

The
American
Society of
Business
Publication
Editors

30th
ANNUAL
Azbee
Awards
of
Excellence
2008

business,
trade,
association,
and
professional
print magazine,
newsletter,
and digital
publications

ASBPE

Save time and money
by entering online.
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digital entry gateway.



CALL FOR ENTRIES

CONTEST RULES (revised 12/3/07)

- **Competition is open** to U.S.-based business-to-business, trade, association, and professional print magazines and newsletters, digital Web sites, e-newsletters, digital magazines, blogs, and their editorial and design staff and contributors. **ASBPE membership is not required, but members will receive a discount on entry fees.**
- **Entries in the print magazine editorial and design** divisions, and in the Magazine of the Year category, must have appeared in a publication that accepts paid advertising, and is listed in Standard Rate & Data Service's (SRDS) *Business Publication Advertising Source*. **Entries in Newsletter and Digital** categories need not have an associated print magazine that meets the above SRDS and advertising criteria.
- **Print entries must have an issue date of 2007.** In a series, at least half of the articles must have appeared in 2007.
- **There is no limit** on the number of entries by a publication, although a publication may only submit one entry for Magazine of the Year and B2B Web Site of the Year. Entries submitted in the print Magazine/Newsletter Editorial division may also be submitted in the Design division. Within either the Print Editorial or Design divisions, an article or series of articles may be submitted in only one category. However, individual submissions in one category may compete as components of entries in these broader categories: Magazine of the Year, Feature Series, B2B Web Site of the Year, New B2B Web Site, Government Coverage, Print Newsletter General Excellence, Special Supplement, Special Section, New Publication Design, Publication Redesign, Buyer's Guide, Multi-Platform - General Excellence, New Publication, On-Site Trade Show Coverage, Newsletter Design, and B2B Web Site Redesign.
- **Entries must be postmarked** or dated by delivery service no later than **February 1, 2008. Online entry system will close at 11:59 p.m. on February 1, 2008.**
- **Notes:** Entries improperly submitted may be rejected. Judging decisions are final. **All entries become the property of ASBPE and may be reprinted.** Entry fees are non-refundable.

NATIONAL & REGIONAL AWARDS

Only Magazine Editorial and Design entries are considered for both National and Regional awards. Print Newsletter, Digital, Multi-Platform, and Magazine of the Year categories are only national awards. Regions are determined by the state in which each entry is published. The regions are divided as follows:

Northeast: CT, DE, ME, MA, NH, NJ, NY, PA, RI, and VT.

Central-Southeast: DC, FL, GA, MD, NC, OH, SC, VA, and WV.

Midwest-South: AL, AR, IL, IN, IA, KY, LA, MI, MN, MS, MO, TN, and WI.

West: AK, AZ, CA, CO, HI, ID, KS, MT, NE, NV, NM, ND, OK, OR, SD, TX, UT, WA, and WY.

Two sets of awards will be given in each Print Magazine Editorial and Design category, and in the Magazine of the Year competition. One is for publications with circulation of 80,000 or more, and one is for less than 80,000. Gold, silver, and bronze awards are typically given for National and Regional winners. **For Magazine of the Year and Web Site of the Year, we will name the Top 10 and award the Top 3.** Judges reserve the right to limit the number of awards in any category.

JUDGING

Each entry is read by multiple, experienced judges with a background in business publications. Their introduction to each entry is a required statement describing the publication's mission, readership, the enterprising work that went into the entry, and its significance and usefulness to readers.

The Magazine of the Year judging panel analyzes three consecutive issues of a publication for quality of writing, reporting and editing; editorial organization; layout and design; value to readers; and interaction with readers. Judges also may consider performance in other Azbee Award categories.

Print Editorial judging typically is based on quality of writing, reporting and editing; development of the subject; presentation; and value to readers.

Print Design judging typically is based on layout and composition; use of typography, graphics and photography; content; originality; relevance to the related story or publication; and how easily the entry communicates useful information to the reader.

Digital judging is generally based on reporting, writing, design, usability, readability, organization, value to readers, interactivity, information architecture, and effective use of technology.

Judging in all categories takes into account the editorial and presentation principles of service journalism.

THE STEPHEN BARR AWARD

A separate panel of judges will consider top editorial work drawn from major feature-article categories, including, but not limited to, Feature Article, Individual Profile and Feature Series, for ASBPE's Stephen Barr Award.

This "best in class" prize, which comes with a \$500 cash award, goes to the individual writer whose work most reflects inventiveness (especially use of narrative style), insightfulness, balance in the presentation of a complex subject, depth of investigation, and impact among the readers. These qualities exemplify Stephen Barr, whose articles were perennial winners of ASBPE excellence awards. Stephen died in 2002, at age 43. The award is endowed by his family. **Entries for the Stephen Barr Award** are selected by ASBPE to be considered by the judges.

FREE MEMBERSHIP FOR GOLDS

Named individuals in national Gold Award-winning entries will receive a free one-year membership in ASBPE. In the case of a current member, the year's free membership will take effect upon expiration of current membership.

Regional winners will be announced to the public at ASBPE Regional awards ceremonies held in the spring/summer 2008. See ASBPE Web site for dates.

National winners will be announced to the public at a ceremony held in conjunction with ASBPE's National Editorial Conference, July 24–25, in Kansas City, Mo.

Finalists will be notified via fax and/or e-mail before regional ceremonies and will be posted on the ASBPE Web site.

A complete list of winners will be posted at ASBPE's Web site after the respective awards ceremonies.

For questions about entries and competition, please visit the ASBPE Web site at www.asbpe.org. **Mail entries to:**

ASBPE Competition
214 N. Hale, Wheaton, IL 60187
phone 630-510-4588 fax 630-510-4501
e-mail info@asbpe.org

ENTRY FEES

To encourage use of the new online entry feature, ASBPE is offering a \$10 discount for entries submitted online. Entry fees are \$75-\$135 when submitting entries online. Entry fees are \$85-\$145 when submitting entries and entry forms via hard copy format. In certain categories, you may be required to mail a hard copy of your entry even when submitting entry applications online - in those categories, the \$10 discount will still be applied provided you submit the information about the entry online.

ENTER ONLINE AT WWW.ASBPE.ORG

We encourage all entrants to save time and money by taking advantage of the online entry system. To enter online, please go to www.asbpe.org, and follow the link for online submission. In all categories, you may submit your payment and entry information online. In most editorial, design, and digital categories, you also may now submit your full entries online, as well—no envelope stuffing or shipping required! All entries submitted online must be in pdf, jpg or gif format. In all design categories, Magazine of the Year, and certain editorial categories, a hard copy entry is still required, even when submitting information about the entry online. The editorial categories that will require a hard copy entry include: Overall Headline Writing, Annual Buyer's Guide, New Publication, On-Site Trade Show Coverage, Special Section, Special Supplement, and Newsletter—General Excellence.

ONLINE ENTERING INSTRUCTIONS

Enter online at www.ASBPE.org

Step One – Create an Account

- Each submitter will need to create a new account for the 2008 competition. This is separate from a membership account and different from the 2007 competition account.
- When entering your information, please be sure to include an alternate contact name and number for someone else in your organization that we can contact if we have questions about your entry/entries.

Step Two – Category Selection

- Select the main category (Print Editorial, Print Design, Digital, etc.).
- Select the subcategory (Feature Series, Information Graphics, Original Web Feature, etc.).
- Enter all the information about the particular entry you are working on, including the statements about your magazine's mission, readership, and work that was put into the entry.
- Preview entry and double check all the information you have entered. Please review this page thoroughly. If you find any typos or corrections, you may go back and make those changes. This is the information that will be used on a plaque should your entry be chosen as a winner.
- When you are satisfied with the information you have entered, check the "I Agree" box and submit the entry.

Step Three – Upload Entry Files/Print this page

Manage Entry Files (editorial categories)

- If you are entering a category that allows for full online sub-

mission, please click on "Manage Entry Files" to upload your submission.

- Enter a title for the information you are downloading in the "File Title" field—this may be the title of the entry, or if you are entering a category that requires multiple submissions, you may name them "File 1," "File 2," etc.
- In the "File" field, use the browse function to upload the entry submission. The file may be in pdf, jpg, or gif format, and the file may be no larger than 20 MB.
- Click "Send File" to send the uploaded file to ASBPE. Once you have sent the file(s), this entry is complete and you may continue to your next category entry, or you may continue to the payment page if you are done entering.

Manage Entry Files (digital categories)

- If you are entering a digital category, please click on "Manage Entry Files" for further instructions.
- Each subcategory within the digital category will have a different set of instructions, customized with the fields that you are required to enter. These fields may include a URL link, downloaded files, directions to e-mail an e-newsletter, passwords for your site, or other fields per category. The online entry system will clearly identify what you need to submit for the category you are entering.

Print this page

- If you are entering a category that is not eligible for online submission, "Manage Entry Files" will not be an option. Please click on "Print this page", and print four (4) copies of this page to accompany your hard copy entry.
- Submit three (3) copies of your entry, each in its own envelope (for multiple judges). All entries must be originals. Photocopies, proofs, or reprints are unacceptable.
- Securely attach (with clear tape) one copy of the entry form that you printed to the outside of each of the three envelopes, and leave the fourth copy of the entry form loose in the package to be mailed to ASBPE Headquarters.
- Once you have printed this page, you may continue to your next category entry, or you may continue to the payment page if you are done entering.

Step Four – Go To Payment Page

- Click on "Go to payment page" to view a summary of all of your entries.
- Review that all of your entries are included on this page, and review that you have not unintentionally duplicated your entries. There will be a total amount due based on this summary.
- If you are paying by check, please print this page and click on "pay by check." You will need to mail a copy of this page along with your check to ASBPE Headquarters, so we can ensure that the checks are properly credited to the entries. All checks must be postmarked by February 1, 2008.
- If you are paying by credit card, please enter your credit card information and click on "Submit Payment." You will then be taken to a payment confirmation page, which will also function as your receipt.
- This is the last step in the online entry process.

Step Five – Mail in any necessary documents/entries

- Mail/ship in any materials that are required for your entries. Some entrants will not need to mail anything, according to the method of payment and the categories entered.
- All hard copy entries and checks must be postmarked by February 1, 2008.
- Please send all materials with supporting documentation to: ASBPE Headquarters; 214 N. Hale Street; Wheaton, IL 60187.

Join ASBPE now to get contest discounts and other benefits

If you have more than three entries and you're not already an ASBPE member, you will save on fees by joining ASBPE **now** for only \$75 as a staff editor. Regular membership is open to full-time editors and writers, and freelancers working for business-to-business, trade, professional, or association magazines and business electronic, Web, and Internet publications. As a professional society, *membership in ASBPE is on an individual basis* (not per magazine, not per company).

If you are named as a National Gold Award winner, you will receive a free one-year extension of your membership. (If not a member when the award is received, your membership will be paid for one year.)

Complete the membership application form below, and send it and a separate dues payment with your entry shipment and payments. You can also join ASBPE online at www.ASBPE.org

OTHER MEMBERSHIP BENEFITS



- *Registration discount* • *Bimonthly newsletter* • *Networking through local chapter meetings*
- *Members-only section* • *Product and program discounts* • *Job board* • *And much more!*

MEMBER APPLICATION — Join now: Get contest entry & other discounts

Mail your membership application and payment along with your entry shipment and separate entry fees to ASBPE Competition, 214 N. Hale, Wheaton, IL 60187. Questions? Call ASBPE Headquarters at 630-510-4588 or e-mail info@asbpe.com. Also, check our Web site at www.asbpe.org.

Entries and membership applications must be postmarked by February 1, 2008.

- Staff editor and writer members.** Persons employed in an editorial capacity by a business publication shall be eligible to be staff editor or writer members of the Society. Staff editor and writer members shall be voting members of the Society. Annual Dues: \$75
- Freelance members.** Persons who edit or write regularly for business publications, but who are not employed by such publications, shall be eligible to be freelance members of the Society. Freelance members shall be voting members of the Society and shall, at the discretion of the Board of Directors, be eligible to serve as chapter presidents. Annual Dues: \$50
- Academic members.** Persons who are members of the faculty, in the departments of journalism or any related field, at institutions of higher learning or high schools shall be eligible to be non-voting academic members of the Society. Annual Dues: \$50
- Student members.** Students of journalism or any related field at all institutions of higher learning shall be eligible to be non-voting student members of the Society. Annual Dues: \$40
- Affiliate members.** Persons engaged in public relations or corporate communications or as vendors and other persons having a professional or occupational interest in journalism, communications, or business publications shall be eligible to be non-voting affiliate members of the Society. Annual Dues \$100.

Name, Title _____

Publication _____

Company _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

E-mail (required) _____

Web URL _____

Check enclosed **OR** Please charge my VISA MasterCard American Express*

Total Amount \$ _____

Credit Card Account Number _____ Expiration Date _____

Cardholder Name _____ Signature _____

** Please note that credit card processing may take up to two to three months.*

MAGAZINE OF THE YEAR ENTRY FORM AND SUBMISSION GUIDELINES

Entries must be postmarked no later than February 1, 2008.

Please read instructions on pages 2 and 3, and fill out this form carefully, or enter online at www.asbpe.org. (Hard copy of complete entry still required). Only one entry per magazine is permitted in this division. Additional forms are at www.asbpe.org. **First-year magazines are not eligible.**

PLEASE FILL OUT THIS FORM IF NOT SUBMITTING ONLINE

■ **Submit three separate envelopes (for multiple judges), each containing the same three consecutive issues of your magazine, published in 2007.** All entries must be originals. **NO FOLDERS OR BINDERS, PLEASE.**

■ **Place a one-page typed statement**, on publication letterhead, *inside each envelope*. The statement must describe the publication's mission and readership, and discuss the enterprising work that went into the entry and its significance or impact on readers.

■ **Submit four copies of this completed form**, securely attaching one to the front of each of the three entry envelopes with clear tape, and attaching the fourth completed form to your payment.

NOTE: Judges may consider a publication's performance in other Azbee Award categories in selecting Magazine of the Year winners and finalists, although entering other categories is not required.

COMPLETE THE FOLLOWING INFORMATION

(Please type or print carefully. ASBPE is not responsible for misspellings on awards if the information provided on this entry form is incorrect or illegible.)

Magazine Name _____

SRDS Primary Classification Name *and* Number _____

Magazine circulation: Under 80,000 80,000 or more

Issue Date(s) _____

Magazine Web Address _____

Publishing Company _____

Submitter will be contacted for questions and award notification. All information below, especially fax, phone, and e-mail, is required for notification purposes. To qualify for entry fee discount, the submitter must be an ASBPE member. Remember, membership is individual, not company-wide. Please provide the following:

Submitter Name _____ Job Title _____

Company Name _____

Address _____

City/State/Zip _____

Phone (required) _____ Fax (required) _____

Alt. Phone _____ E-mail (required) _____

ENTRY FEE

Payment must accompany all submissions. **If submitting multiple entries, please submit one check or charge payment to cover all payments.** Checks should be made payable to ASBPE and attached to entry form.

\$105 ASBPE Member \$145 Non-Member (Save \$10 per entry by entering online)

Check enclosed OR Please charge my VISA MasterCard American Express

Total Amount \$ _____

Credit Card Account Number _____ Expiration Date _____

Cardholder Name _____ Signature _____

All entries should be sent to: ASBPE Competition, 214 N. Hale, Wheaton, IL 60187

PRINT MAGAZINE, NEWSLETTER EDITORIAL CATEGORIES

Directions for preparation of entries are listed below, on the entry form on page 7, and the rules section on page 2 and 3.

Print Magazines

1) CASE HISTORY

Enter **one** complete article about how a single organization defined a problem and applied technology, equipment or management techniques to solve it. Articles will be judged on quality of writing and reporting, depth and breadth of information, quality and use of sources and source materials, value to the reader, presentation, and other criteria.

2) EDITORIAL/EDITOR'S LETTER

Enter **two** editorials or "letters from the editor," signed or unsigned, written by the same full-time staff person.

3) FEATURE ARTICLE

Submit **one** complete, in-depth feature story, including jump pages and sidebars, demonstrating solid reporting/writing skills. Comprehensiveness, insight, and skillful presentation of useful material is important. *Note:* Articles that cover breaking news should be entered in the "News Analysis" category, and features built around original research, including surveys by a magazine, should be entered in the "Original Research" category.

4) FEATURE SERIES

Submit articles, planned in advance as a series, that thoroughly investigate a single topic from its various aspects in multiple issues. Half or more of the articles in the series must have appeared in the magazine during the year 2007. Submit all articles in their entirety. Do not submit whole issues of the magazine.

5) GOVERNMENT COVERAGE

Submit a total of **three** government-related (executive, legislative, or judicial) articles (not an entire issue). Articles must be taken from three consecutive issues. Articles, which must be clearly separated from each other by issue date, may include features, columns, news stories, departments, or sections. The aim is to recognize publications that continuously produce a volume of outstanding government coverage. *Note:* This is not an award for a single article or for a single government news section, each of which may be submitted in other categories.

*6) OVERALL HEADLINE WRITING

Submit **two** consecutive full issues with six examples in each issue of headlines *and/or* cover lines. Clearly mark these within the issues (e.g. with Post-It notes) and attach a sheet of paper indexing your headline/cover line choices by issue and page number. Judges will look for sharp, engaging, understandable, useful, and creative headlines that pique reader interest while clearly

explaining and remaining faithful to the article's content.

7) HOW-TO ARTICLE

Submit **one** complete article that walks the reader through the steps necessary to perform a particular activity. Clear, concise writing and presentation should make it easy for the reader to apply the process described. *Note:* Articles that explain technology without emphasis on "how-to" application should be submitted in the "Technical Article" category.

8) INDIVIDUAL / ORGANIZATION PROFILE

Enter **one** complete article profiling one person, company, or organization. Article is judged on quality of writing and reporting, depth and breadth of information, quality and use of sources and source materials, value to the reader, and presentation.

*9) ANNUAL BUYER'S GUIDE

Enter **one complete annual issue**. Ideally, the guide will include articles about different product categories, trends, or how-to information. Issue is judged on quality of writing and reporting, depth and breadth of information, quality and use of sources and source materials, independent evaluations, value to the reader, and presentation.

*10) NEW PUBLICATION

Submit the **complete premiere issue**. This content-driven award recognizes a 2007 start-up magazine whose frequency is at least quarterly. Judging criteria is same as Magazine of the Year. *Note:* Supplements associated with other magazines should be entered into the "Special Supplement" category.

11) NEWS ANALYSIS/INVESTIGATIVE

Submit **one** analytical news story that provides insight into a breaking news story in a thorough context and demonstrates quality writing, reporting, editing, and usefulness to readers. Entry will be judged on editorial values of balance, source variety, proper attribution, timeliness, reader value, depth of information and proper emphasis, adequate development, enterprise, and clarity of presentation. Article must appear in the next available issue after the event occurs; date of event on which the news analysis is based must be clear to judges. *Note:* Articles that are not based on breaking news events should be entered in the "Feature Article" category.

12) NEWS SECTION

Enter **one** complete news section from a single issue. This category is for a regularly appearing section within an issue, covering a variety of news stories, not a single topic. The section must include examples of infographics.

*13) ON-SITE TRADE SHOW COVERAGE

This honors enterprising, on-site editorial coverage of a trade show/conference in a publication distributed at an industry trade show/conference (e.g., show dailies). Submit **ALL complete issues of the show coverage showing the on-site produced editorial clearly identified** (e.g. use sticky notes or circle headlines), along with a one-page, typed description or tearsheet of the trade show/conference program schedule. This category is judged on the basis of writing, reporting, editing, and breadth of coverage.

14) ORIGINAL RESEARCH

Submit **one** article that has at its center a survey, product ranking, or statistical or other proprietary documentation by a publication. Such articles should NOT be entered in the "Feature Article" category.

15) PRODUCT SECTION/DEPT.

Enter **three**, complete product sections or departments (no feature articles) each appearing in three separate, consecutive issues. Articles are judged on quality of writing and reporting, depth and breadth of information (e.g. trends, how-to), quality, and use of sources and source materials, value to the reader, and presentation.

16) REGULAR COLUMN, CONTRIBUTED

Enter **two** examples of any bylined column, from two different issues, that appears at least quarterly in the magazine. Both columns must be written by the same non-staff contributor, and should interpret or comment on issues pertinent to the magazine's readers. Do not submit straight news.

17) REGULAR COLUMN, STAFF WRITTEN

Enter **two** examples of any bylined column, from two different issues, that appears at least quarterly in the magazine. Both columns must be written by the same person on the publication's full-time staff. The columns should interpret or comment on issues pertinent to the magazine's readers. Do not submit straight news reporting or editorials here.

18) REGULAR DEPARTMENT

Enter an example of any department, except product dept., that appears at least four times a year. Include the entire department as it appears in **three** successive issues. Provide name of department (not the major headline) on the entry form.

*19) SPECIAL SECTION

Submit **entire issue** containing a complete example of an editorial-controlled, single-subject section appearing during 2007 within a calendar issue. The issue in which the special section occurs must have other feature articles and be clearly distinguishable from those features. No News Section. No advertorials.

*hard copy entry required

***20) SPECIAL SUPPLEMENT**

Enter **one** complete, single-topic supplement produced once during 2007 as a separate publication to its associated magazine. Also, submit the **entire issue** of the associated publication. Content and design must have been editorially controlled. *Note:* No advertorials, directories, or buyer’s guides.

21) TECHNICAL ARTICLE

Submit **one** complete article that focuses on technological principles applied to science, industry, or business. As much as possible, entry should combine theory, methodologies, and results along with analysis and discussion of usefulness and value to your readers, and impact. Documentation, attribution, and presentation are also important considerations. *Note:* Do not submit “How-To” articles in this category.

Print Newsletters

***22) NEW NAME! NEWSLETTER—GENERAL EXCELLENCE**

Entries are open to B2B for-profit or not-for-profit PRINT newsletters, whose frequency is weekly or less, i.e. do not enter dailies or twice-a-week publications. Enter **three** consecutive issues of your newsletter. Judging is based on breadth and depth of coverage; quality of writing, reporting, and editing; value to readers; presentation; interactivity; editorial organization; and usefulness.

23) NEW! FEATURE ARTICLE

Submit **one** complete, in-depth feature story, including jump pages and sidebars, demonstrating solid reporting/writing skills. Judges look for comprehensiveness, insight, and skillful presentation of useful material. *Note:* Articles that cover breaking news should NOT be entered in this category, and features built around original research, e.g. surveys, should be entered in the “Original Research” category.

24) TECHNICAL/HOW-TO ARTICLE

Submit **one** complete article that walks the reader through the steps necessary to perform a particular activity. See also description of category 21 Technical Article above. Clear, concise writing and presentation should make it easy for the reader to apply the process described.

25) NEWS ANALYSIS, INVESTIGATIVE, RESEARCH

Submit **one** article that has at its center a survey, product ranking, or statistical or other proprietary documentation by a publication. *Note:* Such articles should NOT be entered in the “Feature Article” category.

*hard copy entry required

MULTI-PLATFORM—GENERAL EXCELLENCE

The Multi-Platform (Print and Digital) category recognizes the coordination of print and digital media packages in the presentation of a single topic. It honors excellence in coordinating print with any one or more of the following: Web sites, e-newsletters, blogs, Webinars, or podcasts. Entries must be non-promotional, non-advertising materials. Only one entry package per publication is allowed.

Entrant must submit three identical packages, in separate envelopes, with the entry form below, or a copy, attached outside each. Each envelope should contain one example of a print article or series of articles, in transparent acetate folders, along with appropriate URLs and passwords, if applicable, and directions for judges to link to the online material that coordinates with your print article(s). Include appropriate digital magazine “readers” on a CD, if applicable. URL links are best; hard copies will be considered.

Include in each envelope a one-page typed statement on publication letterhead 1) describing the publication’s *mission* and *readership* and 2) discussing the *multi-platform work*, the *significance for readers*, and the *editorial relationship among the various platforms* you employed.

Judges will look for coordination of print and digital media that makes excellent use of the qualities of both approaches, *using the criteria stated on page 2*, and that show originality in relating the print and digital forms. This is a national award only.

COMPLETE THE FOLLOWING INFORMATION

(Please type or print carefully. ASBPE is not responsible for misspellings on awards if the information provided on this entry form is incorrect or illegible.)

Category Entered (please write name and number) _____
Magazine Name _____
SRDS Primary Classification Name and Number _____
Publication Web Address _____
Publishing Company _____

Submitter will be contacted for questions and award notification. All information below, especially fax, phone, and e-mail, is required for notification purposes. To qualify for entry fee discount, the submitter must be an ASBPE member. Please provide the following:

Submitter Name _____ Job Title _____
Company and Address _____
City/State/Zip _____
Phone (required) _____ Fax (required) _____
E-mail (required) _____

Name(s) to appear on award (maximum 5). Names will appear on award in order listed. If no names are listed, the award will read, “(Your magazine) Staff.” *Help us keep our database current: Please include e-mail addresses for ALL individuals named.*

ENTRY FEE

Payment must accompany all submissions. **If submitting multiple entries, please submit one check or charge payment to cover all payments. Checks should be made payable to ASBPE and attached to entry form.**

\$105 ASBPE Member \$145 Non-Member (save \$10 per entry by entering online)
 Check enclosed OR Please charge my VISA MasterCard Am. Ex.

Total Amount \$ _____
Credit Card Account Number _____
Exp. Date _____
Cardholder Name _____
Signature _____

Send entry to: ASBPE Competition, 214 N. Hale, Wheaton, IL 60187

PRINT EDITORIAL ENTRY FORM AND SUBMISSION GUIDELINES

Entries must be postmarked no later than February 1, 2008.

Please read instructions on pages 2,3,6 and 7, and fill out this form carefully, or enter online at www.asbpe.org. This blank form may be copied for additional entries. Additional forms are at www.asbpe.org.

PLEASE FILL OUT THIS FORM IF NOT SUBMITTING ONLINE.

■ **Submit three copies of each entry (for multiple judges).** Place individual entry pages in clear acetate protectors. Place each copy, whether consisting of individual pages or complete issues, in its own separate envelope. All entries must be originals. Photocopies, proofs, or reprints are unacceptable. **NO FOLDERS OR BINDERS, PLEASE.**

■ **Place a one-page typed statement**, on publication letterhead, *inside each envelope*. The statement must describe the publication's mission and readership, and discuss any enterprising work and its significance or impact on readers.

■ **Submit four copies of this completed form**, securely attaching one to the front of each of the three entry envelopes with clear tape, and attaching the fourth completed form to your payment.

COMPLETE THE FOLLOWING INFORMATION

(Please type or print legibly. ASBPE is not responsible for misspellings on awards if the information provided on this entry form is incorrect or illegible.)

Category Entered (please write name and number) _____

Title of Entry _____

Issue Date(s) _____ Magazine circulation: Under 80,000 80,000 or more

Publication Name _____

SRDS Primary Classification Name *and* Number _____

Publication Web URL _____ Publishing Co. _____

Submitter will be contacted for questions and award notification. All information below, especially fax, phone, and e-mail, is required for notification purposes. To qualify for entry fee discount, the submitter must be an ASBPE member. Please provide the following:

Submitter Name _____ Job Title _____

Company and Address _____

City/State/Zip _____ Region* _____

Phone (required) _____ Fax (required) _____

Alt. Phone _____ E-mail (required) _____

Name(s) to appear on award (maximum 5). Names will appear on award in order listed. If no names are listed, the award will read, "(Your magazine) Staff." ***Help us keep our database current: Please include e-mail addresses for ALL individuals named.***

*Region is determined by the state in which the entry is published. See page 2.

ENTRY FEE

Payment must accompany all submissions. **If submitting multiple entries, please submit one check or charge payment to cover all payments.** Checks should be made payable to ASBPE and attached to entry form.

\$85 ASBPE Member \$105 Non-Member (save \$10 per entry by entering online)

Check enclosed OR Please charge my VISA MasterCard American Express

Total Amount \$ _____

Credit Card Account Number _____ Expiration Date _____

Cardholder Name _____ Signature _____

All entries should be sent to: ASBPE Competition, 214 N. Hale, Wheaton, IL 60187

PRINT MAGAZINE, NEWSLETTER DESIGN CATEGORIES

Directions for preparation of entries are listed below, in the online instructions on page 3, on the entry form on page 10, and in the rules section on page 2. Exceptions are noted below. Remember, all design categories have an editorial component.

Print Magazines

27) CONTENTS PAGE OR PAGES

Enter contents page(s) from a single issue. Entry should be no more than **two** pages total. Entry must also include magazine cover of the issue containing entry for comparison. Criteria are design; graphics, typography, images; the organization of information (e.g., does contents page quickly tell reader the magazine's mission and what various markets or readership categories are served?).

28) FEATURE ARTICLE

Enter **one** article that demonstrates the use of quality photography, illustration, typography, typesetting, and layout and design that complements the content of an entire feature article, that is at least four pages in length. Consistent use of thematic devices, the clarity of information presented, and the quickness with which useful information is comprehended are among the considerations.

29) FRONT COVER — COMPUTER-GENERATED

Submit **one** cover that uses computer-generated/modified illustration and/or photography manipulated to create a new and different image that supports the issue's main editorial focus. Judges will examine the magazine's mission; content; graphics, typography and images; and design. Adequate number of cover lines, their ability to communicate useful information to the reader, and legibility are important judging considerations. Submit cover only.

30) FRONT COVER — ILLUSTRATION

Submit **one** hand-drawn illustration (not computer-generated or modified) cover image that supports the issue's main editorial focus. Judges will examine the magazine's mission and industry served; content; graphics, typography, and images; and layout and design. Adequate number of cover lines, their ability to communicate useful information to the reader, and legibility are important judging considerations. Submit cover only.

31) FRONT COVER — PHOTO

Submit **one** cover only that uses a photograph to illustrate and support the issue's main editorial focus. Judges will examine the magazine's mission and industry served; content; graphics, typography, and images; and layout and design. Adequate number of cover lines, their ability to communicate useful information to the reader, and legibility are important judging con-

siderations. Submit cover only.

32) FRONT COVER — NEWS TABLOID

Submit **one** front cover of a tabloid-sized magazine that integrates text (body copy and article headlines) with photography and/or graphics in a news-type format. Judges will examine the magazine's mission; content; number of articles; graphics, typography and images; and layout and design. *Note:* Tabloid covers with full-page photos or illustrations should be entered instead in either the "Front Cover — Photo," the "Front Cover — Illustration," or the "Front Cover — Computer-Generated" categories. Submit cover only.

33) FRONT COVER — ANNUAL, BUYER'S GUIDE, DIRECTORY, SUPPLEMENT

Submit **one** cover of a separately bound, once-a-year buyer's guide, special report, annual or directory or similar publication that circulates to your magazine's primary audience. Judges will examine the magazine's mission and industry served; content; graphics, typography, and images; and layout and design. Adequate number of cover lines, legibility and usefulness to the reader are important judging considerations. Submit cover only.

34) INFORMATION GRAPHICS

Enter **one** complete issue that has a minimum of **four** separate pieces of information graphics. The infographics may appear anywhere within the issue, but all four may not appear in any one section, feature, department, or column. This award is for consistent quality throughout a publication. In addition to the design considerations, the editorial components will also be judged, e.g. headlines, attribution, explanation of data. Clarity and the simplicity with which information is presented are among other criteria.

35) NEW PUBLICATION DESIGN

Submit the **complete premiere issue** of a start-up publication whose first issue carries a 2007 cover date and whose frequency is at least quarterly. Do not enter supplements associated with other publications. In addition to the quality of the graphics, typography, photography, and the layout and design, the appropriateness of the design to the magazine's mission and industry served, the publication's editorial organization, variety of presentation formats, and usefulness and functionality (e.g., reader "entry points") are judged.

36) OPENING PAGE/SPREAD — COMPUTER GENERATED

37) OPENING PAGE/SPREAD — ILLUSTRATION

38) OPENING PAGE/SPREAD — PHOTO

Entries in categories 36, 37, and 38 should

effectively complement the article or department they introduce, using techniques described in "Front Cover" categories 29–31. *Note:* Enter typographic-based pages in the Illustration category 37.

39) OVERALL TYPOGRAPHY

Submit **two** consecutively dated, complete issues. This award is for overall use of type especially relative to typesetting and type composition, readability, legibility, and the comprehension and orderly/hierarchical representation of the content, along with typographic design.

40) OVERALL PHOTOGRAPHY/ ILLUSTRATIONS

Submit two consecutively dated, complete issues. This award is for overall use of photography and illustrations especially relative to readability, legibility, and the comprehension, and representation of the content.

41) PUBLICATION REDESIGN

Submit the **complete issue** of a redesigned magazine first published in 2007, and one complete regular (not a directory issue, please) issue of the old design published immediately prior to the redesigned issue. Do not enter supplements associated with other publications. In addition to the quality of the graphics, typography, photography, and the layout and design, the appropriateness of the design to the magazine's mission and industry served, the publication's editorial organization, variety of presentation formats, and usefulness and functionality (e.g., reader "entry points") are among the important judging considerations.

Print Newsletters

42) NEWSLETTER DESIGN

Submit **two** complete consecutive issues of a print B2B newsletter whose frequency is at least quarterly. Do not enter supplements. Criteria include the quality of the graphics; typography; photography; layout and design; the appropriateness of the design to the newsletter's mission; editorial organization; variety of presentation formats; and usefulness and functionality (e.g., reader "entry points").

THANK YOU TO ASBPE SPONSOR

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PUBLICATIONSSM
FOR THE KNOWLEDGEABLE READER
WWW.MAGPUB.COM
WWW.THEEDITORIALADVANTAGE.COM

PRINT DESIGN ENTRY FORM AND SUBMISSION GUIDELINES

Entries must be postmarked no later than February 1, 2008.

Please read instructions on pages 2, 3 and 9, and fill out this form carefully, or enter online at www.asbpe.org. (Hard copy of complete entry still required). This blank form may be copied for additional entries. Additional forms are at www.asbpe.org.

PLEASE FILL OUT THIS FORM IF NOT SUBMITTING ONLINE

■ **Submit three copies of each entry (for multiple judges).** Place individual entry pages in clear acetate protectors. Place each copy, whether consisting of individual pages or complete issues, in its own separate envelope. All entries must be originals. Photocopies, proofs, or reprints are unacceptable. **NO FOLDERS OR BINDERS, PLEASE.**

■ **Place one-page typed statement,** on publication letterhead, describing the publication's mission/readership, and discuss both the work that went into the entry — especially any role the editor had in coordinating with designer — and its significance or impact on readers. Place one copy of the statement inside each entry envelope.

■ **Submit four copies of this completed form.** Securely attaching one to the front of each of the two entry envelopes with clear tape, and attaching the fourth completed form to your payment.

COMPLETE THE FOLLOWING INFORMATION

(Please type or print carefully. ASBPE is not responsible for misspellings on awards if the information provided on this entry form is incorrect or illegible.)

Category Entered (please write name and number) _____

Title of Entry _____

Issue Date(s) _____ Magazine circulation: Under 80,000 80,000 or more

Publication Name _____

SRDS Primary Classification Name *and* Number _____

Publication Web Address _____

Publication Web URL _____ Publishing Co. _____

Submitter will be contacted for questions and award notification. All information below, especially fax, phone, and e-mail, is required for notification purposes. To qualify for entry fee discount, the submitter must be an ASBPE member. Please provide the following:

Submitter Name _____ Job Title _____

Company and Address _____

City/State/Zip _____ Region* _____

Phone (required) _____ Fax (required) _____

Alt. Phone _____ E-mail (required) _____

Name(s) to appear on award (maximum 5). Names will appear on award in order listed. If no names are listed, the award will read, "(Your magazine) Staff." *Help us keep our database current: Please include e-mail addresses for ALL individuals named.*

*Region is determined by the state in which the entry is published. See page 2.

ENTRY FEE

Payment must accompany all submissions. **If submitting multiple entries, please submit one check or charge payment to cover all payments.** Checks should be made payable to ASBPE and attached to entry form.

\$85 ASBPE Member \$105 Non-Member (save \$10 per entry by entering online)

Check enclosed OR Please charge my VISA MasterCard American Express

Total Amount \$ _____

Credit Card Account Number _____ Expiration Date _____

Cardholder Name _____ Signature _____

All entries should be sent to: ASBPE Competition, 214 N. Hale, Wheaton, IL 60187

B2B WEB SITE OF THE YEAR ENTRY FORM AND SUBMISSION GUIDELINES

Entries must be postmarked no later than February 1, 2008.

Please read instructions on pages 2 and 3, and fill out this form carefully, or enter online at www.asbpe.org. Only one entry per Web site is permitted in this division. Additional forms are at www.asbpe.org. **First-year Web sites are not eligible.**

PLEASE FILL OUT THIS FORM IF NOT SUBMITTING ONLINE

■ **Submit the Web site's URL typed** on three separate sheets of paper and place each in separate envelopes (for multiple judges). If the site is restricted, a temporary password good through May 31, 2008, must be typed on the same sheet.

■ **Place a one-page typed statement**, on publication letterhead, *inside each envelope*. The statement must describe the publication's mission and readership, and discuss both the work that went into the entry—especially any enterprise elements and ways in which the editor and designer coordinate their efforts—and its significance or impact on readers.

■ **Submit four copies of this completed form**. With clear plastic tape (top and bottom), securely attach one *to the front* of each of the three entry envelopes. Attach the fourth form to the payment.

Note: Judges may consider a Web site's performance in other Azbee Award Categories in selecting B2B Web Site of the Year winners and finalists, although entering other categories is not required.

COMPLETELY FILL OUT THE FOLLOWING

(Please type or print carefully. ASBPE is not responsible for misspellings on awards if the information provided on this entry form is incorrect or illegible.)

Title of Entry _____

URL of Entry _____

Publication Name _____ Publishing Co. _____

Publication Web URL _____

Submitter will be contacted for questions and award notification. All information below, especially fax, phone, and e-mail, is required for notification purposes. To qualify for entry fee discount, the submitter must be an ASBPE member. Remember, membership is individual, not company-wide. Please provide the following:

Submitter Name _____ Job Title _____

Company and Address _____

City/State/Zip _____

Phone (required) _____ Fax (required) _____

Alt. Phone _____ E-mail (required) _____

Name(s) to appear on award (maximum 5). Names will appear on award in order listed. If no names are listed, the award will read, "(Your magazine) Staff." ***Help us keep our database current: Please include e-mail addresses for ALL individuals named.***

ENTRY FEE

Payment must accompany all submissions. **If submitting multiple entries, please submit one check or charge payment to cover all payments.** Checks should be made payable to ASBPE and attached to entry form.

\$105 ASBPE Member \$145 Non-Member (save \$10 per entry, by entering online)

Check enclosed OR Please charge my VISA MasterCard American Express

Total Amount \$ _____

Credit Card Account Number _____ Expiration Date _____

Cardholder Name _____ Signature _____

All entries should be sent to: ASBPE Competition, 214 N. Hale, Wheaton, IL 60187

DIGITAL WEB, E-NEWSLETTER, DIGITAL MAG, BLOG CATEGORIES

43) NEW B2B WEB SITE PUBLICATION

Entries in this category are limited to Web publications posted during calendar year 2007. Entries are judged on the quality of writing and reporting, value and usefulness to readers, design, effectiveness in quick communication of information, navigation ease, interactivity and community, use of Web technologies and graphic design to support and add usefulness to editorial, quickness of downloads, legibility and readability, clear distinctions between editorial and advertising, depth of information, and editorial organization.

44) NEW! B2B WEB SITE PUBLICATION REDESIGN

Entries are judged on the clarity of content organization; quality of writing for readers and search engines; usefulness to readers; understandable labeling of links, buttons, tabs, and headlines; effectiveness in quick communication of information and mission; navigation ease; adequate reader interactivity and community; use of Web technologies, graphic design to support and add usefulness to editorial; general design; simplicity; legibility and readability; clear distinctions between editorial and advertising, and depth of information. Please make sure that the previous Web site will be available for viewing by the judges.

45) ORIGINAL WEB COMMENTARY

Enter **one** article written exclusively for a Web site (not an article recycled from the associated print publication) by one member of the full-time staff. The commentary should interpret or comment on issues pertinent to your readers and exhibit good writing and reporting skills. Value to the reader, topic development, persuasiveness, timeliness and interactivity are among other considerations. *Note:* Do not submit straight news reporting.

46) ORIGINAL WEB DATABASE

Entries in this category may include directories, product guides, product or services ratings, industry statistics, or other database-related content. Entries may be electronic versions of print directories, guides, etc., but the database should have evidence of frequent updating, added usefulness, and a discussion of how the database information was gathered. Good organization, navigation and searching ease, search and download quickness, depth and breadth of database, the variety of workable formats, authoritativeness, and appropriateness to all major readership categories are among the judging criteria.

47) ORIGINAL WEB FEATURE

Submit **one** article. Entries in this cate-

gory must be written exclusively for a Web site, rather than be recycled from a sponsoring print publication. Feature article should demonstrate quality writing and reporting skills, value to the reader, solid topic development, and readable/legible presentation. Skillful use of illustration and graphics to add usefulness to the editorial content and links to additional information is a plus. *Note:* Breaking news articles should be entered instead in the "Original Web News Section" category.

48) ORIGINAL WEB NEWS SECTION

Entries in this category must be either a significantly expanded version of the print publication's news section or a separately prepared news section. Timeliness (the news section should show evidence of frequent updating), evidence of exceptional reporting and writing skills (including balance, attribution, and enterprise, comprehensiveness, variety of news sources), and usefulness are important criteria, as is a readable and legible presentation. Examples of interpretive reporting, infographics, links for additional information are also considered.

49) MEMBERS/SUBSCRIBERS-ONLY WEB SECTION

This entry is judged on the volume and quality of the additional content offerings for members or subscribers-only to a Web site. Other criteria are listed in the judging section on page 2.

50) INTERACTIVE COMMUNITY

Web site entry must demonstrate a good job of generating an interactive community and involvement among Web site members and other users, and other industry-related audiences. The variety and usefulness of interactive devices are important considerations as is whether the site offers solutions to problems, is authoritative, well designed and organized, and easy to use. Directions for preparation of entries are listed below and rules section on page 2. Exceptions are noted below. Entering publications need not be listed in Standard Rate & Data Service's (SRDS) *Business Publication Advertising Source*, and need not accept paid advertising.

51) E-NEWSLETTER—GENERAL EXCELLENCE

Entries are open to for-profit or not-for-profit ELECTRONIC newsletters. Enter two complete issues of your E-newsletter. Provide password and URL for judges. Judging is based on breadth and depth of coverage of a single industry or professional specialty; quality of writing, reporting and editing; value to users; interactivity; usability; editorial organization

and information architecture, layout and design. Particular attention is paid to the impact of the subject-line head; efficacy of item summaries or teasers, and clarity of the E-newsletter to users.

52) E-NEWSLETTER—BREAKING NEWS

Entries are open to for-profit or not-for-profit B2B ELECTRONIC newsletters. Enter **two** complete issues of your E-newsletter. Provide password and URL for judges. Judging is based on breadth and depth of coverage; quality of writing, reporting, and editing; value to users; interactivity; usability; editorial organization; design; and access to RSS feeds. Attention is paid to subject-line head; brevity; item summaries; subheads; and clarity of mission.

53) E-NEWSLETTER—TIPS/ HOW-TO/SERVICE JOURNALISM

Entries are open to for-profit or not-for-profit B2B ELECTRONIC newsletters. Enter **two** complete issues of your E-newsletter. Provide password and URL for judges. Judging is based on breadth and depth of coverage; quality of writing, reporting, and editing; value to users; interactivity; usability; editorial organization; design; and access to RSS feeds. Attention is paid to subject-line head; brevity; item summaries; subheads; and clarity of mission.

54) OVERALL B2B BLOG

Criteria include interactivity; timeliness; participation of readers; existence of archives; access to RSS feeds; search function; complete blogger contact information; usability; writing, and reporting; reasonable privacy and editorial policies; and usefulness of mission.

55) DIGITAL MAGAZINES—GENERAL EXCELLENCE

Entries are open to for-profit or not-for-profit B2B digital magazines. Enter two complete issues. Provide magazine "reader," password, and URL, if necessary for judges. Including the editorial/design criteria on page 2, judges are looking for volume and quality of additional editorial content, rich media, and usability not normally found in a printed version of the magazine.

THANK YOU TO ASBPE SPONSOR



DIGITAL ENTRY FORM AND SUBMISSION GUIDELINES

Entries must be postmarked no later than February 1, 2008.

Please read instructions on pages 2, 3 and 12, and fill out this form carefully, or enter online at www.asbpe.org. This blank form may be copied for additional entries. Additional forms are at www.asbpe.org.

PLEASE FILL OUT THIS FORM IF NOT SUBMITTING ONLINE

■ **In the case of Web entries ONLY**, submit the Web site's, blog's, or E-newsletter's URL typed on **three** separate sheets of paper and place each in separate envelopes (for multiple judges). If the site is restricted, a temporary password good through May 31, 2008, must be typed on the same sheet. For E-newsletters, print out one copy and submit.

■ **Place a one-page typed statement**, on publication letterhead, *inside each envelope*. The statement must describe the publication's mission and readership, and discuss both the work that went into the entry—especially any enterprise elements and ways in which the editor and designer coordinate their efforts—and its significance or impact on readers.

■ **Submit four copies of this completed form**. With clear plastic tape (top and bottom), securely attach one *to the front* of each of the three entry envelopes. Attach the fourth form to the payment.

COMPLETELY FILL OUT THE FOLLOWING

(Please type or print carefully. ASBPE is not responsible for misspellings on awards if the information provided on this entry form is incorrect or illegible.)

Category Entered (please write name and number) _____

Title of Entry _____

URL of Entry _____

Publication Name _____ Publishing Co. _____

Publication Web URL _____

Submitter will be contacted for questions and award notification. All information below, especially fax, phone, and e-mail, is required for notification purposes. To qualify for entry fee discount, the submitter must be an ASBPE member. Please provide the following:

Submitter Name _____ Job Title _____

Company and Address _____

City/State/Zip _____

Phone (required) _____ Fax (required) _____

Alt. Phone _____ E-mail (required) _____

Name(s) to appear on award (maximum 5). Names will appear on award in order listed. If no names are listed, the award will read, "(Your magazine) Staff." *Help us keep our database current: Please include e-mail addresses for ALL individuals named.*

ENTRY FEE

Payment must accompany all submissions. **If submitting multiple entries, please submit one check or charge payment to cover all payments.** Checks should be made payable to ASBPE and attached to entry form.

\$85 ASBPE Member \$105 Non-Member (save \$10 per entry, by entering online)

Check enclosed OR Please charge my VISA MasterCard American Express

Total Amount \$ _____

Credit Card Account Number _____ Expiration Date _____

Cardholder Name _____ Signature _____

All entries should be sent to: ASBPE Competition, 214 N. Hale, Wheaton, IL 60187



**American Society of
Business Publication Editors**

Call For Nominees: 2008 ASBPE Young Leaders Scholarship

The ASBPE *Young Leaders Scholarship* has been created to foster interest in the American Society of Business Publication Editors with younger editors who are advancing in their editorial careers. The scholarship is sponsored annually by the organization, and allows younger editors – who might otherwise be unable – to attend the ASBPE National Editorial Conference. This year's conference will be held in Kansas City, Mo. The conference contains two days of intensive editorial sessions and the ASBPE National Awards Banquet. This dinner banquet honors the best in the business press.

These scholarships are open to all business editors, including print and Web. Scholarships pay the conference and hotel room costs for five worthy applicants per year. Transportation to and from the conference, any non-conference meals, and other incurred costs are the responsibility of the winners or their individual publishing companies. Winners of the award will also receive a free one-year membership to ASBPE.

Applicants must meet the following qualifications:

- be 30 years of age or younger (on or about July 23, 2008).
- have worked at least two years as an editor at a business magazine or the magazine's associated Internet publication.
- be sponsored by their publication's chief editor.
- plan to continue in the business press as a career.
- not be a past ASBPE Young Leaders Scholarship winner.

Entries must be received by March 3, 2008. Scholarship winners will be notified on or before April 30, 2008. A listing of all winners will also be posted on the ASBPE Web site, www.asbpe.org. If you have questions about your submission or general questions about the scholarship, please e-mail them to asbpe.info@asbpe.org or call ASBPE Headquarters at 630-510-4588.

2007 YOUNG LEADERS SCHOLARSHIP WINNERS

ASBPE and Trade Association Business Publications International (TABPI) honored five U.S. and two international winners in the 2007 YLS Competition. Here is what three of the winners learned from attending last year's conference in New York City.



"I think the program itself was good. It had a good variety of speakers and I feel I had the opportunity to meet and greet with both great minds and also people from my age group who were trying to find their ways in B2B journalism just like me."

**- Vincent ter Beek, Editor
Pig Progress Magazine
The Netherlands**



"The program is a great idea and way of bringing together young trade journalists. I keep in touch with a few of the Young Leaders, whom I now call friends. Because of the scholarship and the conference, I made the decision to join the board of my local chapter. I hope to do more with the ASBPE in the short- and long-term future. Prior to receiving this scholarship, I had little idea what the organization was all about, and now I see its value."

**- Deborah Cassell, Managing Editor
Snack Food & Wholesale Bakery Magazine
Deerfield, IL**



"The networking at the conference was invaluable. As a young editor, it's sometimes difficult to find someone who really understands what you do and can give you feedback and advice. It was so refreshing to spend a few days with my own species of business publication editors, commiserating, sharing best practices, and learning alongside one another."

**- Travis Stanton, Editor
EXHIBITOR Magazine & Corporate EVENT Magazine
Rochester, MN**



**American Society of
Business Publication Editors**

ASBPE YOUNG LEADERS SCHOLARSHIP APPLICATION FORM

Name _____

Publication name _____

Publishing company _____

Address _____

Phone _____

Fax _____

E-mail _____

Web site _____

Please include this form, along with the following:

1. Your current resume.
2. Write a short essay (500 words or less) explaining how you became involved in the business press and where you see yourself in 5 to 10 years.
3. Share your feelings (500 words or less) on what you believe to be the top challenges faced by business publication editors today and your solutions to these challenges.
4. A short letter from your publication's Chief Editor supporting your candidacy.
5. Two recent samples of your writing – can be feature, department, editorial, online, or other.
6. Color photo in high resolution pdf or jpg format.
7. Your biography

Return these materials no later than **March 3, 2008** to:

ASBPE
Young Leaders Scholarship
214 N. Hale St.
Wheaton, IL 60187
E-mail to: asbpe.info@asbpe.org
or fax to: 630-510-4501



American Society of
Business Publication Editors
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Wheaton, IL 60187
www.asbpe.org

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Wheaton, IL
Permit No. 22

ASBPE Azbee Call for Entries
Awards of Excellence Competition
Deadline: February 1, 2008



Professional recognition for excellence in editorial and design for B2B magazines, newsletters, and Web sites!

Mark your calendar!

July 24–25, 2008

Annual National Editorial Conference

The Intercontinental, Kansas City, Mo.

- Two days of **useful** seminars, panel discussions, and workshops **targeted for editors** of business, trade, and association print and Web publications.
- Very affordable registration fees — **one-third the cost** of similar industry events.
- New interactive **breakout sessions**.
- A once-a-year chance to network with your fellow business editors in an **interactive setting designed for editors**.
- Top-notch, **cutting-edge speakers** provide you with the freshest perspectives, the latest trends, and **practical strategies**.

July 25, 2008

Annual Azbee Awards of Excellence Banquet

Kansas City, Mo.

*The best editorial and educational value
sponsored by your professional association*

American Society of Business Publication Editors