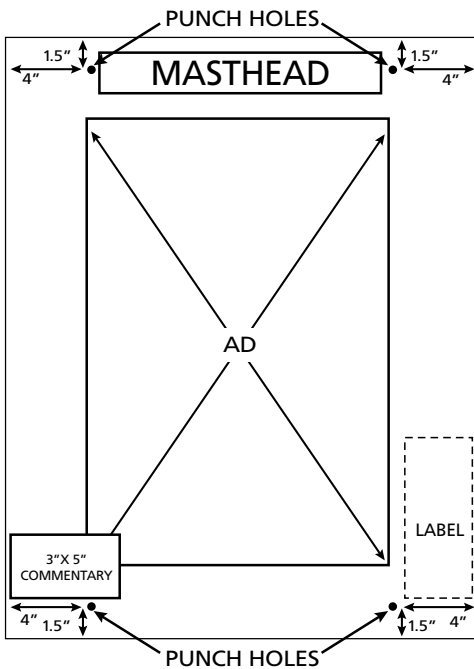


INSTRUCTIONS FOR MOUNTING & PREPARING **SCAMA** EXHIBITS



1. With standard hole puncher, **PUNCH HOLES, TOP & BOTTOM.** (4" from side, 1.5" from top/bottom edge as shown).
2. Mount each Entry on individual sheets of black poster board.
3. Do not bind panels together. Doubletruck ads may be placed on two panels joined with masking tape.
4. No cover sheets, ring binders, decorations, rules or borders will be allowed on the cardboard—only the ad to be judged, the entry label and a 3"x 5" area offering a brief commentary about the entry (see diagrams). Mastheads should be newsprint (not slick) and placed at top center position.
5. All entries must be prepared by the entering newspaper without assistance from agencies' or advertisers' in-house ad departments.
6. Entries can be tearsheets or pdf versions of the newspaper page from an e-tearsheet supplier during the 12-month period predating the SCAMA conference.
7. A maximum of three (3) entries will be allowed in all categories except categories 7, 8 and 11, which may have only one entry each.
8. Associate member entries must meet requirements 1 through 6 above. Gold and Silver Awards will be made for each category.



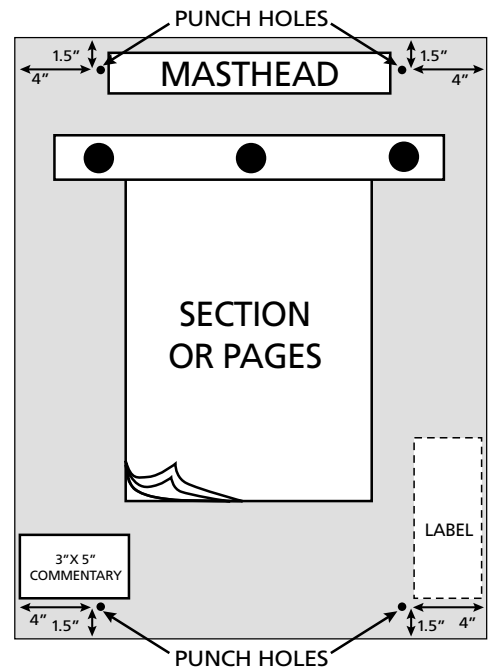
Method for mounting **SINGLE PAGE** or **SINGLE ADVERTISEMENT**

Paste tearsheet or page on cardboard with 3"x 5" commentary in lower left and entry label in lower right as shown.



Method for mounting **SPECIAL SECTIONS** or **SERIES OF ADS/PAGES**

Mount a strip of cardboard over the top edge of the section and fasten through the tearsheets with 3 brad type fasteners. Masking tape across the back that covers the brads will protect the entries. Cut the left side (special sections) through the gutter so that pages may be lifted from the bottom for viewing.



DEADLINE:

Ship all entries pre-paid to arrive on or before Friday, January 16, 2009. *Express Mail is encouraged.*

Ship all entries ATTENTION:

Larry Leibengood
The Birmingham News
2201 4th Avenue North
Birmingham, AL 35203

**DO NOT bring
entries to the
meeting.
They
WILL NOT
be judged.**

Official SCAMA Exhibit Labels

Clip these official labels (make copies if you need more) and get a head start on your tear sheets by mounting your exhibits now. If you have questions, don't hesitate to call Terry Hall (804) 649-6030 or Larry Leibengood (205) 325-2249.

Note: All entries should be mounted on black poster board

SCAMA
Exhibit
Label



Place Ad classification number and corresponding circulation group letter in the above box See below.

Eleven Ad Classifications

1. **Best in paper promotion ad** *single ad or a campaign*
3 entries per circulation group
2. **Best special section**
3 entries per circulation group
3. **Best black & white display ad** *single ad, any size or class*
3 entries per circulation group
4. **Best color display** *single ad, any size or class*
3 entries per circulation group
5. **Best campaign** *display or line ads*
3 entries per circulation group
6. **Best multiple participation ad**
3 entries per circulation groups
7. **Best line ad/series of line ads**
1 entry, no circulation groups
8. **Best online sale**
3 entries, No circulation groups
9. **Best website promotion**
No circulation groups, 3 entries
10. **Best index**
No circulation groups, 3 entries
11. **Best of show**
1 entry, no circulation groups

Four Circulation Groups

- | | |
|-----------------------------|-----------------------------|
| A. under 50,000 | B. 50,001 - 100,000 |
| C. 100,001 - 200,000 | D. 200,001 - & above |

I authorize the Society of Classified Advertising Managers of America (SCAMA) to reproduce and distribute copies of this entry to the SCAMA membership.

Newspaper _____

City _____ State _____

Name _____

SCAMA member signature _____

SCAMA
Exhibit
Label



Place Ad classification number and corresponding circulation group letter in the above box See below.

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5. **Best campaign** *display or line ads*
3 entries per circulation group
6. **Best multiple participation ad**
3 entries per circulation groups
7. **Best line ad/series of line ads**
3 entries, No circulation groups
8. **Best online sale**
3 entries, No circulation groups
9. **Best website promotion**
No circulation groups, 3 entries
10. **Best index**
No circulation groups, 3 entries
11. **Best of show**
1 entry, no circulation groups

Four Circulation Groups

- | | |
|-----------------------------|-----------------------------|
| A. under 50,000 | B. 50,001 - 100,000 |
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