

2017 GRPA PUBLICATION AWARDS ENTRY FORM

Publications/Campaigns must be created and published/executed between September 1, 2016 – August 31, 2017. One entry form must be completed for each entry. If multiple categories are entered, you must submit a separate entry form for each award. **Agencies are limited to two entries per category.**

Entry form must be printed and mailed with published submission to the GRPA Office by Thursday, August 31st, 2017. For electronic submissions, please provide directions (URL address) for accessing publication or place electronic version on CD or DVD and mail to the GRPA Office by the deadline stated above.

Judging will be on based on the following criteria: Visual (20 points), Readability (10 points) , Descriptive (10 points), Graphics (15 points). **Publications, marketing campaigns and online media submissions must be created 100% in house by your agency.**

Agency: _____

Contact: _____

Phone _____ Email: _____

For Online Media Award, include instructions (URL address) on how to find publications:

- Category Entering: Single Event Publication Multi-Event Publication
 Marketing Campaign Online Media Award

*****Reminder-Only 2 submissions per category per agency**

Explanation of Categories:

Single Event	Multi Event	Marketing Campaign	Online Media
A flyer that described one program/event/service. This may have occurred on several dates. An example would be a baseball program that was held for 8 weeks.	A flyer/booklet/program guide that contained multiple events. For example a program guide that has programs, events and services in one publication.	A description and examples of the <u>coordinated series of steps</u> that an agency used to market and promote a program/event/service. Please include the <u>results achieved.</u>	To recognize the use of online media to promote programs/events/services. Please provide the directions (URL address) or examples of the online media tool used. Examples could be FaceBook, Twitter, Pinterest, Snapchat, Instagram, Agency website, etc.