

The American Society of Business Publication Editors

ASBP&E

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

31st
ANNUAL
Azbee Awards of
Excellence
2009



Honoring
leadership
& innovation
in B2B
publishing

Print
Awards

CALL FOR ENTRIES



American Society of
Business Publication Editors

President's Letter

Thank you for entering the 2009 Azbee Awards of Excellence!

Winning an Azbee Award from the American Society of Business Publication Editors (ASBPE) signifies excellence to subscribers, advertisers, and colleagues in the trade and association press. The 2009 contest is especially meaningful because this marks the first year that ASBPE will conduct two separate contests for print and digital entries.

The winners of the Print Azbees editorial and design categories will be announced on July 16 at the ASBPE National Conference in Washington, D.C.

New Categories

We're pleased to offer several new categories this year:

- Most Improved (#22)
- Humorous/Fun/Human Interest Department (#23)
- Custom Publication General Excellence – Magazine (#28)
- Custom Publication General Excellence – Newsletter (#29)

Where's Digital?

ASBPE has elected to separate out its Digital Awards of Excellence into its own program and event. Subsequently, a second call for entries will go out in the spring for our new Digital Azbees for editorial and design. The Digital Azbee winners for these categories will be announced during ASBPE's new Digital Conference in November.

We believe this dual format will streamline the entry and judging processes as well as ensure that both the print and digital categories receive the honor and recognition they deserve.

New Award for High-Impact Journalism

This year ASBPE also will present its inaugural Journalism That Matters Award. The award is based on a book of the same title I co-edited with ASBPE past-president Rob Freedman, which provides case studies of B2B journalists whose articles brought about change within their particular industry. Please fill out the form included in this brochure to nominate yourself or a deserving colleague.

Save Time and Money!

Consider submitting your contest entries online this year. Those who do will receive a discount. Last year's users reported significant time savings, too.



Good luck and see you at the awards banquet in July.

Steve Roll
ASBPE National President

CONTEST RULES (revised 12/08)

- **Competition is open** to U.S.-based business-to-business, trade, association, and professional print magazines and newsletters 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 the Newsletter category** need not have an associated print magazine that meets the above SRDS and advertising criteria.
- **Entries must have an issue date of 2008** and the publication must have a circulation frequency of a weekly or less (i.e., weekly, twice-a-month, monthly; no dailies). In a series, at least half of the articles must have appeared in 2008. Submission of/from a December 2007/January 2008 issue is not eligible for the 2009 Azbee Awards. A December 2008/January 2009 issue is eligible.
- **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. Entries submitted in the Editorial division also may be submitted in the Design division. Within either the 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, Government Coverage, Print Newsletter General Excellence, Special Supplement, Special Section, New Publication Design, Publication Redesign, Buyer's Guide, New Publication, On-Site Trade Show Coverage, and Newsletter Design.
- No advertorials or similar advertising-sponsored entries are allowed except in the custom publication division.
- Entries from custom publications (publications that marry the marketing/self-promotional objectives of a sponsoring/owner company—much like a single-sponsored advertising supplement that has content) may only be entered in the Custom Publications General Excellence categories (#28 and #29).
- **Entries must be postmarked or dated by delivery service no later than January 30, 2009. Online entry system will close at 11:59 p.m. on January 30, 2009.**
- **Notes:** Entries improperly submitted may be rejected. Reasons can include not following instructions, not providing requested information and materials, or submitting entry in the wrong category. Judging decisions are final. Entry fees are non-refundable.
- **All entries become property of ASBPE and may be reprinted.**

NATIONAL & REGIONAL AWARDS

Only Magazine Editorial and Design entries are considered for both National and Regional awards. Print Newsletter 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, TN, and WI.
West: AK, AZ, CA, CO, HI, ID, KS, MO, 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, 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 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 it communicates useful information to the reader.
- **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 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.

Regional winners will be announced to the public

at ASBPE Regional awards ceremonies held in spring/summer 2009. 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 15-17, in Washington, D.C.

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 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 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. For Magazine of the Year and certain editorial and design 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, Newsletter – General Excellence, Custom Publishing – Magazine, and Custom Publishing – Newsletter. The design categories that will require a hard copy entry include Information Graphics, New Publication Design, Overall Typography, Overall Photography/Illustrations, Publication Redesign, and Newsletter Design.

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 2009 competition. This is separate from a membership account and different from the 2008 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, etc.).
- Select the subcategory (Feature Series, Info Graphics, etc.).
- Enter all the information about the particular entry you are working on, including the statements about your publication'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

- If you are entering a category that allows for full online submission, 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 must be in .pdf, .jpg, or .gif format and may be no larger than 8 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.

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 January 30, 2009.
- 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 January 30, 2009.
- 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- and part-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).

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 January 30, 2009.

- 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.

ASBPE's Highest Honor

MAGAZINE OF THE YEAR

Each year this award recognizes business magazines in two circulation divisions that show consistent editorial and design quality and are models of service journalism.

Judging is based on the following:

- | | |
|---------------------------------------|-----------------------------|
| 1) Writing, reporting, and editing | 4) Interaction with readers |
| 2) Value and usefulness to the reader | 5) Layout and design |
| 3) Editorial organization | |

Magazine of the Year judges are drawn from the judges in our Editorial and Design divisions. They may consider the results in those divisions.

Entrants must submit three consecutive, complete issues.

OUR PRESTIGIOUS PAST WINNERS:



2008	Restaurants & Institutions	The Scientist
2007	Builder	Public CIO
2006	Computerworld	CSO
2005	Restaurants & Institutions	CMO
2004	Computerworld	CSO
2003	CFO	SQL Server
2002	CIO	HealthLeaders
2001	Sales and Marketing Management	Selling Power
2000	Meetings & Conventions	Selling Power
1999	CIO	Home Care
1998	CFO	civic.com
1997	Best's Review	Selling Power

MAGAZINE OF THE YEAR ENTRY FORM AND SUBMISSION GUIDELINES

Entries must be postmarked no later than **January 30, 2009**.

Please read instructions on pages 3 and 4, 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 2008.** 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 10, and the rules section on pages 3 and 4.

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 "chief" editor.

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 a planned and consistently designed collection of articles on a single topic 1) that appears in multiple issues, 2) that is clearly designated as a series, and 3) that thoroughly examines the various aspects of the topic. Half or more of the articles in the series must have appeared in the magazine during 2008. Submit all articles in their entirety and show issue dates. 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 cover-

age. *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 complete issues with **four** examples in each issue of feature article headlines. **Clearly mark these within the issues** (with Post-It notes, for example) and attach a sheet of paper indexing your headline choices by issue and page number. Judges look for engaging, clear, and useful headlines that pique reader interest and state a benefit (e.g., What's in it for the reader?). Judges may consider other content, writing, and design criteria.

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 of products and services, value to the reader, and presentation.

*10) NEW PUBLICATION

Submit the **complete premiere issue**. This content-driven award recognizes a 2008 start-up magazine whose frequency is at least quarterly. Judging criteria is the 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.

*hard copy entry required

16) REGULAR COLUMN, CONTRIBUTED

Enter **two** examples of any bylined column from two different issues. 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. Both columns must be written by the **same** person on the publication's staff, but **not** the individual who may have written the magazine's editorial (see Editorial category). 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 department, 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 2008 within a calendar issue. The issue in which the special section occurs **must** have other feature articles. The section must be clearly designated as a special section and distinguishable from other features in the issue. No News Section or advertorials.

*20) SPECIAL SUPPLEMENT

Enter **one** complete, single-topic supplement produced once during 2008 as a separate publication to its associated magazine. **Submit an entire issue of the associated publication for comparison.** Content and design must have been editorially controlled. Submit only one entry per topic. 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.

*22) NEW! MOST IMPROVED

Submit the **complete first issue** representing the "most improved" issue published in 2008 and the **complete regular issue** published immediately before the "most improved" issue (not a directory, buyer's guide, annual, or supplement, please). The magazine's writing, reporting, editing; usefulness/value to reader; editorial organization; interaction with readers; and layout and design will be judged. Design quality is 20% of the judges' score. Entry for this category may be submitted in the Publication Redesign category.

23) NEW! HUMOROUS/FUN/HUMAN-INTEREST DEPARTMENT

Enter two examples of a column or department, appearing at least four times a year, that takes a humorous/fun/human interest look at the industry your publication is covering. The article will be judged on the relevance to the readers, reader interest, writing, editing, research, and the presentation of the content, including accompanying illustrations.

Print Newsletters

*24) 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.

25) NEWSLETTER FEATURE ARTICLE

Submit **one** 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; also, features built around original research (e.g., surveys) should be entered in the "Research" category.

26) NEWSLETTER TECHNICAL/HOW-TO ARTICLE

Submit **one** newsletter 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.

27) NEWSLETTER NEWS ANALYSIS, INVESTIGATIVE, RESEARCH

Submit **one** newsletter 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.

NEW! *Custom Publications*

A custom publication marries the marketing/self-promotional objectives of a sponsoring/owner company (much like a single-sponsored advertising supplement that has content) with the information needs of its customers or potential customers. The sponsor/owner of a custom publication typically has final editorial control.

*28) NEW! CUSTOM PUBLICATION GENERAL EXCELLENCE: MAGAZINE

Entries are open to business-to-business print custom magazines. Submit **one** issue published during 2008. Judging is based on writing, reporting, and editing; value and usefulness to the reader; editorial organization; interaction with readers; and layout and design.

*29) NEW! CUSTOM PUBLICATION GENERAL EXCELLENCE: NEWSLETTER

Entries are open to business-to-business print custom newsletters whose frequency is weekly or less (i.e., do not enter dailies or twice-a-week publications). Submit **one** issue published during 2008. Judging is based on writing, reporting, and editing; value and usefulness to the reader; editorial organization; interaction with readers; and layout and design.

*hard copy entry required

PRINT EDITORIAL ENTRY FORM AND SUBMISSION GUIDELINES

Entries must be postmarked no later than January 30, 2009.

Please read instructions on pages 3, 4, 8 and 9, 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 _____

What is your publication's 2008 revenue (advertising and circulation combined)? \$0 to \$1 million \$1 to \$2 mil

\$2 to \$3 mil \$3 to \$4 mil \$4 to \$5 mil \$5 to \$6 mil \$6 to \$7 mil More than \$7 mil

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.*

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

*Region is determined by the state in which the entry is published. See page 3.

PRINT MAGAZINE, NEWSLETTER DESIGN CATEGORIES

Directions for preparation of entries are listed below, in the online instructions on page 4, on the entry form on page 12, and in the rules section on page 3. Exceptions are noted below. Remember, all design categories have an editorial component.

Print Magazines

30) 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 the magazine's mission and what various markets or readership categories are served?).

31) 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.

32) FRONT COVER — COMPUTER-GENERATED

Submit **one** cover that uses computer-generated/modified illustration and/or photography and/or typography manipulated to create a new or different image that supports the issue's main editorial focus. Judges will examine the magazine's mission; cover line content; graphics, typography, and images; and design. Adequate number of cover lines, their ability to communicate useful information to the reader, and legibility are among judging considerations. Submit "all-typography" covers here. Submit cover only. Entry submitted here may not be submitted in another cover category.

33) 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; cover line content; graphics, typography, and images; and design. Adequate number of cover lines, their ability to communicate useful information to the reader, and legibility are among judging considerations. Submit cover only. Entry submitted here may not be submitted in another cover category.

34) FRONT COVER — PHOTO

Submit **one** cover that uses a photograph to illustrate and support the issue's main editorial focus. Judges will examine the magazine's mission; cover line content;

graphics, typography, and images; and design. Adequate number of cover lines, their ability to communicate useful information to the reader, and legibility are among judging considerations. Submit cover only. Entry submitted here may not be submitted in another cover category.

35) 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; cover line content; graphics, typography, and images; and design. Adequate number of articles/headlines, their ability to communicate useful information to the reader, and legibility are among judging considerations. 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. Entry submitted here may not be submitted in another cover category.

36) 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; cover line content; graphics, typography, and images; and design. Adequate number of cover lines, their ability to communicate useful information to the reader, and legibility are among judging considerations. Submit cover only. Entry submitted here may not be submitted in another cover category.

*37) 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.

*38) NEW PUBLICATION DESIGN

Submit the **complete premiere issue** of a start-up publication whose first issue carries a 2008 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.

39) OPENING PAGE/SPREAD — COMPUTER GENERATED

40) OPENING PAGE/SPREAD — ILLUSTRATION

41) OPENING PAGE/SPREAD — PHOTO
Entries in categories 39, 40, and 41 should effectively complement the article or department they introduce, using techniques described in "Front Cover" categories 33-35. Note: Enter typographic-based pages in the Illustration category 42.

*42) 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.

*43) 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.

*44) PUBLICATION REDESIGN

Submit the **complete, first issue** of a redesigned magazine first published in 2008, and **one complete regular issue** of the former design published immediately prior to the redesigned issue (not a directory, buyer's guide, annual, or supplement, please). The magazine's graphics, typography, images; design; layout; mission; and organization of editorial content will be judged. Editorial elements represent 20% of the score. Entry for this category may be submitted in the Most Improved (Editorial) category.

Print Newsletters

*45) 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").

PRINT DESIGN ENTRY FORM AND SUBMISSION GUIDELINES

Entries must be postmarked no later than January 30, 2009.

Please read instructions on pages 3, 4 and 11, 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 _____

What is your publication's 2008 revenue (advertising and circulation combined)? \$0 to \$1 million \$1 to \$2 mil

\$2 to \$3 mil \$3 to \$4 mil \$4 to \$5 mil \$5 to \$6 mil \$6 to \$7 mil More than \$7 mil

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.*

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

*Region is determined by the state in which the entry is published. See page 3.



American Society of
Business Publication Editors

Call For Nominees: 2009 ASBPE Young Leaders Scholarship

The ASBPE *Young Leaders Scholarship* has been created to foster interest in the American Society of Business Publication Editors by 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 Washington, D.C. 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 also will 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 15, 2009).
- 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 2, 2009. Scholarship winners will be notified on or before April 30, 2009. A listing of all winners also will 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.

2008 YOUNG LEADERS SCHOLARSHIP WINNERS

ASBPE and Trade Association Business Publications International (TABPI) honored five U.S. and two international winners in the 2008 YLS Competition. Here is what two of the winners learned from attending last year’s conference in Kansas City.



The ASBPE editorial conference is a great opportunity to learn from the best and brightest. The best part of the Young Leaders Scholarship is the opportunity to meet and interact with other up-and-coming editors, to share ideas, experiences, and perspectives. The scholarship also provides a unique opportunity to get high-level leadership and editorial training.

Jeffrey Lee
Senior Associate Editor, *EcoHome*
Washington, D.C.



At the ASBPE conference, I learned a great deal about building my magazine’s editorial presence and impact through multimedia. The ability to network with other editors who are going through the same types of challenges as I am, as well as the ability to help others who may be struggling through issues I’ve conquered, made this conference a very worthwhile event to attend.

Andy Hanacek
Executive Editor, *The National Provisioner*
Deerfield, IL



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 2, 2009** 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

Call for Nominations

2009 ASBPE Journalism That Matters Award

The ASBPE *Journalism That Matters* Award is a new program to recognize a B2B, association, or trade publication journalist whose coverage of an issue in 2008 triggered a tangible change within government or industry. The genesis of the award is the outstanding journalism featured in the book *Journalism That Matters: How Business to Business Editors Change the Industries They Cover* (Marion Street Press, 2006). The book showcases changes in government policy or industry practices as a result of articles written by B2B, association, and trade journalists.

Two examples include how *Government Computer News* exposed extreme résumé padding in the federal government, and how coverage by *Daily Report for Executives* led the U.S. Occupational Safety and Health Administration to reform chemical-handling disclosures.

B2B, association, and trade journalists are well-positioned to contribute important insights into, or shed light on, harmful, unfair, or burdensome practices within government or industry. Such courageous journalism often leads to changes in government policy or industry practices and arises in a variety of contexts:

- Shedding light on a controversial government policy or practice,
- Calling attention to an industry practice that is widely accepted, but needing reform, or
- Offering practical guidelines to improve performance within an industry.

Did you or a colleague produce journalism that matters in 2008? If so, please tell us about it in the nomination form on page 16. All forms of media – print, online, video, and audio – are eligible. The winner will be recognized at the 2009 National Editorial Awards of Excellence banquet in Washington, D.C., hosted by the American Society of Business Publication Editors, July 16, 2009.



American Society of
Business Publication Editors

JOURNALISM THAT MATTERS NOMINATION FORM

Name (nominator) _____

Nominee (if different than nominator) _____

Nominator information

Address _____

E-mail _____

Phone: _____

Publication _____

Publishing Company _____

Name of article (or articles) _____

Nature of change (1-2 sentence summary)

Please include this form along with the following:

1. A copy of the story or stories that triggered a change within government or industry.
2. A short essay (approximately 350-500 words) explaining the article, enterprising work that went into it, and the change it produced.
3. A short letter from someone (an industry professional or government official) who can validate the impact of the article.

Return these materials no later than **March 2, 2009** to:

ASBPE
Journalism That Matters Award
214 N. Hale St., Wheaton, IL 60187
E-mail to: asbpe.info@asbpe.org.

Questions? Contact Steven Roll, b2beditor@gmail.com, 703-341-5926,
or Robert Freedman, rfreedman@realtors.org, 202-383-1012

AZBEE AWARDS ENTRY TIPS AND FAQ

WHAT TYPES OF PDFS ARE REQUIRED FOR ONLINE ENTRY?

We require low-resolution .pdf, .jpg, or .gif files (RGB color gamut) that are 72-96 ppi (pixels per inch) and file size small enough to download quickly at broadband-like speeds, viewed on a computer monitor for judging and a projector during awards banquet (maximum image size: 8 inches wide), and/or emailed (maximum file size: 8 MB; preferred: less than 1 MB). From QuarkXPress, make PDFs “medium quality, low resolution”; from Adobe InDesign or Distiller, use “smallest file size.”

WHEN WILL MY CREDIT CARD BE CHARGED?

Upon submitting all of your entries and your payment, you will be directed to a summary of charges. Please print that page as your receipt. You also will receive a confirmation via email. Due to the high volume of entries we receive and the required membership verification, your card may not be charged for 1 to 2 months after your entries are submitted.

HOW WILL I KNOW IF I WON?

Finalists will be notified individually via fax once the judging is completed in May. Once all finalists have been determined, a summary email with a list of all finalists will be sent to every entrant. The list of finalists also will be posted on ASBPE's Web site.

HOW CAN I IMPROVE MY ENTRY FORM AND ESSAYS?

1) **Follow all of the directions.** Be sure to read the directions for the entry form and for the specific category carefully. Some categories require more than one issue, some require successive issues. Unfortunately, entries that do not follow the instructions are subject to disqualification. Don't be DQ'd for something avoidable!

2) **Don't neglect your entry essays.** A poorly crafted entry form can hinder the chances of an otherwise great article. Keep the following in mind when putting together your essays:

- **Avoid jargon, abbreviations, and other uncommon terms.** The judges don't know your industry. Your entry essays are your only opportunity to make sure the judges understand what you do. If your industry's business isn't clear, describe it. Spell out things like OEM, SEO, SMS, etc. If the judge doesn't know what an acronym means, how will he/she know that it's an important topic for your readers? Have a friend outside the industry read the essay to ensure it's understandable.

- **Be concise.** The entry essay is not the place for marketing-ese or flowy prose. Be straightforward and simple. Use elementary language to tell the judge specifically what your readers do, what their challenges are, and what your magazine provides that allows them to do their jobs better. The same goes for your paragraph about each specific entry. Be very clear how the article is a value to your readers. Explain any industry language they might encounter. And explain any enterprising work that went into it.

Unclear:

AC World Magazine combines the issues HVAC contractors want to know about with the trends they didn't know they needed to be aware of through product coverage and news. We cover areas such as ACC changes and OSHA requirements, as well as new product introductions. We put the latest information at their fingertips and they are engaged with our content.

The article “ACC Unveils New Code Changes” explored the introduction of complex new code language that impacts all HVAC contractors. The article was planned in advance to be a tear-out section readers could take to the jobsite with them and share with crew members.

Clear:

AC World magazine is read by professional contractors installing and repairing HVAC systems (heating, air conditioning, and home ventilation) in single-family homes. Our readers spend most of their time in the field, but must always be up to date on industry issues such as building code regulations, new installation requirements, and product recalls, all of which change regularly. AC World meets these needs through a breaking news section delivering concise reports on code changes and recalls, along with more in-depth trend reports, safety lessons, detailed how-to installation articles, and new product introductions.

The article “ACC Unveils New Code Changes” was published the same month that the American Code Council (ACC), the governing body of HVAC codes, announced sweeping changes to codes that would change the way our readers install HVAC systems. The story explained, in detailed yet understandable language and diagrams, each change and the adjustments installers would need to make. These explanations were essential to ensuring readers are installing products legally and safely. AC World editors worked closely with the ACC for months in advance to learn and understand the changes in time for their introduction. Meticulous fact-checking and editing were required to ensure the information was accurate. The article was planned in advance to be a tear-out section readers could share with crew members.

- **Describe what makes the article special.** Did the writer uncover difficult to find info? Was any type of enterprise reporting used? Did the article bring about change in the industry? Did they make use of technology such as a Twitter? Did they find sources through social networking websites?

Want even more award tips that can help you plan for next year's award season? Check out our tip sheet “*Secrets to Winning ASBPE Awards*” at www.asbpe.org/tipsheets/open/tip-sheet-1-12-2007.pdf



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

ASBPE Azbee Call for Entries
Awards of Excellence Competition
Deadline: January 30, 2009



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

Mark your calendar!

July 15-17, 2009

Annual National Editorial Conference

Mariott Washington, Washington, D.C.

- 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 16, 2009

Annual Azbee Awards of Excellence Banquet

Washington, D.C.

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

American Society of Business Publication Editors