new one. Be sure to check your entrant form in case any of your contact information has changed.

What is an Initial Category?

An Initial category is the first category each publication (print, web, digital, tablet) **must enter** to qualify for any other category. 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 either uploaded files or Web addresses. In addition, categories in which the entire print publication is judged require shipping the specific issues entered, in duplicate, to the WPA 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
December 1st on
WPA website, wpa-online.org**

TIP 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?**Web Categories**

High-Res jpg screen grab of upper half, not full length of webpage. Include website's Header/Banner/Logo. See sizes below.

All Other Categories

High-Res jpg or pdf. Min size 1MB, Max 7MB
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?

Upload instructions are easy. Click on the upload 'TAB' and click 'browse' to find your file. Open and upload. Be sure to save before moving to another tab or category. Click the '+' sign to add uploads. There are "Tabs" for File Uploads, Web addresses & PDFs.

What cover date must appear on the submissions?

All entries must have published in 2016. We accept crossover issues that include 2016.

TIP How will I know I've completed my entries?

Once you've entered and uploaded everything required, click on the "View Entries" Tab for a list of your entries. Click on each entry "Status" for a checklist of anything missing. If the entry is complete, scroll down and click on the "Submit for judging" button. Repeat these steps for each entry. **NOTE: No further changes can be made to your entry once you submit it 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?

Go to "View Entries" Tab. Click on each entry "Status" for a checklist of anything missing. If the entry is complete, scroll down and click on the "Submit for judging" button. Repeat these steps for each entry. Pay, and you're done.

Where can I find judging criteria?

Judging criteria can be found on the WPA website in PDF format.

TIP Can I enter the MAGGIES and also be a MAGGIE judge?

Yes. WPA 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?

Some categories allow judges the ability to judge online from their home or office. Some categories still require onsite judging, but you can specify online or onsite – or both, when you apply to judge. **NOTE: JUDGES ARE NEEDED ONSITE FOR PRINT PUBLICATION CATEGORIES JUDGING ENTIRE PUBLICATION.**

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. (Also see *Judging application, this brochure.*)

JUDGING POLICY

Three+ year's direct experience in publishing are required. Judges are selected to represent editorial and design areas of publishing and chosen on the basis of 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 the WPA website and this brochure. WPA members and non-members are welcome to judge.

Onsite Judging Location

(Approx. 10 minutes South of LAX):
TEN: The Enthusiast Network
831 South Douglas Street
El Segundo, CA 90245
Dates: March 7 - 8, 2017

TIP

PRINT CATEGORIES
Consumer 001 – 014

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.

Deadline for entries: **January 20, 2017**

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, howtos, 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**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 under 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, Catalogues and Directories/Consumer

Buying guides, catalogues, 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.

The 4th Annual

WPA
AWARDS OF DISTINCTION

is open and accepting nominations.

See page 11 for
information and criteria.
Deadline for nominations:
Feb. 28, 2017

TIP

PRINT CATEGORIES
Consumer 024 – 027

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.

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 particular 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 particular timeliness or news-worthiness 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.

TIP

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. See Page 2 for NEW materials & uploads.

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

An article of general interest to a consumer audience.

MAGGIE WEBSITE TIP: Print MAGGIE Entry Forms by clicking the 'View Entries' Tab on the MAGGIE website.

Click "Print". Print your forms after you have completed all your entries.

048 Most Improved Publication/Consumer

Two IDENTICAL bundles each containing 2 different issues from 2015 and 2 different issues from 2016. **Attach proof of circulation:** BPA statement, sworn statement, or signed publisher's letter. Include how publication has changed editorially and graphically, reasons for changes and results of changes on entry form.

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

Two IDENTICAL bundles each containing 2 different issues from 2015 and 2 different issues from 2016. **Attach proof of circulation:** BPA statement, sworn statement, or signed publisher's letter. Include how publication has changed editorially and graphically, reasons for changes and results of changes on entry form.

050 Most Improved Tabloid/Consumer

Two IDENTICAL bundles each containing 2 different issues from 2015 and 2 different issues from 2016. **Attach proof of circulation:** BPA statement, sworn statement, or signed publisher's letter. Include how publication has changed editorially and graphically, reasons for changes and results of changes on entry form.

051 Best New Tabloid/Consumer

Enter one issue of publication and ship in duplicate. **Must show 2016 cover date.**

052 Best New Publication/Consumer

Enter one issue of publication and ship in duplicate. **Must show 2016 cover date. Tabloid entries not eligible.**

**PRINT CATEGORIES
Trade 053 – 062**

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. Each different issue is an 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-tos, 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.)*

DUPLICATE MAGGIES AVAILABLE
MAGGIES available for
1997 through 2016. \$269 each.
Allow 4 – 6 weeks for delivery.

TIP**PRINT CATEGORIES
Trade 063 – 067**

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, Catalogues & Directories/Trade

Buying guides, catalogues, 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.

TIP**TIP**

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 Associations 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, 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 particular 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 particular 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. **Submit 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

Submit 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

Two bundles each containing 2 different issues from 2015 and 2 different issues from 2016. **EACH BUNDLE SHOULD CONTAIN IDENTICAL ISSUES. Attach proof of circulation:** BPA statement, sworn statement, or signed publisher's letter. Include how publication has changed editorially and graphically, reasons for changes and results of changes on entry form.

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

Two bundles each containing 2 different issues from 2015 and 2 different issues from 2016. **EACH BUNDLE SHOULD CONTAIN IDENTICAL ISSUES. Attach proof of circulation:** BPA statement, sworn statement, or signed publisher's letter. Include how publication has changed editorially and graphically, reasons for changes and results of changes on entry form.

094 Most Improved Tabloid/Trade

Two bundles each containing 2 different issues from 2015 and 2 different issues from 2016. **EACH BUNDLE SHOULD CONTAIN IDENTICAL ISSUES. Attach proof of circulation:** BPA statement, sworn statement, or signed publisher's letter. Include how publication has changed editorially and graphically, reasons for changes and results of changes on entry form.

095 Best New Tabloid/Trade

Enter one issue of publication and ship in duplicate. **Must show 2016 cover date.**

096 Best New Publication/Trade

Enter one issue of publication and ship in duplicate. **Must show 2016 cover date. Tabloid entries not eligible.**

PRINT CATEGORIES

Student 097

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.

WEB PUBLICATION & ENEWSLETTER CATEGORIES

Consumer 100 - 101

INITIAL Consumer Web Publication & eNewsletter Categories. Must select 1 Web Publication or eNewsletter category from 100 - 101 to qualify for any other consumer Web or eNewsletter categories. Any frequency is permitted. Multiple issues are permitted. Each different issue is an entry fee. See Page 2 for NEW materials & uploads.

100 Best Web Publication/Consumer

Best overall use of editorial, graphics, navigation, functionality and design of entire publication. **Must submit exact website. Also submit PDF of Home page. Website must remain active through April 2017.**

101 Best Web eNewsletter/Consumer

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 2017.**

WEB PUBLICATION & ENEWSLETTER CATEGORIES

Consumer 102 - 103

Consumer Web Publication & eNewsletter Categories. After fulfilling your Initial category requirement, you may select any of the Consumer Web or eNewsletter categories below. 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.

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 2017.**

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 2017.**

WEB PUBLICATION & ENEWSLETTER CATEGORIES

Trade 104 - 105

INITIAL Trade Web Publication & eNewsletter Categories. Must select 1 Publication Web or eNewsletter category from 104 - 105 to qualify for any other trade Web or eNewsletter categories. Any frequency is permitted. Multiple issues permitted. Each different issue is an entry fee. See Page 2 for NEW materials & uploads.

104 Best Web Publication/Trade

Best overall use of editorial, graphics, navigation, functionality and design of entire publication. **Must submit exact website. Also submit PDF of Home page. Website must remain active through April 2017.**

105 Best Web eNewsletter/Trade

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 2016.**

WEB PUBLICATION & ENEWSLETTER CATEGORIES

Trade 106 - 107

Trade Web Publication & eNewsletter Categories. After fulfilling your Initial category requirement, you may select any of the Trade categories below. 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.

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 2017.**

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 2017.**

WEB PUBLICATION & ENEWSLETTER CATEGORIES

Student 108 - 109

INITIAL Student Web Publication & eNewsletter Categories. Must select 1 Student Web Publication or eNewsletter category from 108 - 109 to qualify for any other student Web or eNewsletter categories. Any frequency is permitted. Multiple issues permitted. Each different issue is an entry fee. See Page 2 for NEW materials & uploads.

108 Best Web Publication/Student

Best overall use of editorial, graphics, navigation, functionality and design of entire publication. **Must submit exact website. Also submit PDF of Home page. Website must remain active through April 2017.**

TIP

TIP

TIP

109 Best Web 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 2017.

WEB PUBLICATION & ENEWSLETTER CATEGORIES
 Student 110 – 111

Student Website Publication & eNewsletter Categories. After fulfilling your Initial category requirement, you may select any of the Student categories below. 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.

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 2017.**

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 2017.**

DIGITAL & TABLET CATEGORIES
 Consumer 112 – 113

INITIAL Consumer Digital & Tablet Categories. Must select 1 Digital/Tablet category from 112 – 113 to qualify for any other consumer digital or tablet categories. Any frequency permitted. Multiple issues permitted. PDF and website required. Each different issue is an entry fee. See Page 2 for NEW materials & uploads.

112 Best Digital Edition or Tablet Publication/Consumer

Digital Edition or Tablet publication that is **not** 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 2017.

113 Best Digital Edition or Tablet Version of a Print Publication/ Consumer

Digital Edition or Tablet 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 2017.**

DIGITAL & TABLET CATEGORIES
 Consumer 114 – 118
Consumer Digital or Tablet Categories.

After fulfilling your initial category requirement, you may select from any consumer digital or tablet categories below. 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.

114 Best Digital Edition or Tablet 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 2017.**

115 Best Regularly Featured Digital Edition or Tablet 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 2017.**

116 Best Single Editorial Digital Edition or Tablet Photograph/Consumer

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

117 Best Single Editorial Digital Edition or Tablet Illustration/ Consumer

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

118 Best Digital Edition or Tablet Cover/Consumer

Submit cover PDF only. Multiple entries permitted.

DIGITAL & TABLET CATEGORIES
 Trade 119 – 120

INITIAL Trade Digital & Tablet Categories. Must select 1 Trade Digital/Tablet category from 119 – 120 to qualify for any other digital or tablet category. 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.

119 Best Digital Edition or Tablet Publication/Trade

Digital Edition or Tablet that is not 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 2017.**

120 Best Digital Edition or Tablet Version of a Print Publication/Trade

Digital Edition or Tablet 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 2017.**

DIGITAL & TABLET CATEGORIES
 Trade 121 – 125

Trade Digital & Tablet Categories. After fulfilling your initial category requirement, you may select from any trade digital or tablet categories below. 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.

121 Best Digital Edition or Tablet 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 2017.**

122 Best Regularly Featured Digital Edition or Tablet 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 2017.**

TIP

TIP

123 Best Single Editorial Digital Edition or Tablet Photograph/Trade

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

124 Best Single Editorial Digital Edition or Tablet Illustration/Trade

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

125 Best Digital Edition or Tablet Cover/Trade

Submit cover PDF only. Multiple entries permitted.

VIDEO CATEGORIES Consumer 126 - 128

Consumer Video categories **do not require an Initial category**. You may enter any (or all) of the choices below. No frequency is required. Multiple entries permitted. Each entry is an entry fee.

126 Best Video Channel/Consumer

Dedicated video channel that extends the magazine brand on website or 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 film-making, 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 film-making, 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.**

VIDEO CATEGORIES

Trade 129 - 131

TIP

Trade Video categories **do not require an Initial category**. You may enter any (or all) of the choices below. No frequency is required. Multiple entries permitted. Each entry is an entry fee.

129 Best Video Channel/Trade

Dedicated video channel that extends the magazine brand on website or 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 film-making, 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 film-making, 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 Consumer 132 - 134

TIP

Consumer Social Media categories **do not require an Initial category**. You may enter any (or all) of the choices below. No frequency is required. 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 other significant social network. **Submit entry with exact website. Also submit PDF of Home page. Website must remain active through April 2017.**

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 2017.**

134 Best Publication Blog/Consumer

One blog per entry, by an individual or group, for publication site. 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 2017.**

SOCIAL MEDIA CATEGORIES Trade 135 - 137

TIP

Consumer Social Media categories **do not require an Initial category**. You may enter any (or all) of the choices below. No frequency is required. 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 other significant social network. **Submit entry with exact website. Also submit PDF of Home page. Website must remain active through April 2017.**

136 Best Social Media Community/Trade

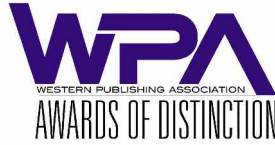
Innovative use of social media that enables user interaction, creating a vibrant, relevant online extension of its brand. **Submit entry with exact website. Also submit PDF of Home page. Website must remain active through April 2017.**

137 Best Publication Blog/Trade

One blog per entry, by an individual or group, for publication site. 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 2017.**

**MAGGIE SITE
Launches December 1st on
WPA website, wpa-online.org**

TIP



The WPA is proud to recognize those who have distinguished themselves in the field of media over the past 12 months by moving mountains. These individuals and companies have built teams, renovated products – sometimes both – and proven themselves to be leaders in our field. They've embraced new ideas, the latest technology and business models, not letting anything stand in their way. And so we honor them with our 4th Annual 2017 WPA Awards of Distinction.

We encourage your nominations (there is no charge) and look forward to presenting the winner in each category at the MAGGIE Awards banquet, April 28, at the Sheraton Gateway Hotel at LAX.

Read below for award information, criteria and how to enter.

WPA Leadership Award

Presented to an individual whose vision and innovation in the past year demonstrated real-world execution of a new platform, concept or segment of the business or industry that led directly to one of the following: materially improving/altering the media landscape in which it operates, expanding or creating a new business opportunity, or successfully growing the current business.

Criteria: Submit an explanation (2 pages max) that includes, but is not limited to, the following:

1. The new platform or concept or segment
2. Its execution
3. How it improved/altering the media landscape
4. Your standard for measurement
5. The name of individual credited for the concept, and why?

WPA Launch Award

Presented to an individual or team with the passion, investment and entrepreneurial spirit that goes into launching a new media brand. Open to new or established businesses, this award seeks to recognize a company and its team members who successfully launched a new print and/or online product in 2015 while adapting to the evolving media landscape.

Criteria: Submit an explanation (2 pages max) that includes, but is not limited to, the following:

1. When did the idea for the launch come about?
2. What was the inspiration for the launch?
3. Who was involved in the launch?
4. What unique challenges were faced and how were they overcome?
5. How are you measuring the success of the launch?
6. What stands out about this launch vs. other brands launched recently in your industry/market?
7. What are the goals of this launch and are you meeting or exceeding them?
8. What other points of distinction should the awards committee consider?

WPA 180 Award

A struggling company in 2016 that turned around to become stable, successful, profitable, and on a path for growth. This award is given to a business that turned things around.

Criteria: Submit an explanation (2 pages max) that includes, but is not limited to, the following:

1. What led to the business struggling?
2. Who saw the potential for a turn-around?
3. What was required (resources, funding, etc.)?
4. How long did it take until you saw signs of improvement?
5. Where is the company today (close of 2013) compared to where it was?
6. What are your long-range goals?

(Measurement statistics can show Year-to-Year 12 month averages in key indexes such as revenues, EBITDA, traffic, social media metrics, circulation reflecting a business turn-around.)

Nomination Process

Entrants are required to submit nominations in writing (2 pages max per award entry). WPA Members and Non-Members are eligible. There is no charge for nominations. **Send nominations as PDF via email to wpa@wpa-online.org.**

Judging Process

The WPA Board of Directors is comprised of 13 senior and executive-level professionals who represent a variety of aspects of media. The board is objective and will act without bias or prejudice in evaluating the nominees. Any board member with a conflict of interest will be asked to recuse him/herself.

Award Announcement

WPA Awards of Distinction will be presented at the MAGGIE Awards banquet. Winners and finalists will be notified one month prior to the banquet and one representative for each award will be invited as a guest of WPA to attend the banquet. Anyone accompanying the winner may attend at a discounted rate. Contact the WPA office for details.

We encourage you all to take time out of your busy schedules to nominate the individuals and companies who have made a difference in your professional career and in our industry. Thank you.

Contact the WPA office for any questions at 805-495-1863 or email wpa@wpa-online.org.

DEADLINE FOR NOMINATIONS: FEBRUARY 28, 2017
Submit in PDF format to: wpa@wpa-online.org

WPA Offers You Savings on Membership, Maggie Entries, Maggie Banquet, Job Search, Online Resource Guide, Webinars, Educational Events, & More. Become a WPA Member Today!



- Renew your WPA membership or join WPA before November 30, 2016 and take 10% off your membership rate.
 - Renew your WPA membership or join WPA before December 31, 2016 and take 5% off your membership rate.
- Plus**, add one additional paid entry to your 2016 total and receive another entry FREE.
 (Requirement: Total number of paid entries must be four or more. *(Ex: If you submitted six paid entries in 2016, enter seven this year and get a eighth FREE.)* If you did not enter in 2016, submit four paid entries and receive fifth entry free.

Company Membership: (Check one based on total number of employees in company)

- | | | | |
|--|----------|---|--|
| <input type="checkbox"/> 1-5 employees | \$279.00 | <input type="checkbox"/> 50 or more employees | \$970.00 |
| <input type="checkbox"/> 6-15 employees | \$394.00 | <input type="checkbox"/> Special Start-up Membership | \$162.00 (New 2016 company (one year only) |
| <input type="checkbox"/> 16-25 employees | \$554.00 | <input type="checkbox"/> Individual Membership | \$139.00 (Independent, or freelance only) |
| <input type="checkbox"/> 26-35 employees | \$684.00 | <input type="checkbox"/> NEW Student Membership | \$25.00 (Fulltime) |
| <input type="checkbox"/> 36-49 employees | \$834.00 | (INDIVIDUAL AND STUDENT MEMBERSHIPS ARE NOT SUBJECT TO DISCOUNT.) | |

Check one of the following:

- New Membership Renewal
 Check encl. \$ Amt. _____
 (2% added for credit card) MasterCard Visa Amex

Check payable to: Western Publications Association
 Mail to: 3039 Charlotte St. **New**
 Newbury Park, CA 91320 **Address!**

Please complete the information below:

Card Number	Exp. Date
Signature	Security Code
Print Name	
Current Position	
Company Name	
College/University (Full-time students only)	
Address	
City/State/Zip	
Tel	Fax
E-Mail	

Publishers Only: Please provide the following

Publication Titles/Circ	Trd	Cons	Freq

Please provide a company description in 25 words or less:

Questions?
 Tel 805-495-1863
 Email: wpa@wpa-online.org
 Website: wpa-online.org

SAVE \$100 OFF EVERY TABLE! WPA MEMBERS SAVE MORE!

Maggie Awards®

Join us as we celebrate the 66th Annual MAGGIE Awards®, Friday, April 28, 2017. Make your reservation today!

LOCATION: SHERATON GATEWAY HOTEL AT LOS ANGELES INTERNATIONAL AIRPORT



Attendance to Executive Insight Speaker Event included in Maggie Banquet price. Save more as WPA member. See page 2 for details.

● Executive Insight Speaker Event: 4:00 P.M. ● Cocktail Reception: 5:15 P.M. ● Dinner: 6:45 P.M. ● Awards: 8:00 P.M

WPA MEMBERS SAVE!

NON-MEMBERS

SPECIAL STUDENT RATE

Reserve ___ table(s) for 10 at \$990 per table

Reserve ___ table(s) for 10 at \$1240 per table

Reserve ___ table(s) for 10 at \$590 per table

Reserve ___ ticket(s) at \$109 per ticket

Reserve ___ ticket(s) at \$134 per ticket

Reserve ___ ticket(s) at \$69 per ticket

Choose entry: Chicken/Qty ___ Vegetarian/Qty ___ (Chicken will be served if no choice is made.)

Executive Insight Speaker Event ONLY (Attendance included in price of banquet ticket, or see below)

Reserve ___ seats at \$25 per ticket

Reserve ___ seats at \$35 per ticket

(Executive Speaker Event only)

(Executive Speaker Event only)

List names of those attending Executive Speaker Event here: _____

Amount \$ (Choose one) Check Enc (add 2% for credit card) Mastercard Visa Amex

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

Name _____ Title _____

Company _____ College/University (STUDENT ONLY) _____

Address _____

City _____ State _____ Zip _____

Banquet seating is first-come, first-served, based on paid reservations. \$60 cancellation fee prior to April 1, 2017.

No refunds after April 1, 2017. Banquet tickets available for pickup evening of event.

Make check payable and mail to: WPA, 3039 Charlotte St., Newbury Park, CA 91320 (NEW ADDRESS)

● Tel: 805.495.1863 ● E-mail: wpa@wpa-online.org ● Web: wpa-online.org



The Maggie Awards® Banquet is a Western Publishing Association Production

2017 Maggie Sponsor Rates

WPA Members SAVE on sponsor opportunities. Join today and save!

SPONSOR TYPE

WPA MEMBERS SAVE!

NON-MEMBER

Check the Sponsor type that fits your needs and see next page for a complete description of sponsor benefits and value.
Don't see what you want? Contact us with your sponsor idea – Tel. 805-495-1863.

Fax or Email your sponsor reservation today. We'll contact you upon receipt.

MAGGIE Digital Photo Booth (Attendees Love This!)	<input type="checkbox"/> \$5400	<input type="checkbox"/> \$5900
MAGGIE Parking (Valet Parking only)	<input type="checkbox"/> \$3900	<input type="checkbox"/> \$4400
MAGGIE Cocktail Reception SOLD!	<input type="checkbox"/> \$3700	<input type="checkbox"/> \$4200
WPA Executive Insight Event SOLD!	<input type="checkbox"/> \$3000	<input type="checkbox"/> \$3500
Full Page Ad, MAGGIE Program (Print)	<input type="checkbox"/> \$2300	<input type="checkbox"/> \$2800
Full Page AD, Call4Entries (Pages added as sold, Digital only)	<input type="checkbox"/> \$2100	<input type="checkbox"/> \$2600
Maggie Program & Website (Company Logo & Link)	<input type="checkbox"/> \$1500	<input type="checkbox"/> \$2000
Vertical Banner Ad, WPA Website (12 Months)	<input type="checkbox"/> \$1200	<input type="checkbox"/> \$1700
Logo & Link, WPA Website Only	<input type="checkbox"/> \$750	<input type="checkbox"/> \$1250

Check your choice above and complete the information below.

Name _____

Company name _____

Address _____

City/State/Zip _____

Tel _____

E-mail _____

Credit Card Type (Visa, MC, Amex) _____

Card Number _____

Exp. Date _____

Security Code _____

Cardholder Name _____

Deposit Amount (20%) \$ _____

(2% added to rate if paid by credit card.)

(Pay by check – mail to WPA, 3039 Charlitte St., Newbury Park, CA 91320 **NEW ADDRESS**

Questions? Contact the WPA office at 805-495-1863.

2017 Maggie Sponsor Benefits

MAGGIE Digital Photo Booth Sponsor

Mem: \$5400 Non: \$5900

Benefits valued at MORE than cost of sponsorship!

- One UPFRONT, VIP MAGGIE banquet table (seats ten) (Value: up to \$1140)
- TEN drink tickets at cocktail reception (Value: \$100)
- Additional banquet tickets at 15% off (Individual tickets only)
- Custom branded Image for social media and photo booth wrap
- Signage onscreen in grand ballroom
- Verbal recognition at MAGGIE podium
- Logo & link on WPA website FOR 12 MONTHS (Valued at \$1100)
- Logo in MAGGIE Program (Value: up to \$1900)
- Valet parking for two cars (Value: \$40)
- Sponsor recognition on WPA Social Media Channels
- Attendee list (after banquet)...PLUS...
- Vertical Banner Ad, Website, 12 months (Value up to \$1500)

MAGGIE Valet Parking Sponsor

Mem: \$3900 Non: \$4400

Benefits valued at MORE than cost of sponsorship!

- Six tickets upfront at MAGGIE banquet (Value: up to \$774)
- Additional banquet tickets at 5% off (Individual tickets only)
- Six drink tickets at cocktail reception (Value: \$60)
- Signage at registration and pre-paid parking table
- Verbal recognition at MAGGIE podium
- Logo & link on WPA website FOR 4 MONTHS (Valued at \$367)
- Logo in MAGGIE Program (Value: up to \$1900)
- Valet Parking for one car (Value: \$20)
- Sponsor recognition on WPA Social Media Channels
- Attendee list (after banquet)

MAGGIE Cocktail Reception Sponsor

Mem: \$3700 Non: \$4200

Benefits valued at MORE than cost of sponsorship!

- One UPFRONT, VIP MAGGIE banquet table (seats ten) (Value: up to \$1140)
- Additional banquet tickets at 10% off (Individual tickets only)
- Ten drink tickets at MAGGIE cocktail reception (Value: \$100)
- Signage at cocktail reception
- Verbal recognition at MAGGIE podium

- Logo & link on WPA website FOR 6 MONTHS (Valued at \$550)
- Logo in MAGGIE Program (Value: up to \$1900)
- Valet Parking for one car (Value: \$20)
- Sponsor recognition on WPA Social Media Channels
- Attendee list (after banquet)

MAGGIE Executive Insight Sponsor

Mem: \$3000 Non: \$3500

Benefits valued at MORE than cost of sponsorship!

- Two tickets upfront to MAGGIE banquet (Sponsor & Speaker) (Value: up to \$258)
- Additional banquet tickets at 10% off (Individual tickets only)
- Signage at Executive Insight event, and MAGGIE cocktail reception
- Tabletop space at Executive Insight event to display promotional materials
- Verbal recognition at Executive Insight event and MAGGIE banquet
- Logo & link on WPA website FOR 3 MONTHS (Valued at \$275)
- Logo in MAGGIE Program (Value: up to \$1900)
- FREE attendance for 20 of your guests to speaker event (Reservations required) (Value: \$700)
- 20 drink tickets at Maggie cocktail reception (Value: \$200)
- Sponsor recognition on WPA Social Media Channels
- Attendee list (Executive Insight Event)

Full Page Ad, MAGGIE Program

(Print only)

Mem: \$2300 Non: \$2800

Benefits valued at MORE than cost of sponsorship!

- Two tickets to MAGGIE Banquet (Value: up to \$258)
- Additional banquet tickets at 5% off (Individual tickets only)
- Two drink tickets at cocktail reception (Value: \$20)
- Signage at registration
- Verbal recognition at MAGGIE podium
- Logo & link on WPA website FOR 3 MONTHS (Valued at \$275)
- Logo in MAGGIE Program (Value: up to \$1900)
- Free Valet Parking for one car (Value: \$20)
- Sponsor recognition on WPA Social Media Channels
- Attendee list (after banquet)

Full Page Ad, MAGGIE Call4Entries

(Digital only, on Website, & PDF)

Mem: \$2100 Non: \$2600

Benefits valued at MORE than cost of sponsorship!

- One ticket to MAGGIE Banquet (Value: up to \$129)
 - One drink ticket at cocktail reception (Value: \$10)
 - Signage at registration
 - Verbal recognition at MAGGIE podium
 - Logo & link on WPA website FOR 3 MONTHS (Valued at \$275)
 - Logo in MAGGIE Program (Value: up to \$1900)
 - Sponsor recognition on WPA Social Media Channels
 - Attendee list (after banquet)
- NOTE: Advertising pages will be added to Call4Entries PDF as sold.

Company Logo in MAGGIE Program & Company Logo on WPA Website, with Link

Mem: \$1500 Non: \$2000

50% off regular rate of \$3000! PLUS...

- Two tickets to MAGGIE Banquet (Value: up to \$258)
- Two drink tickets at cocktail reception (Value: \$20)
- Signage at registration
- Verbal recognition at MAGGIE podium
- Valet parking for one car (Value: \$20)
- Sponsor recognition on WPA Social Media Channels
- Attendee list (after banquet)

Vertical Banner Ad, WPA Website

Mem: \$1200 Non: \$1700

20% OFF REGULAR BANNER RATE!

- Vertical banner ad, right column, WPA Website, for 12 months (Valued at \$1500) PLUS...
- Two tickets to MAGGIE Banquet (Value: up to \$258)
- Two drink tickets at cocktail reception (Value: \$20)
- Sponsor recognition on WPA Social Media Channels
- Attendee list (after banquet)

Logo & Link, WPA Website Only

Mem: \$750 Non: \$1250

30% OFF REGULAR LOGO/LINK RATE!

- Logo & Link on WPA website for 12 months (Valued at \$1100)

Judge The 2017 MAGGIES

WPA needs on-and-offsite judges. See details below.

2017 MAGGIE Judging Application

ONE JUDGE PER APPLICATION, PLEASE.

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

A total of approximately 80 judges are needed.

Onsite judging will take place Tuesday & Wednesday March 7–8 at:
TEN: The Enthusiast Network, 831 South Douglas Street, El Segundo, CA 90245
Approximately 10 minutes South of LAX.

*Judging will be held in the photo studio in the rear of the building.
Judges should park in the rear parking lot for easy access to the studio.*

Offsite judges will have the ability to judge using their computer.
(You may sign up for both types of judging.)

Onsite Judging (Select day or days)

Tuesday, March 7 Full Day Half Day Morning Afternoon
 Wednesday, March 8 Full Day Half Day Morning Afternoon
Breakfast & Lunch will be served each day.

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

Offsite Judging (Check appropriate box) Yes No

(Offsite judges may receive multiple category assignments. Categories and instructions will be sent via E-mail in mid-February, and judges will have approx. 1 week to complete assignments.)

PLEASE COMPLETE ALL INFORMATION BELOW. (REQUIRED)

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

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.

Please return this form to: WPA, 3039 Charlotte St., Newbury Park, CA 91320,
no later than February 5, 2017. You may also email to wpa@wpa-online.org

**New
Address!**