Presentation Folders/ Portfolios & Binders

This includes presentation folders/ portfolios with pockets and loose-leaf binders. Entries submitted with inserts will be judged as a unit.

A-1 Presentation Folders/Portfolios (1, 2, or 3 colors)

A-2 Presentation Folders/Portfolios (4 or more colors)

A-3 Binders (Loose-leaf)
- Cut-flush, turned-edge case-bound
- Binders with inserts will be judged by the quality of the entire package, including both binder and inserts. Stand-alone binders that wish to be judged on specific components, such as a trapped pre-printed insert, should provide a description of the production process.

Brochures, Broadsides, Booklets, & Flyers

B-1 Brochures and Broadsides, Small
- Piece that is folded from a sheet 11×17-in. or smaller and is not stapled or bound.

B-2 Brochures and Broadsides, Large
- Piece that is folded from a sheet larger than 11×17in. and is not stapled or bound.

B-3 Booklets (1, 2, or 3 colors)
- 72 pages or fewer, bound (saddle stitched, perfect, Wire-O, not case bound).

B-4 Booklets (4 or more colors, printers with 20 employees or less)
- 72 pages or less, bound (saddle stitched, perfect, Wire-O, not case bound).

B-5 Booklets (4 or more colors, printers with 21–100 employees)
- 72 pages or less, bound (saddle stitched, perfect, Wire-O, not case bound).

B-6 Booklets (4 or more colors, printers with more than 101 employees)
- 72 pages or less, bound (saddle stitched, perfect, Wire-O, not case bound).

B-7 Booklets (4 or more colors, creative companies, agencies)
- 72 pages or less, bound (saddle stitched,perfect, Wire-O, not case bound).

B-8 Flyers (1, 2, or 3 colors)
- Flyers are a single, flat sheet printed one or two sides.

B-9 Flyers (4 or more colors)
- Flyers are a single, flat sheet printed one or two sides.

B-10 Booklet or Brochure Series
- A series consists of two or more booklets, brochures, or a combination of the two, of any size, bound or not, related by content or intended audience.

Catalogs

C-1 Product/Service Catalogs
- Catalogs for consumer, business, specialized markets, art exhibits, museums, schools, colleges, universities, or service-providing commercial firms.

C-2 Product Catalogs (4 or more colors, printers with 20 employees or less)
- Catalogs for consumer, business, and specialized markets.

C-3 Product Catalogs (4 or more colors, printers with 21–100 employees)
- Catalogs for consumer, business, and specialized markets.

C-4 Product Catalogs (4 or more colors, printers with more than 101 employees)
- Catalogs for consumer, business, and specialized markets.

C-5 Product Catalogs (4 or more colors, creative companies/agencies)
- Catalogs for consumer, business, and specialized markets.

C-6 Service Catalogs (4 or more colors, printers with 20 employees or less)
- Specifically for art exhibits, museums, schools, colleges, universities, as well as serviceproviding commercial firms.

C-7 Service Catalogs (4 or more colors, printers with 21–100 employees)
- Specifically for art exhibits, museums, schools, colleges, universities, as well as serviceproviding commercial firms.

C-8 Service Catalogs (4 or more colors, printers with more than 101 employees)
- Specifically for art exhibits, museums, schools, colleges, universities, as well as serviceproviding commercial firms.

C-9 Service Catalogs (4 or more colors, creative companies/agencies)
- Specifically for art exhibits, museums, schools, colleges, universities, as well as service providing commercial firms.

C-10 Product/Service Catalogs (Cover—sheetfed; Interior—web)
- Catalogs for consumer, business, specialized markets, art exhibits, museums, schools, colleges, universities, or service-providing commercial firms.

Books, Book Jackets, and Diaries

D-1 Juvenile Books
- Does not include school textbooks.

D-2 Hard-Cover Trade Books, Journals, and Other Books
- Scientific, professional, fiction, or non-fiction; hard-cover only.

D-3 Soft-Cover Books

D-4 School Textbooks
- Elementary through college.

D-5 School Yearbooks

D-6 Book Jackets
- Please submit jacket with book for presentation purposes. Only the book jacket will be judged.

D-7 Novelty Books
- That which is new and unusual.

D-8 Diaries and Desk Calendars

D-9 Art Books (1, 2, or 3 colors)
• "Coffee-table" books devoted to the reproduction of art, photography, or artistic collections only.

D-10 Art Books (4 or more colors)
• "Coffee-table" books devoted to the reproduction of art, photography, or artistic collections only.

D-11 Cookbooks
• Books that are devoted to culinary topics and food preparation.

Magazines and Magazine Inserts

E-1 Fashion/Popular Culture Magazines (printers with 250 employees or less)
• Magazines focused on fashion, health, and popular culture.

E-2 Fashion/Popular Culture Magazines (printers with more than 250 employees)
• Magazines focused on fashion, health, and popular culture.

E-3 Architectural/Art/Travel/ Other Magazines (printers with 250 employees or less)

E-4 Architectural/Art/Travel/ Other Magazines (printers with more than 250 employees)

E-5 Magazines (Cover-sheetfed;Interior-web)

E-6 Magazine Inserts

E-7 Magazine Series
• Entry must consist of multiple issues of the same magazine title during a one-year period. Work will be judged on consistency of printing and design in the series. At least three different issues must be submitted in order to be eligible for judging.

Internal Communication Pieces

Publications produced exclusively for the internal communication needs of a single company or organization.

F-1 Internal Communication Pieces (1, 2, or 3 colors)

F-2 Internal Communication Pieces (4 or more colors)

Newsletters

G-1 Newsletters (For-Profit Organizations)

G-2 Newsletters (Association/Non-Profit Organizations)

Business and Annual Reports

H-1 Business and Annual Reports (1, 2, or 3 colors)

H-2 Business and Annual Reports (4 or more colors, printers with 20 employees or less)

H-3 Business and Annual Reports (4 or more colors, printers with 21–100 employees)

H-4 Business and Annual Reports (4 or more colors, printers with more than 101 employees)

H-5 Business and Annual Reports (4 or more colors, creative companies/agencies)

Point-of-Purchase Materials

I-1 Point-of-Purchase Materials, Large
• Includes any large in-store promotional materials such as floor displays or large hanging displays.

I-2 Point-of-Purchase Materials, Small
• Includes any in-store promotional materials such as take-ones, counter cards, shelf displays, etc.

Posters, Art Prints, & Other Art Reproductions

Entries must be the actual poster or print; do not send photographs or slides. If possible, please ship entries flat.

J-1 Posters
• Wall posters, truck or window posters, car cards, or calendar posters intended for use as promotion or decoration.

J-2 Art Prints
• Reproductions of fine art intended for use as decoration, no books or brochures, see D9 or D10.

Cards

K-1 Cards
• Christmas cards, greeting cards, postcards, and blank notes.

Invitations and Programs

L-1 Invitations (1, 2, or 3 colors)

L-2 Invitations (4 or more colors)

L-3 Programs (1, 2, or 3 colors)

L-4 Programs (4 or more colors)

Calendars

M-1 Calendars
• Calendars designed to be posters may be entered in both category M (Calendars) and category J (Posters). Desk calendars should be entered in category D-8.

Digital Printing

Piece produced using a toner-based or inkjet production process.

N-1 Digital Printing— Brochures & Booklets
• 72 pages or less, bound (saddle stitched, perfect, Wire-O, not case bound).

N-2 Digital Printing— Juvenile Books
• Does not include textbooks.

N-3 Digital Printing— Novelty Books
• That which is new and unusual.

N-4 Digital Printing— Cookbooks
• Books that are devoted to culinary topics and food preparation.

N-5 Digital Printing— Packaging
• High quality packaging on a variety of formats and materials on digital presses.

N-6 Customized/Personalized/ Variable-Data Digital Printing
• Personalized or customized product. (Piece may be a "shell," produced in quantity using offset lithography or other print process).
• Entries must include at least two different pieces from the run and a brief description (a sentence or two) of the

project, the system, and technique used to produce the entry. **Entries submitted without an accompanying description will be disqualified.**

N-7 Campaign
• Entry must include multiple pieces produced for a single purpose or promotion. Some pieces of the promotional package must include pieces that are customized/personalized, using any of the above technologies/processes; some of the pieces may have been produced by another process. Entry must include a paragraph or brief description of the project and the processes used to produce the entry. **Entries submitted without an accompanying description will be disqualified.**

(Example of required description: A 1:1 promotion that includes multiple pieces in the outbound package—personalized letter, personalized brochure, a bounce-back card, & envelope—plus a poster that every respondent receives. The poster and bounce-back card may have been produced digitally, or not; the envelope is produced using litho. All are part of the promotional campaign.)

Postpress and Finishing Techniques

O-1 Foil Stamping

O-2 Digital Enhancement Printing

O-3 Embossing/Debossing

O-4 Diecuts and Pop-Ups

O-5 Specialty Inks or Coatings, Fragrances, or "Invisible" Printing Inks
• **Entry must provide a description of the technique.**

O-6 Folding
• Any piece which demonstrates the following characteristics: squareness, lineup consistency, lack of cracking and wrinkles, gussets, smudging, marking, and scuffing. Examples of entries—gatefolds, miniature folding, map folding, special, unique, or difficult folds.

O-7 Binding
• Includes adhesive binding (perfect binding, notch binding, Smythe-sewn glued covers, side wire stitched glued-on covers), case binding (pages are arranged in signatures, sewn together & hard covers are attached), & mechanical binding (single or double wire, Plasticoil & plastic binding).

O-8 Other Special Finishing Techniques
• Includes stitching, gluing, hand work, or any other finishing technique not covered in the categories above.
• **Entry must provide a description of the technique.**

Alternative Printing Methods

P-1 Hi-Fidelity Printing
• Print using more than 4 colors in halftone areas to enhance images & graphics.

P-2 Stochastic Printing

Directories and Source Books

Q-1 Directories and Source Books
• Publications listing names, addresses, etc., of individuals or companies.

Stationery and Office Materials
Individual pieces of your entry should be placed into separate envelopes.

R-1 Letterhead

R-2 Business Cards

R-3 Envelopes - Includes all sizes of envelopes

R-4 Stationery Packages (1, 2, or 3 colors)
• Includes letterhead, envelopes, and business cards.

R-5 Stationery Packages (4 or more colors)
• Includes letterhead, envelopes, and business cards.

Environmentally Sound

S-1 Environmentally Sound
• Entries must use at least two of the following:
  • Recycled papers
  • Soy or vegetable-based inks
  • Direct-to-plate
  • Aqueous coating, energy-curable inks & coatings
  • Other environmentally sound products not mentioned above

• Submit an entry and a paragraph describing the materials and processes employed. **Entries submitted without an accompanying description will be disqualified.**

Packaging/Labels

T-1 Cartons, Containers, Boxes, and Totes
• Includes single cartons and containers or an integrated series. Integrated series should be entered as a single unit with one entry fee.

T-2 Media Packaging
• Record covers, DVDs, Blu-Ray discs, video games.

T-3 Labels and Wraps— Cut and stack, sheetfed
• Includes single labels and wraps or an integrated series. It is strongly recommended that the entry be submitted adhered to the actual product. Integrated series should be entered as a single unit with one entry fee.

T-4 Labels and Wraps— Rolled products/pressure-sensitive
• Includes single labels and wraps or an integrated series. It is strongly recommended that the entry be submitted adhered to the actual product. Integrated series should be entered as a single unit with one entry fee.

T-5 Flexographic Printing
• Includes narrow-web labels and wraps, rolled products, pressure-sensitive, wide-web process, and wide-web line.

Print/Graphic Arts Self-Promotion
Entries may include more than one item if the material was mailed as a single unit or was part of a campaign. If the entry includes more than one item, please submit the entry in an envelope.

U-1 Print/Graphic Arts Self-Promotion (Printers with 20 employees or less)

U-2 Print/Graphic Arts Self-Promotion (Printers with 21–100 employees)

U-3 Print/Graphic Arts Self-Promotion (Printers with more than 101 employees)

**U-4 Print/Graphic Arts Self-Promotion
(Prepress companies, finishing,advertising, and other graphic arts firms)**

**U-5 Print/Graphic Arts Self-Promotion
(Associations/Non-Profit Organizations)**

Web Press Printing

V-1 Web Press Printing (Coated Paper)

V-2 Web Press Printing (Uncoated Paper)

Marketing/Promotional Materials

Entries in categories W-1 through W-5 must include more than one piece. Entrant should have printed substantially all parts of the finished package. Individual pieces of your entry should be placed into an envelope.

W-1 Promotional Campaigns, Business-to-Business
- A coordinated effort to promote a business, product, or service that may or may not use mail as a means of distribution.

W-2 Promotional Campaigns, Consumer
- A coordinated effort to promote a business, product, or service that may or may not use mail as a means of distribution.

W-3 Direct Mail Campaigns, Business-to-Business
- Uses mail as its exclusive means of distribution; objective is to promote to another business.

W-4 Direct Mail Campaigns, Consumer
- Uses mail as its exclusive means of distribution; objective is to entice the consumer to purchase.

W-5 Media Kits
- A single package of promotional or informational materials packed into a folder or carrier for distribution.

W-6 Single Promotional Self-Mailer

W-7 Cross-Media Promotion
- Entries in Cross-Media Promotion must show a combination of involvement in at least three areas of a broad spectrum of creative services. Campaign must include print plus any combination of collateral, website, information architecture, interior or exterior design, construction, programming, video production, photography, Flash marketing presentations, and/or Online Marketing Campaigns ("OMC"). Entries are judged on overall quality and consistency in cross-media compliance and identification. **Entries submitted without an accompanying description will be disqualified.**

Specialty Printing

X-1 Large-Format Printing
- Materials in one or more colors with at least one dimension measuring in excess of 60 inches. Submit with a paragraph describing the production process used. If possible, please ship entries in a manner that does not compromise the piece (if the item is too large to ship flat, roll and package accordingly; folding often damages the piece so that judges do not have an accurate sense of the piece). **Entries submitted without an accompanying description will be disqualified.**

X-2 Decorative Printing
- Wallpaper, wrapping paper.

X-3 Fabric/Textile Printing
- Metal decorating, printing on textiles, fabrics, or vinyl.

X-4 3D Printing
- Piece should be produced on a 3D printer.

X-5 Functional Printing
- Ability of a printed substrate to perform a function. Examples: bottle caps, printed electronics and RFID, highway signs, measuring tape, circuit boards.

X-6 Industrial Printing
- Using print technologies within the process of manufacturing, referring to a procedure whereby ink or another substance is printed onto a product for a functional purpose. Examples include metal decorating, printing on textiles, fabrics, or vinyl.

X-7 Miscellaneous Specialties—Other
- Materials that do not fit the criteria for any other category. Examples: banners, menus, matchbooks, record covers, maps, playing cards, decals, metal decorating, printing on textiles, fabrics, or vinyls, holograms, DVDs, Blu-Ray Discs, and silk-screened items. Submit entry and a paragraph describing materials and processes employed. Entries submitted without an accompanying description will be disqualified.

Special Innovation Awards

Entries in this category must be submitted with a statement—at least 50 – 500 words—as to why the piece is innovative. Examples include new, expanded, or unique use of technology or an innovative mix of existing technologies. Your entry and the accompanying statement should be placed into an envelope. **Entries submitted without accompanying description will be disqualified.**

Y-1 Special Innovation Awards—Printing

Y-2 Special Innovation Awards—Other

Students

Open to any student or student group in high school, adult school, vocational school, or college and involved in the creation or production of print communications. In-plant university press operations not run by students are ineligible for this category. Please note: there are special divisions for high school and post-secondary students.

Z-1 High School Students

Z-2 Post-Secondary Students

They Said It Couldn't Be Done

This category is for printers who exceed limitations and expectations when tackling the numerous challenges faced on the toughest jobs. Entries must include a copy of the finished piece, and a paragraph describing the challenges of the job and how they were overcome. **Entries not containing all required elements will be disqualified.**

S-A They Said It Couldn't Be Done