



**CALL FOR ENTRIES**

**HONORING THE STARS OF ASSOCIATION PUBLISHING**  
*2004 SNAP EXCEL Awards*

**ENTRY DEADLINE: POSTMARKED BY WEDNESDAY, MARCH 3, 2004**

## 2004 SNAP AWARDS

### HONORING THE STARS OF ASSOCIATION PUBLISHING



#### DEAR FUTURE EXCEL AWARD WINNERS:

Would you like an opportunity to showcase your work? Would you like an opportunity to showcase the work of your staff? Would you like an opportunity to show the board of directors that your publication is among the best of the best?

This is possible when you enter the 2004 EXCEL Awards Competition, sponsored by the Society of National Association Publications (SNAP). We welcome and encourage your participation! The 24th Annual EXCEL Awards competition recognizes excellence in association publishing.

Entering is easy! Select your association's best work, follow the simple entry guidelines in this brochure and send your entries to SNAP. Please be sure to have them postmarked by Wednesday, March 3, 2004. Don't delay – get your entries together now!

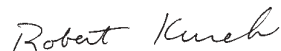
#### Here are some key points about this year's competition:

1. Nonmembers can **save up to 41% on their entry fee by joining SNAP** and qualifying for the member entry fee. Just complete the membership application in this brochure and send it with your entries. We want you to take advantage of SNAP's numerous and diverse membership benefits!
2. Again this year some entry **categories are subdivided by publication circulation**. This was a change made last year, which prompted an overwhelmingly positive response from participants.
3. The category **Newsletters – Most Improved** has been changed to include two subcategories: (1) most improved - newsletter remaining a newsletter, and (2) most improved - newsletter changing to magazine. If you have made significant improvements to your newsletter, be sure to enter it in this category!
4. **When writing is judged**, the entered article should be clipped from the publication and pasted or taped on white paper, with the headline but without any byline, photos or other graphics. This allows the judges to focus on the quality of the writing with no distractions.
5. Consider entering the **Blue-Ribbon Idea category** and share, with your association publishing peers, your innovative, creative ideas, which generated revenue or reduced expenses! If you initiated a program that had a positive financial impact on your association, submit the entry to this category.

EXCEL Awards will be presented and winning entries displayed at SNAP's Publications Management Conference in Washington, D.C. in Spring 2004. All winners will also be listed in *Association Publishing*.

We look forward to seeing the "best of the best" produced in association publishing. Remember this key deadline: **All entries must be postmarked by Wednesday, March 3, 2004 to qualify for the contest.**

Send in your entries today!



Rob Kurek  
Academy of Model Aeronautics  
Chair, EXCEL Awards Committee

*P.S. For all categories, submissions must have been published during 2003. To submit at SNAP member rates, please ensure that your organization's 2004 dues payment has been received by SNAP at the time of the awards submission.*

# HOW ARE THE ENTRIES JUDGED?

A panel of publication experts familiar with the general goals, objectives and financial limitations of association publishing will judge the entries. Judges are organized in teams for each category. They score entries individually to ensure the most objective evaluation.



# QUESTIONS?

CALL SNAP: (703) 506-3285

VISIT SNAP'S WEB SITE: [www.snaponline.org](http://www.snaponline.org)

E-MAIL SNAP: [snapinfo@snaponline.org](mailto:snapinfo@snaponline.org)

Entries will be judged by the following standards:

### **EDITORIAL ENTRIES**

Entries will be judged on excellence in writing, timeliness, originality of topics and overall dissemination of information to readers, as well as generally recognized editorial values of organization, clarity and consistency in grammar, spelling and punctuation.

### **GRAPHIC ENTRIES**

Entries will be judged on excellence of design, originality, technical quality and the degree to which the design enhances the accompanying editorial material.

### **ADVERTISING AND MARKETING ENTRIES**

Entries will be judged on general presentation, originality of design and effectiveness.

### **WEB SITES**

Entries will be judged on design, content, presentation, functionality and aesthetic quality. Sites will be visited online. You must provide access codes and/or passwords if applicable.

### **ELECTRONIC NEWSLETTERS**

Entries will be judged on design, editorial content, reader-friendliness and usefulness of links. Three consecutive issues in the newsletter's electronic archives will be judged (provide dates of issues to be judged and URL for archive, plus access code and/or password if applicable).

### **BLUE-RIBBON IDEAS**

Entries will be judged on originality and creativity of the idea, and how it increased the association's revenue or decreased its expenses.

# AWARD CATEGORIES

Gold (first place), Silver (second place) and Bronze (third place) awards will be presented in most categories. The awards will be presented and winning entries will be displayed at SNAP's Washington, DC Publications Management Conference in Spring 2004.

# EDITORIAL AND GRAPHIC AWARDS

## 1. NEWSLETTERS

*(For all categories, submissions must have been published during 2003. Entries printed, published and distributed in 2003 that have a January 2004 cover date qualify for entry.)*

**1A. General Excellence.** Best writing, content, graphic design and overall packaging. Submit three consecutive issues. Note: Newsletters are generally 8-1/2 by 11 inches. Printed publications significantly larger should be entered as newspapers or magazines.

**1B. Most Improved.** Exhibits significantly upgraded design and content. Changes must have first been published in 2003. For comparison purposes, submit two different issues: one 2003 issue showing the improvements and one issue published up to 12 months previously. Note: Printed publications significantly larger than 8-1/2 by 11 inches should be entered as newspapers or magazines. For judging purposes this category will be broken down into two subcategories: (1) most improved - newsletter remaining a newsletter, and (2) most improved - newsletter changing to magazine. Awards may be made in each of these subcategories

**1C. Newswriting.** Information is complete, succinct and logically organized. Writing is clear and concise. Submit three articles from one issue, clipped and pasted or taped on white paper, with headline and folio but without byline, photos or other accompanying graphics. For judging purposes, this category will be broken down into two subcategories: newsletters with circulation of (1) 25,000 or less, and (2) 25,0001 and over. Awards may be made in each of these subcategories. Note: Printed publications significantly larger than 8 1/2 by 11 inches should be entered as newspapers or magazines.

**1D. Editorial.** Presented in a brief, concise manner, providing background and perspective on a topic of current interest. The editorial reflects the opinion of the association on an issue or matter of significance to the membership. Submit one editorial not to exceed 1,200 words, clipped and pasted or taped on white paper, with headline and folio but without byline, photos or other accompanying graphics.

**1E. Column.** Presented in a brief, concise manner, providing background and perspective on a topic of current interest. The column reflects the writer's opinion. Submit one column not to exceed 1,200 words, clipped and pasted or taped on white paper, with headline and folio but without byline, photos or other accompanying graphics.

## 2. NEWSPAPERS

*(For all categories, submissions must have been published during 2003. Entries printed, published and distributed in 2003 that have a January 2004 cover date qualify for entry.)*

**2A. General Excellence.** Best writing, content, graphic design and overall packaging. Submit three consecutive issues.

**2B. Most Improved.** Exhibits significantly upgraded design and content. Changes must have first been published in 2003. For comparison purposes, submit two different issues: one 2003 issue showing the improvements and one issue published up to 12 months previously.

**2C. Newswriting.** Information is complete, succinct and logically organized. Writing is clear and concise. Submit three articles from one issue, clipped and pasted or taped on white paper, with headline and dateline but without byline, photos or other accompanying graphics.

**2D. Feature Article.** Informs, instructs and/or entertains. Uses form or style consistent with content and purpose. Writing is clear and concise and has impact. Shows good understanding of subject, and where appropriate, thorough research. Submit one article, clipped and pasted or taped on white paper, with headline and dateline but without byline, photos or other accompanying graphics. For judging purposes, this category will be broken down into two subcategories: newspapers with circulation of (1) 25,000 or less, and (2) 25,0001 and over. Awards may be made in each of these subcategories.

### 3. SCHOLARLY JOURNALS

*(For all categories, submissions must have been published during 2003. Entries printed, published and distributed in 2003 that have a January 2004 cover date qualify for entry.)*

- 3A. General Excellence.** Best writing, content, graphic design and overall packaging in a peer-reviewed publication. Submit three consecutive issues. To assist the judging of this category, entrants are encouraged to submit a one-paragraph explanation of how this publication demonstrates excellence in the field.
- 3B. Most Improved.** Exhibits significantly upgraded design and content. Changes must have first been published in 2003. For comparison purposes, submit two different issues: one 2003 issue showing the improvements and one issue published up to 12 months previously.
- 3C. Feature Article.** In-depth, peer-reviewed exploration of a single topic to inform or instruct. Writing is clear and concise and has impact. Submit one article, clipped and pasted or taped on white paper, with headline and folio but without byline, photos or other accompanying graphics. To assist the judging of this category, entrants are encouraged to submit a one-paragraph explanation of the importance of this feature article in the field.
- 3D. Cover Illustration.** Original concept created for the publication. Submit one cover mounted on cardboard or matboard with a one-inch border. Entries not submitted on cardboard or matboard will be disqualified.
- 3E. Cover Photography.** Original concept created for the publication. Submit one cover mounted on cardboard or matboard with a one-inch border. Entries not submitted on cardboard or matboard will be disqualified.
- 3F. Design Excellence.** Graphics, photos and design consistently draw the reader into the text. There is good typography and blending of various design elements. Submit two consecutive issues.

### 4. MAGAZINES

*(For all categories, submissions must have been published during 2003. Entries printed, published and distributed in 2003 that have a January 2004 cover date qualify for entry.)*

- 4A. General Excellence.** Best writing, content, graphic design and overall packaging. Submit three consecutive issues. For judging purposes, this category will be broken down into three subcategories: magazines with circulation of (1) 25,000 or less; (2) 25,001 to 100,000; and (3) 100,001 and over. Awards may be made in each of these subcategories.
- 4B. Single Topic Issue.** Entire issue or majority of feature articles within one issue devoted to a single theme. Solid progression of ideas. Good understanding, and where appropriate, thorough research. Well-balanced copy and graphics. Submit one issue. Note: Freestanding supplements and advertorial material do not qualify.
- 4C. Most Improved.** Exhibits significantly upgraded design and content. Changes must have first been published in 2003. For comparison purposes, submit two different issues: one 2003 issue showing the improvements and one issue published up to 12 months previously.
- 4D. Feature Article.** Informs, instructs and/or entertains. Uses form or style consistent with content and purpose. Writing is clear and concise and has impact. Shows good understanding of subject and, where appropriate, thorough research. To prepare the article for submission - clip and paste or tape on white paper, with headline and folio but without byline, photos or other accompanying graphics. For submission, make photocopies of prepared article and submit seven (7) copies of each feature article entered. For judging purposes, this category will be broken down into three subcategories: magazines with circulation of (1) 25,000 or less; (2) 25,001 to 100,000; and (3) 100,001 and over. Awards may be made in each of these subcategories.
- 4E. Editorial.** Presented in a brief, concise manner, providing background and perspective on a topic of current interest. The editorial reflects the opinion of the association on an issue or matter of significance to the membership. Submit one editorial not to exceed 1,200 words, clipped and pasted or taped on white paper, with headline and folio but without byline, photos or other accompanying graphics.
- 4F. Column.** Presented in a brief, concise manner, providing background and perspective on a topic of current interest. The column reflects the writer's opinion. Submit one column not to exceed 1,200 words, clipped and pasted or taped on white paper, with headline and folio but without byline, photos or other accompanying graphics.

- 4G. Cover Illustration.** Original concept created for the publication. Submit one cover mounted on cardboard or matboard with a one-inch border. Entries not submitted on cardboard or matboard will be disqualified.
- 4H. Cover Photography.** Original concept created for the publication. Submit one cover mounted on cardboard or matboard with a one-inch border. Entries not submitted on cardboard or matboard will be disqualified.
- 4I. Cover Photo-Illustration.** Original concept created for the publication. Distinguished from illustration and photography categories in that the image(s) have been digitally altered beyond typical retouching. Submit one cover mounted on cardboard or matboard with a one-inch border. Entries not submitted on cardboard or matboard will be disqualified.
- 4J. Design Excellence.** Graphics, photos and design consistently enhance the publication. There is good typography and blending of various design elements. Submit two consecutive issues. For judging purposes this category will be broken down into three subcategories: magazines with circulation of (1) 25,000 or less; (2) 25,001 to 100,000; and (3) 100,001 and over. Awards may be made in each of these subcategories.

## **S. SPECIAL PUBLICATIONS**

*(For all categories, submissions must have been published during 2003. Entries printed, published and distributed in 2003 that have a January 2004 cover date qualify for entry.)*

- 5A. Annual Reports.** Report projects a positive image for the association through well-written and well-organized content, excellent design and well-conceived overall packaging. Submit one copy.
- 5B. Special Reports.** Best writing, content, graphic design and overall packaging of a monograph, report or other publication, issued on a one-time or annual basis and typically printed in two or more colors throughout. Submit one copy.  
Note: Loose-leaf products, annual reports, and advertising and marketing materials do not qualify.
- 5C. Membership Directories/Buyers Guides/Catalogs.** Best organization, clarity, graphic design and overall packaging. Submit one copy.
- 5D. Books.** Best writing, content, graphic design, photographs and overall packaging. Submit one copy. Note: Loose-leaf products, annual reports, and advertising and marketing materials do not qualify.

## **6. WEB SITES AND ELECTRONIC NEWSLETTERS**

- 6A. Web site — General Excellence.** Best overall Web site design, editorial content, functionality and ease of use. Imaginative graphics. Special Web-only content and correct links. The entry is your Web address; entries will be judged live online.
- 6B. Web site — Design Excellence.** Best overall look/design. The entry is your Web address; entries will be judged live online.
- 6C. Web site — Editorial Content.** Information is complete, succinct and logically organized. Writing is clear and concise. The entry is your Web address; entries will be judged live online.
- 6D. Web site — Special Members Area.** Best overall Web site design, editorial content, functionality and ease of use. Entrants should provide a one-paragraph explanation of the specific benefits of this section to members. The entry is your Web address; entries will be judged live online. Be sure to provide a password to the area.
- 6E. Electronic Newsletter — General Excellence.** Best overall design, editorial content, reader-friendliness and usefulness of links in a newsletter that is e-mailed to recipients. The entry consists of the URL for the newsletter's electronic archives (provide access code and/or password, if needed) and the dates of the three consecutive issues you wish to enter.

## **7. GENERAL EXCELLENCE OF EDITORIAL PRODUCTS**

*(For all categories, submissions must have been published during 2003. Entries printed, published and distributed in 2003 that have a January 2004 cover date qualify for entry.)*

**Best writing, content, graphic design and overall packaging of four editorial products.**

Submission may include any of the editorial products listed in categories 1 through 6 above — but limited to four.

# CONVENTION, ADVERTISING AND MARKETING AWARDS

## 8. CONVENTION PUBLICATIONS

*(For all categories, submissions must have been published during 2003. Entries printed, published and distributed in 2003 that have a January 2004 cover date qualify for entry.)*

- 8A. Convention Program.** Easy-to-follow format, comprehensive information, well-conceived design and execution. Submit one program.
- 8B. Convention Daily Newspapers.** Concise, on-the-spot coverage presented in clean, easy-to-read format. Submit newspapers from two consecutive days.
- 8C. Convention Marketing Campaign.** Multiple-piece, direct-mail campaign with well-developed design and coherent, compelling theme. Submit one complete set of materials, including any special mailing envelopes, labeled to show the sequence of mailings.

## 9. MEDIA KITS

*Best presentation to advertisers or ad agency media buyers. Judged on organization, clarity and graphic design. Submit one complete media kit. (Must be the media kit for 2003.)*

## 10. DIRECT MAIL

*(For all categories, submissions must have been published during 2003.)*

- 10A. Single Piece.** A targeted, one-piece promotion, with or without a response card, of any mailable size. Submit one copy of the direct mail piece, including any special mailing envelope.
- 10B. Campaign.** Best multiple-piece campaign. May be general or targeted to a specific issue, industry segment or special offer, other than a convention marketing campaign. Submit one complete set of campaign materials, including any special mailing envelopes, labeled to show the sequence of mailings.

## 11. ADVERTISEMENTS

*(For all categories, submissions must have been published during 2003.)*

- 11A. Single Piece.** A targeted, one-piece promotion, with or without a response card. Submit one copy of the ad.
- 11B. Campaign.** Best multiple-piece campaign. May be general or targeted to a specific event, industry segment or special offer, other than a convention marketing campaign. Submit one complete set of campaign materials, labeled to show the sequence of advertising placement.

## 12. BLUE-RIBBON IDEA

Everyone in publishing needs new ideas! In 2003, did you have an innovative, creative idea that brought in revenue or reduced expenses for your association? Describe the idea in one paragraph, then describe the financial impact for your association in a second paragraph. Maximum word count: 500 words. You may submit supporting documents or materials that help illustrate the point.

# MEMBERSHIP APPLICATION

**Isn't It Time You Started Paying Member Rates  
for Programs Like This? Join SNAP Today!**

Save up to 41 percent on your entry fee and take advantage of SNAP's membership benefits all year long. We're the only national group specializing in association and society publications! To save money now, simply fill out this membership application and return it with your entry form. For more information about our extensive and rewarding membership benefits, call (703) 506-3285 or visit [www.snaponline.org](http://www.snaponline.org).

# MEMBERSHIP APPLICATION

Periodical/Publication name/Associate Member Firm \_\_\_\_\_

Association/Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Name of individual to act as primary representative:

Name \_\_\_\_\_ Title \_\_\_\_\_

E-mail address \_\_\_\_\_

Names of additional representatives to receive SNAP mailings including *Association Publishing* (Associate member—\$40/person)

Name \_\_\_\_\_ Title \_\_\_\_\_

E-mail address \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

E-mail address \_\_\_\_\_

25-word description of your publication (Associate Members provide a company description):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Publication Profile

1.  Magazine  Newsletter  Newspaper/Tabloid  Scholarly journal  
 Other (specify) \_\_\_\_\_

2. Frequency \_\_\_\_\_

3. Average circulation per issue \_\_\_\_\_

4. Publication IRS status  501(c)3 (nonprofit)  501(c)6 (not-for-profit)  for profit  
 Other (specify) \_\_\_\_\_

5. Average number of total pages per issue \_\_\_\_\_

6. Annual Advertising Revenue \_\_\_\_\_

*Association Publishing* subscription price of \$35 for one year is included in membership dues and members may not deduct subscription price from dues. Contributions, gifts or dues to the Society of National Association Publications are not tax deductible as charitable contributions. However, they may be tax deductible as ordinary and necessary business expenses.

## DUES

### Publication Member

The publication member is the periodical that is published, owned or controlled by an association or society, including those with licensing or certification functions. Membership dues are structured based on annual net advertising revenue. For SNAP membership purposes, annual net advertising revenue is calculated by total advertising income minus advertising agency commissions, if applicable.

Net Advertising Revenue	Annual Membership Dues
\$ 0-250,000 .....	\$295
\$ 250,001-400,000 .....	\$545
\$ 400,001-999,999 .....	\$745
\$ 1 million + .....	\$795

*Number of Participants: 1 primary contact  
and unlimited additional staff for all dues levels.*

### Affiliated Publication Members

\_\_\_\_\_ \$95 per publication. Publications produced by an association where the primary publication is already a publication member of SNAP may join as affiliated publication members for reduced rates. Affiliated publication memberships include all SNAP mailings as well as *Association Publishing* magazine. Affiliated publication members may have one primary representative and unlimited additional people to receive mailings. (Please include a separate completed application for each affiliated publication member. You may duplicate this application as necessary.)

### Associate Member:

Associate Members are companies providing products or services to publication members.

Gross Revenue	Annual Members Dues
\$0-\$50,000 .....	\$195
\$50,001-\$500,000 .....	\$295
\$500,001-\$999,999 .....	\$395
\$1 million + .....	\$495

*One member representative from each associate member shall receive SNAP mailings; additional people to receive mailings are \$40 per person*

**TOTAL DUE:** \$ \_\_\_\_\_

Note: You may write one check, made payable to SNAP, to cover your membership dues and your EXCEL entry fees. See Payment Form for payment instructions.

# RULES FOR SUBMISSION

Each entry must have a separate Entry Form.  
Photocopy the form for additional entries.

**ENTRY DEADLINE: POSTMARKED BY WEDNESDAY, MARCH 3, 2004**

1. More than one entry may be submitted in each category. Each entry must have a separate Entry Form attached to the back.
2. Use tape or staples to attach a completed Entry Form to the back. Be sure to check off the entry category, and if needed, the subcategory.

*For judging purposes, entries in several categories will be divided into subcategories based on circulation. Circulation breakdowns are listed within the category, descriptions and on the entry form. Awards may be made in each of these subcategories. Please indicate subcategories on Entry Form.*

3. SNAP and the judges have the authority to transfer an entry from the category, or subcategory in which it was entered to a more appropriate category or subcategory.
4. Judges may disqualify entries that are incomplete or do not comply with competition rules. You will not be notified if your entries are disqualified nor will entry fees be refunded.
5. Judges may decline to assign awards in any category in which they deem no entries are worthy of awards.
6. Awards will be presented at the SNAP Annual Publications Management Conference in Spring 2004. Winners may order additional awards and certificates. An order form will be sent.
7. All entries become the property of the Society of National Association Publications. Winning entries will be listed in a summer 2004 issue of SNAP's *Association Publishing*.
8. Judges comments will be available to Gold award winners only.

# ENTRY FORM

ENTRY DEADLINE: POSTMARKED BY WEDNESDAY, MARCH 3

## CATEGORIES:

Select one and subcategory if specified.

### 1. NEWSLETTERS

- 1A. General Excellence
- 1B. Most Improved
  - newsletter to newsletter
  - newsletter to magazine
- 1C. Newswriting (please select subcategory reflecting your newsletter's circulation)
  - 25,000 or less
  - 25,001 and over
- 1D. Editorial
- 1E. Column

### 2. NEWSPAPERS

- 2A. General Excellence
- 2B. Most Improved
- 2C. Newswriting
- 2D. Feature Article (please select subcategory reflecting your newspaper's circulation)
  - 25,000 or less
  - 25,001 and over

### 3. SCHOLARLY JOURNALS

- 3A. General Excellence
- 3B. Most Improved
- 3C. Feature Article
- 3D. Cover Illustration
- 3E. Cover Photography
- 3F. Design Excellence

### 4. MAGAZINES

- 4A. General Excellence (please select subcategory reflecting your magazine's circulation)
  - 25,000 or less
  - 25,001 to 100,000
  - 100,001 and over
- 4B. Single Topic Issue
- 4C. Most Improved
- 4D. Feature Article (please select subcategory reflecting your magazine's circulation)
  - 25,000 or less
  - 25,001 to 100,000
  - 100,001 and over
- 4E. Editorial
- 4F. Column
- 4G. Cover Illustration
- 4H. Cover Photography
- 4I. Cover Photo-Illustration
- 4J. Design Excellence (please select subcategory reflecting your magazine's circulation)
  - 25,000 or less
  - 25,001 to 100,000
  - 100,001 and over

### 5. SPECIAL PUBLICATIONS

- 5A. Annual Reports
- 5B. Special Reports
- 5C. Membership Directories/Buyers Guides/Catalogs
- 5D. Books

### 6. ONLINE PUBLISHING

For Web site entries please clearly indicate web address and include any special password needed to access the site

- 6A. Web site – General Excellence
- 6B. Web site – Design Excellence
- 6C. Web site – Editorial Content
- 6D. Web site – Special Members Area
- 6E. Electronic Newsletter – General Excellence

### 7. GENERAL EXCELLENCE OF EDITORIAL PRODUCTS

### 8. CONVENTION PUBLICATIONS

- 8A. Convention Program
- 8B. Convention Daily Newspapers
- 8C. Convention Marketing Campaign

### 9. MEDIA KITS

### 10. DIRECT MAIL

- 10A. Single Piece
- 10B. Campaign

### 11. ADVERTISEMENTS

- 11A. Single Piece
- 11B. Campaign

### 12. BLUE-RIBBON IDEA

Please type or print.

Entry name/title \_\_\_\_\_

Association name (No acronyms) \_\_\_\_\_

Submitting Company Name (if different than association name) \_\_\_\_\_

Principal contact \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail address \_\_\_\_\_

Web address \_\_\_\_\_

Web site password(s) or special instructions \_\_\_\_\_

Please include contact information below for all partners and/or suppliers who took part in producing this EXCEL Entry.

If your entry wins an award, all persons listed will receive a special notification of the SNAP EXCEL Awards ceremony and will be invited to advertise in the *Association Publishing* issue that honors the 2004 EXCEL winners.

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_



## ENTRY GUIDELINES

**Your entry should include:**

- The entry(ies) with completed Entry Form(s) attached
- A completed Payment Form with Payment included

**Payment:** Payment for your entry fees (and your membership dues if you're joining SNAP) should be included with your entry.

**Eligibility:** All entries must have been produced for the first time during the 2003 calendar year. Entries printed, published and distributed in 2003 that have a January 2004 cover date qualify for entry. To be eligible to submit an entry as a SNAP member, you must have paid your dues in full for 2004.

**Judged Entries:** Judges' comments will only be available to Gold Award winners.

**Deadline:** All entries must be **postmarked by Wednesday, March 3, 2004.**

## FEES:

	First Entry	Each Additional Entry
Members (publication and associate)	\$85	\$65
Nonmembers*	\$145	\$125

*\*Attention nonmembers: Join SNAP and save up to 41 percent by qualifying for the member entry fee. Your first entry will cost \$85 if you become a member. See membership application to join.*

*Please type or print.*

Entry name/title \_\_\_\_\_

Association name (No acronyms) \_\_\_\_\_

Submitting Company Name (if different than association name) \_\_\_\_\_

Principal contact \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail address \_\_\_\_\_

## SNAP MEMBER?

(circle one) YES / NO (If unsure of membership status, contact [snapinfo@snaponline.org](mailto:snapinfo@snaponline.org).)

## PAYMENT INFORMATION

**Include payment with your entry.**

1st Entry @ \$ \_\_\_\_\_ = \$ \_\_\_\_\_

\_\_\_\_\_ additional entries @ \$ \_\_\_\_\_ each = \$ \_\_\_\_\_

Membership Dues (if applicable) = \$ \_\_\_\_\_

Total Due = \$ \_\_\_\_\_

**If paying by check:** Make check payable to SNAP and mail with this form.

**If paying by credit card:** Complete the following information:

Charge \$ \_\_\_\_\_ to my  AmEx  MasterCard  Visa

Account number \_\_\_\_\_ Expiration date \_\_\_\_\_

Cardholder's name \_\_\_\_\_

Signature \_\_\_\_\_

*Include payment with your entry.  
Receipt of your entries will be acknowledged after they have been screened and processed.*

# 2003 SNAP EXCEL GOLD AWARD RECIPIENTS

**Newsletters, General Excellence.** *NAM Member Focus*,  
National Association of Manufacturers

**Newsletters, Most Improved.** *News on Wheels*, Missouri  
Department of Transportation-Motor Carrier Services

**Newsletters, Newswriting, circulation of 25,000 or less.**  
*Actuarial Update*, American Academy of Actuaries

**Newspapers, General Excellence.** *FP Report*,  
American Academy of Family Physicians

**Newspapers, Newswriting.** *ACP-ASIM Observer*,  
American College of Physicians

**Newspapers, Feature Article, circulation of 25,000 or less.**  
*Neurology Today*, "More Complications in Human Trials of  
Alzheimer Vaccine, Dosing Stopped," submitted by  
Lippincott Williams & Wilkinson on behalf of American  
Academy fo Neurology

**Newspapers, Feature Article, circulation of 25,001 and over.**  
*AAPA News*, "World Trade Center Investigation a  
'Labor of Love' for Medical Examiner PAs,"  
American Academy of Physician Assistants

**Scholarly Journals, General Excellence.** *ACCA Docket*,  
American Corporate Counsel Association

**Scholarly Journals, Feature Article.** *Clinical Journal of Oncology  
Nursing*, "Cutaneous Metastatic Breast Cancer,"  
Oncology Nursing Society

**Scholarly Journals, Editorial.** *Clinical Diabetes*,  
"The Death of the 1800-Calorie ADA Diet,"  
American Diabetes Association

**Scholarly Journals, Cover Illustration.** Science and Children,  
National Science Teachers Association

**Magazines, General Excellence, circulation of 25,000 or less.**  
*Landscape Architecture*,  
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**Magazines, General Excellence, circulation of 25,001 to 100,000.**  
*Internal Auditor*, Institute of Internal Auditors, Inc.

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**Magazines, Single Topic Issue.** *Common Ground—The  
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Professional Ski Instructors of America

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**Magazines, Editorial.** *All Animals*, "Pets Aren't Wild,"  
Humane Society of the United States

**Magazines, Column.** *Inside MS*, "It's a Battle for Benefits,"  
National Multiple Sclerosis Society

**Magazines, Cover Illustration.** *Convene*,  
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**Magazines, Cover Photography.** *Independent Agent*,  
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*Workspan*, WorldatWork

**Magazines, Design Excellence, circulation of 25,001 to 100,000.**  
*Common Ground*, Community Associations Institute

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*Golf Journal*, United States Golf Association

**Special Publications, Annual Reports.** *Annual Report 2002—  
African Wildlife Foundation*, submitted by The Magazine  
Group on behalf of African Wildlife Foundation

**Special Publications, Membership Directories/Buyers  
Guides/Catalogs.** *The Center for Association Leadership  
Planner*, submitted by Eason Associates, Inc. on behalf of  
The Center for Association Leadership

**Special Publications, Books.** *Hospice Care: A Celebration*,  
National Hospice and Palliative Care Organization

**Online Publishing, Web site - General Excellence.**  
[www.aarpmagazine.org](http://www.aarpmagazine.org), AARP

**Online Publishing, Web site - Design Excellence.** [www.car.org](http://www.car.org),  
California Association of REALTORS®

**Online Publishing, Web site - Editorial Content.**  
[www.aarp.org/bulletin](http://www.aarp.org/bulletin), AARP

**Online Publishing, Web site - Special Members Area.**  
[www.aacreditunion.org](http://www.aacreditunion.org), CUNA & Affiliates

**Online Publishing, Electronic Newsletter - General Excellence.**  
*DMIA E-Weekly*,  
Document Management Industries Association

**Convention Publications, Convention Program.**  
*Denver: Special Places, Unique Environments*,  
American Planning Association

**Convention Publications, Convention Daily Newspapers.**  
*ABA Journal - Annual Meeting Daily Report*,  
American Bar Association

**Convention Publications, Convention Marketing Campaign.** *The  
Elements of Leadership*, Community Associations Institute

**Media Kits.** *Workspan Media Planner*, WorldatWork

**Direct Mail, Single Piece.** *2003 ASSH Wall Calendar*,  
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**Direct Mail, Campaign.** *ASHA New Member Retention Campaign*,  
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**Blue-Ribbon Idea.** *Access AWWA*,  
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