

35th ANNUAL PRINT & DIGITAL

AZBEEES

American Society of Business Publication Editors

2013 Call for Entries

Honoring excellence in
print editorial, design
and online for business,
trade, association and
professional publications

A | S | B | P | E
Fostering B2B editorial excellence

Enter online at www.asbpe.org
Deadline is January 28, 2013

A | S | B | P | E

American Society of Business Publication Editors

President's Letter

Thank you for entering the 2013 Azbee Awards of Excellence!

ASBPE is proud to sponsor its 35th annual Azbee Awards of Excellence competition. This contest honors writers, editors, and designers for their pursuit of excellence in B2B journalism.

Our awards place a select group of B2B journalists in the spotlight for their well-written articles, high-impact designs, and cutting edge work in print, online and social media. Our panel of esteemed judges carefully examines entries from across the country to find the best of the best when it comes to B2B journalism.

Don't miss your opportunity to be recognized for your hard work and creativity. The deadline for this year's competition is Jan. 28, 2013. To submit your entries, simply visit our Web site at www.asbpe.org/awards. On our site, you can also see lists of previous winners, learn about the judging process, and read tips on how to win awards.

New Categories

Each year, ASBPE strives to improve the awards competition by modifying and adding categories. This year is no exception.

One of the significant changes will occur to the competitive feature category, which always draws the highest number of entries each year. Entrants will now be able to submit their feature articles into five subcategories including Solo Author, Group Effort, Short Feature (under 1,000 words) and In-Depth Feature (more than 1,000 words). We also added categories for Investigative Feature and E-Zine.

Recognizing Winners

In 2013, ASBPE's chapters will sponsor regional awards banquets. We will also have a national awards banquet in Chicago along with a conference highlighting some of our top winners. More information will be available on our Web site at www.asbpe.org/events.

Improving the Competition

Following this year's competition, the committee will be evaluating all of the categories and will make a proposal to add, modify or delete categories for the 2013 contest. If you have a suggestion for a new category, please e-mail Tonie Auer, the Competition Chair, at tonieauer@gmail.com.

Get Involved

We urge you to attend the regional and national award banquets and consider getting involved with ASBPE. We have national committees for competition, communications (Web site, social media, marketing, newsletter, and blog), ethics, finance, research, education, and membership.



Please join us in our effort to serve the B2B industry and help professionals to network, share ideas and create high-quality journalism.

Thank you for entering the 2012 Azbee Awards of Excellence and for your support of ASBPE.

Amy Florence Fischbach
ASBPE National President

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2013 Print & Digital Categories

For full category descriptions, go to www.asbpe.org

Overall Excellence

Magazine of the Year
Web Site of the Year
Multi-Platform

Print Editorial

Annual Buyer's Guide*
Case History
Custom Publication – General Excellence, Magazine*
Custom Publication – General Excellence, Newsletter*
Editorial
Feature Article: Solo Author ***NEW***
Feature Article: Group Effort ***NEW***
Feature Article: Short Feature, Under 1,000 Words ***NEW***
Feature Article: In-depth Feature, More than 1,000 Words ***NEW***
Feature Article: Impact/Investigative Feature ***NEW***
Feature Series
Government Coverage
How-To Article
Humorous/Fun Department
Individual Profile
New Publication*
News Analysis/Investigative
News Section
Newsletter Article*
Newsletter – General Excellence*
On-Site Trade Show Coverage*
Organizational Profile
Original Research
Overall Headline Writing*
Product Section/Dept.
Regular Column, Contributed
Regular Column, Staff Written
Regular Department

Special Section*
Special Supplement*
Technical Article

Print Design

Contents Page or Pages
Feature Article
Front Cover-Computer Generated
Front Cover-Illustration
Front Cover-Photo
Front Cover-News Tabloid
Front Cover-Annual, Buyer's Guide, Directory, Supplement
Information Graphics
New Publication Design*
Opening Page/Spread-Computer Generated
Opening Page/Spread-Illustration
Opening Page/Spread-Photo
Overall Typography*
Publication Redesign*

Digital Editorial

Best Use of Apps
Best Use of Social Media
Blog, General Excellence
Digital Magazine
E-Newsletter
E-Zine ***NEW***
Members/Subscribers-Only Premium Content
New or Relaunched Web Site
Original Web Commentary
Trade Show/Conference Coverage
Video
Web Database
Web Feature Article
Web Microsite/Special Section
Web News Section
Webcast Series

**Also requires hard copy submission.*

Honoring B2B Excellence

The 2013 Azbee Awards honor excellence in B2B publishing—across print and digital editorial and print design.

The contest is open to English-language, U.S.-based B2B, trade, association, and professional print magazines, newsletters, and online publications. **Eligible print editorial and design entries** must have an issue date of 2012 and must be published no more often than weekly unless otherwise indicated. **Eligible digital entries** must have been published, posted, or emailed from January 1, 2012 - December 31, 2012.

Print entries are divided and judged in one of two revenue categories. In certain print categories, awards are given on a National and Regional level.

Each entry is judged by multiple, experienced judges.

Entry fees:

Individual categories: \$95 for members, \$115 for non-members.

Magazine of the Year, Web Site of the Year, Multi-Platform Categories: \$120 for members, \$140 for non-members.

All entries must be completed via ASBPE's online entry system. Most entries will require PDF uploads or links; a few will require also submitting hard copies to ASBPE.

For a complete set of rules, category descriptions, and registration, or to join ASBPE and save on your 2013 competition entry fees visit the Azbee Awards page at www.asbpe.org.

Deadline for entry: January 28, 2013

Specialty Awards

Lifetime Achievement Award

Each year ASBPE recognizes a trade, association, or business publication editor whose commitment to editorial excellence has made them a leader in the industry. We encourage you to nominate a colleague for this recognition. Entrants need not currently hold an editorial position, but must have spent the bulk of his or her career in senior editorial positions. Entry deadline: March 1, 2013. To see criteria and to enter a nomination, visit www.asbpe.org.

Young Leaders Scholarship

Created to foster interest in ASBPE by younger editors, and to connect them with other B2B editors the scholarship allows younger editors to attend the ASBPE National Editorial Conference. Entry deadline: March 1, 2013. For eligibility requirements and to enter, visit www.asbpe.org.

Stephen Barr Award

Best-of-class prize, which comes with a \$500 cash award, is chosen from among the Gold winners of the competition's feature-related categories.

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**ASBPE Azbee Call for Entries
Awards of Excellence Competition**
Deadline: January 28, 2013

A blue starburst graphic with a white background, containing text about the online entry form and website.

Use our
online entry form
and check out
our Web site
for FAQs.
www.asbpe.org

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

The 2013 Azbee Awards honor excellence in B2B publishing—across print and digital editorial and print design. ASBPE has combined its print and digital awards into one contest. The deadline is January 28, 2013. Don't miss your opportunity to have your hard work recognized by the industry's premier B2B association.

For rules, complete category descriptions, and registration, visit www.asbpe.org.