

# 2021 IOWA BETTER NEWSPAPER CONTESTS

## ENTRY GUIDE



### The Iowa Newspaper Foundation Better Newspaper Contests

The INF sponsors these annual contests for one reason: to foster competition and quality among Iowa's newspapers. Last year, nearly 3,300 entries poured into our office. It's an annual opportunity for newspapers and journalists to receive recognition for their talent and hard work.

Inside, you'll find complete instructions on uploading entries to the [BetterNewspaperContest.com](http://BetterNewspaperContest.com) contest administration site.

*For detailed descriptions and rules for each contest category, see the **2021 Call for Entries**.*

Contact INA/INF at 515-244-2145 or  
[ina@inanews.com](mailto:ina@inanews.com) with any questions.

You can also view an online tutorial at [INAnews.com](http://INAnews.com).

## Good luck in the 2021 Better Newspaper Contests!

# PREPARING ELECTRONIC ENTRIES

**PLEASE SUBMIT ALL ENTRIES ONLINE UNLESS OTHERWISE NOTED.**

## Categories that can be mailed as hard copy include:

Best Special Section (Editorial)

Best Headline Writing

Best Special Section (Advertising)

Total Newspaper Design **\*\*Entries for Total Newspaper Design must be submitted hard copy**

## How will electronic files be submitted?

You'll submit electronic entries by uploading the files from within the online contest registration system at BetterNewspaperContest.com. The online contest registration system for INF's contests is hosted on the web servers of SmallTownPapers.

Entries may be submitted as full-page (PDF) tearsheets or whole issues. For categories listed below, digital content may also be entered. When submitting entries that have been published on digital platforms, provide a URL or a screenshot of the content as it originally appeared.

*See the Call for Entries for additional details.*

All entries must be unaltered in any way. The date each entry was published must appear on the tearsheet or be noted on the screenshot.

## Requirements:

1. Only submit pages that contain entry-related content. If your entry is on just one page, there is no need to submit an entire section or entire issue. But, if your submission appears on multiple pages (for example, the story jumps to another page) be sure to include all necessary pages.
2. Many categories require more than one item per entry. For example, a single entry in the "Coverage of Business" category may include five examples. For each example, the entire page(s) each example appears on must be included for judging.
3. Make PDF files as small as possible. (See below for specific instructions.) Because the contest judges will access these PDFs over the Internet, excessively large PDF files will take longer to become visible. The more time judges must spend waiting, the less time they will have to evaluate the content and the more impatient they will be when they do so. Smaller files will also upload more quickly when you submit your entries.

## What file formats are accepted for uploading?

File types are PDF, JPG, GIF, PNG - so, if for some reason you don't have a PDF of the tearsheet you wish to submit, it would be easy to snap a high-resolution photo and submit the resulting photo file.

## How can I make my PDF files smaller?

Most newspaper PDFs include high-resolution (200-300dpi) grayscale or CMYK images for printing. However, PDF contest entries will be viewed and judged on a computer monitor, which displays at low resolution (72-96dpi) in RGB color. Changes in the resolution and color mode of images are the most effective ways to reduce file size without sacrificing quality.

1. **Resolution.** In PDFs, text is always clear regardless of resolution. Resolution relates only to photos and rasterized graphics. Reducing resolution by half reduces image file size by 75%. The recommended maximum resolution of 96dpi can be enforced by Distiller settings.
2. **Color mode.** Converting from CMYK to RGB color will reduce image file size by another 25%. This color conversion can again be enforced by Distiller settings. If you reduce image resolution and/or convert color mode in your entry PDFs with a PDF editor or use the native profiling/editing tools in Acrobat 6 or later, **YOU WILL NOT GAIN THE EXPECTED REDUCTION IN FILE SIZE** unless you redistill the PDF afterward.

# PREPARING ELECTRONIC ENTRIES

## What is the most efficient way to collect entry files?

Collect copies of all PDF files that contain entry-related pages into one place. These may be full-issue, full-section, or individual-page PDFs that you sent to your printer or that you saved from your page layout program for other reasons. The sizes, resolutions, color modes, and other characteristics of those PDF files can be ignored at this point.

Extract entry-related pages from any multi-page PDFs, or delete non-entry pages. Give each resulting file a clearly descriptive name. Combine into a single PDF file the pages that comprise each entry. Instructions for extracting and combining PDFs are provided below. Once you've created all your entry PDFs, redistill each one as explained above to reduce it to the smallest practical size. It is not productive to try to reduce the sizes of individual files before combining them into complete entries. Like all changes, combining pages can increase overall PDF file size.

## How do I extract pages from a full-issue or full section PDF?

In Acrobat, open the PDF file, then choose "Extract Pages..." from the Document menu and follow the instructions. This will allow you to save individual or sequential pages in separate files anywhere on your system.

## How do I combine PDF pages or files into a single entry?

Open the PDF file that is to appear first in the entry, choose "Save As..." from the File menu, and save that file with the name you'd like to give the final PDF entry. Choose "Insert Pages..." from the Document menu, choose the file that is to appear next in the entry, then specify where that file should be inserted. When all insertions have been made, save and close the PDF file. You'll need to redistill the final PDFs.

## How will INF prevent fraud?

We prefer to trust our member publishers not to submit embellished or edited entries. It is true that ads and articles can be re-edited, photos can be retouched or replaced, and page layouts can be changed. However, major deception probably would be noticed, if only because winning PDFs will be available to the public and INA members on the INA website.

If fraud is suspected with any entries, a full investigation will follow.

## How do I submit payment?

INF accepts payment by check or credit card. Credit card payments can be made online through the BetterNewspaperContest.com contest administration site when submitting your entries.

Checks should be made payable to "Iowa Newspaper Foundation" and sent along with a copy of your Entry Fee Calculation page and any mailed entries by October 11 to:

Iowa Newspaper Foundation  
319 E. 5th St.  
Des Moines, IA 50309

## What if my info is wrong or my paper is not listed!?

We have worked very hard to make sure the classes for each member are as accurate as possible, however if you note that your division is listed incorrectly, please contact INA at [ina@inanews.com](mailto:ina@inanews.com) or 515-244-2145 and it will be fixed A.S.A.P!

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**Where can I get more help for anything I can't find here?**

Call INF at 515-244-2145 or email [ina@inanews.com](mailto:ina@inanews.com).

**NOTE: The BetterNewspaperContest.com website is best viewed using the following browsers: For newer computers- Google Chrome; For older Macintosh computers- Firefox, Chrome or Safari; For older PCs- Chrome or Internet Explorer.**

# 2021 IOWA BETTER NEWSPAPER CONTESTS

## UPLOAD INSTRUCTIONS

Below are detailed, step-by-step instructions for uploading contest entries to the BetterNewspaperContest.com online administration site. If you have any questions during the process, please contact us at 515-244-2145 or [ina@inanews.com](mailto:ina@inanews.com). We're here to help!

### 1. Go to <https://inanews.com/foundation/contests/entries/>

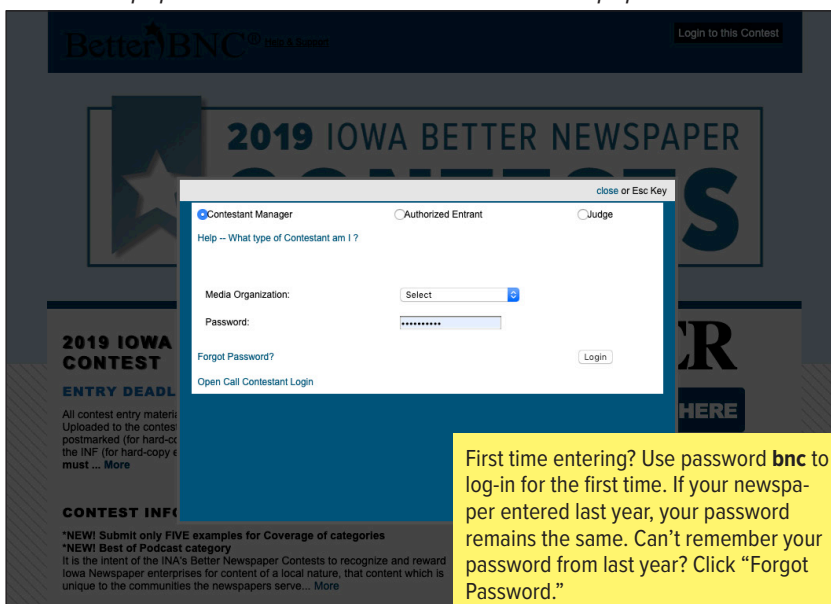
Click on the link that says “Submit entries here”



### 2. Log in

You will first select “Contestant Manager” or “Authorized Entrant” (see information below). Choose your newspaper from the dropdown list (all newspapers are listed alphabetically by city name), enter your password and click “Login.”

*Note: Newspapers that entered the 2020 Better Newspaper Contests will use the same password as the newspaper used last year to log in. If you have forgotten the password used in 2020, use the “Forgot Password” link to reset your password. Newspapers that did not enter in 2020 will use the password **bnc** to log in for the first time for the 2021 contests. After your first log-in, you will be prompted to enter a new password.*



You can choose to log in as the Contestant Manager or an Authorized Entrant. The Contestant Manager maintains overall control of the newspaper's entries. As Contestant Manager, you can make entries on behalf of your organization and authorize other people to make entries as well. **Most users will log in as Contestant Manager.**

### 3. Change password and update information

Your first successful login will take you to the “Change Password” screen, where you are required to change your password before you proceed. Change it to something you can remember easily. *Password must be a minimum of 6 characters long, have at least one capital letter, one lower case letter, and have at least one number.*

You must also update your name and email address on this page. This will ensure that you can retrieve your password if you forget it, and that INF can contact you if we have questions about your entries.

Check the box next to “I agree to the Better BNC Terms of Use” and click “Submit” when you’re done.

If you are the Contestant Manager, once you have logged in and submitted two entries, you will see a pop-up window with instructions to validate your account’s email address. Follow the on-screen directions to validate your account. You will then be able to grant access to the contest site to others in your organization.

### 4. Manage your entries

This is the main entry page, the one you’ll see each time you log in. From here you’ll submit, edit, and manage your contest entries. At the upper right side of this page, you will see your circulation group designation and your total number of entries.

You’ll also see a link that says, “Calculate Entry Fee.” That link will take you to the summary of entries form to calculate your entries and contest fees. You will use that link AFTER you have submitted all your entries. (See #9 below.)

Of course, when you first visit the “Manage Entries” page, the entry list will be empty. What you will see on that page are three links: “My account,” “Submit entry” and “Logout.”

If you haven’t already, be sure to click “My account” and update your contact information to ensure that you can retrieve your password and be contacted with any questions about your entries.

## 5. Submit an entry

Click “Submit entry” on the Manage Entries page to go to the entry submission form.

Account details have been saved.

Welcome to the BNC

INA News is a member of circulation **Weekly Class 2**.  
You have a total of **0** entries.

[My Account](#)  
[Submit Entry](#)  
[Logout](#)

[Calculate Entry Fee](#)

2016 Iowa Better Newspaper Contests  
Manage Entries -- **Entry Deadline 10/16/2015**

Submit each entry by filling in the information requested, working from top to bottom. The division you choose will determine the list of categories, and the category you choose will reveal other form fields.

BetterBNC<sup>®</sup>

Home My Contest Contest Info Judges Login Find Contests

INA News is a member of the **Weekly Class 2** circulation group.  
You have a total of **0** entry.

Create New Entry

All entries subject to rules and eligibility requirements.

Division: Editorial

Category (When a category's entry limit has been reached, the category will no longer appear in the list.): Choose

Headline or Title of Entry

Comments, Credits & Other Info

Who should be credited for this entry? Enter the  
Note: If more than 4 people, please enter Staff.

First Name

Choose  
E1 Best Editorial Page(s)  
E10 Best Special Section-Editorial  
E11 Total Newspaper Design  
E12 Community Leadership  
E13 Best Headline Writing  
E14 Best Use of Graphics  
E2 Best Front Page  
E3 Best Sports Section  
E4 Best Feature Page(s)  
E5 Coverage of Government and Politics  
E6 Coverage of Education  
E7 Coverage of Agriculture  
E8 Coverage of Business  
E9 Coverage of Court and Crime

a. Select the division

b. Select the contest category

BetterBNC<sup>®</sup>

Home My Contest Contest Info Judges Login Find Contests

INA News is a member of the **Weekly Class 2** circulation group.  
You have a total of **0** entry.

Create New Entry

All entries subject to rules and eligibility requirements.

Division: Editorial

Category (When a category's entry limit has been reached, the category will no longer appear in the list.): E1 Best Editorial Page(s)

Headline or Title of Entry: Best Editorial Page

Upload Attachments & Links **Need Help?**

Get File(s) to Attach to this Entry  
The number of file attachments allowed is determined by your contest rules.

Browse... contest 1.pdf  
Browse... contest 2.pdf  
Browse... contest 3.pdf

Browse & Attach More Files

Browse my Scrapbooks

Upload files and URL/Links from scrapbooks [More Info](#)

Get Links to Attach to this Entry  
The number of URL/Link attachments allowed is determined by your contest rules.

Paste URL/Link here

Publish large PDF files.  
Third party vendors -- offers vary.

RealView  
Issuu  
Yudu

What's this?

c. Complete the “Headline or Title of Entry” field.

Note: If the category entry consists of only one example, please include the photo caption, ad caption or article headline in this field. For categories in which your entry consists of multiple examples, include a generic headline here, and list the headlines/titles and issue dates in the Comments field below.

d. Upload the example(s).

For PDF categories, click “Browse” to select the file you wish to upload. Repeat this process for each example needed for this entry, selecting “Browse & Attach More Files” for additional examples. To submit entries as URL links, simply enter the URL(s) in the “Get Links to Attach to This Entry” fields.



**Comments, Credits & Other Info**

**Comments**

2/23/15, 7/13/15, 11/4/14

**Who should be credited for this entry? Enter the names of up to 4 people.**  
Note: If more than 4 people, please enter Staff.

<b>First Name</b>	<b>Last Name</b>
<input type="text" value="Staff"/>	<input type="text"/>
<b>First Name</b>	<b>Last Name</b>
<input type="text"/>	<input type="text"/>
<b>First Name</b>	<b>Last Name</b>
<input type="text"/>	<input type="text"/>
<b>First Name</b>	<b>Last Name</b>
<input type="text"/>	<input type="text"/>

**Submit Entry**

Attachments are uploaded when you click "Submit Entry".

**e. In the Comments field, include any special notes to the judges** or, if your entry consists of multiple examples, enter the titles and dates of each of the examples here. For advertising entries, enter the advertiser name here.

**f. Enter the name of the staff writer(s), photographer or ad designer.**


For entries that are the work of an entire department or staff, list "Staff."

**g. Answer "reCAPTCHA" and "Submit Entry."**

Answer the "reCAPTCHA" to verify that you are not a machine and select "Submit Entry." Once you select "Submit Entry," an entry label will be created. For entries being submitted electronically, your entry is complete and you may Submit Another Entry, Manage Entries or Logout.

**Final Step: Answer reCAPTCHA and Submit Entry**

Answer the reCAPTCHA



Privacy & Terms

**Submit Entry**

Attachments are uploaded when you click "Submit Entry".

*Note: There is a size limit (5 megabytes) on uploaded PDF files. If your PDF file is larger than that you will not be able to upload it successfully.*

**Judges may not be able to view files that are larger than 5MB.** For detailed information on how to make your PDFs as small as possible, see page 2.

## 6. Entry labels for mailed entries (see Call for Entries for list of categories eligible for mailed entries)

If your entry will be mailed to the INF (available only in certain categories -- see #11 below for applicable categories), you still must complete the online form for each entry, as described above. Complete all of the entry information but do not upload an attachment or URL. You will simply select "Submit Entry" and a label will be created. Print this label and attach it to the entry you will be mailing.


*Note: Make enough copies of the label to allow for one for the entry envelope and one for each example/issue (see page 7 for more instructions on mailed entries).*

**Labels must be created through the online administration tool;** the judges will enter their responses online according to the label you've affixed to the tearsheets.


The Entry has been saved.

**This Page is Your Official Entry Form.**

**Entry Details:**  
 Media Organization: **INA News (inn)**  
 Title or Headline: **Best Editorial Page**  
 Division: **Editorial**  
 Category: **E1 Best Editorial Page(s)**  
 Entry Code: **inn01**  
 Credits: **Staff**  
 Entry made by **INA News, Contestant** on **2015-08-26 12:07:12**  
 Comment: **2/23/15, 7/13/15, 11/4/14**



**DO NOT HIT YOUR BACK BUTTON**

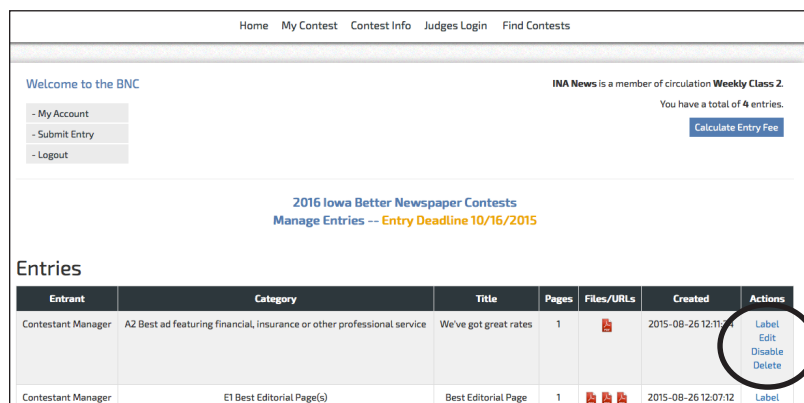


**Submit Another Entry**  
 or [Manage Entries](#) | [Logout](#)

## 7. Continue this process until all entries have been submitted. Then select “Manage Entries.”

## 8. Review your entry list

In the list of entries on the “Manage Entries” page, the Actions column at the far right contains four links: “Label,” “Edit,” “Disable” and “Delete.”



Home My Contest Contest Info Judges Login Find Contests

Welcome to the BNC INA News is a member of circulation Weekly Class 2. You have a total of 4 entries. [Calculate Entry Fee](#)

2016 Iowa Better Newspaper Contests  
Manage Entries -- [Entry Deadline 10/16/2015](#)

Entries

Entrant	Category	Title	Pages	Files/URLs	Created	Actions
Contestant Manager	A2 Best ad featuring financial, insurance or other professional service	We've got great rates	1		2015-08-26 12:11:54	<a href="#">Label</a> <a href="#">Edit</a> <a href="#">Disable</a> <a href="#">Delete</a>
Contestant Manager	E1 Best Editorial Page(s)	Best Editorial Page	1		2015-08-26 12:07:12	<a href="#">Label</a>

“Label” displays the entry label associated with that entry. You won’t need the label for an electronic entry, but you can use this link to update the label if you edit an entry that is being mailed to the INF, or if you need to reprint the label.

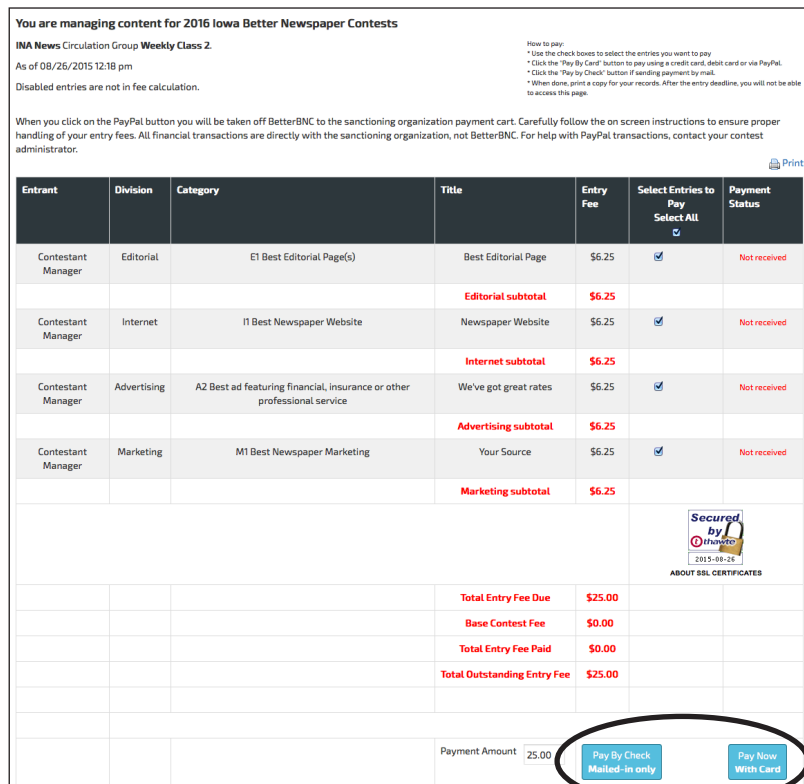
“Edit” lets you view and change information in the entry form. If you change an entry in a mailed category, you’ll need to display and reprint the label for that entry. You will not be able to edit an entry after the entry deadline has passed.

“Disable” essentially removes that entry from the contest, although you’ll still see it in a separate “Disabled Entries” list. Use this function if you want to make an entry inactive without deleting it completely.

“Delete” removes that entry completely; this action cannot be undone.

“Enable” will appear in place of “Disable” once you’ve disabled an entry. By clicking “Enable,” you can restore a previously disabled entry, if desired.

## 9. Calculate Entry Fees



You are managing content for 2016 Iowa Better Newspaper Contests  
INA News Circulation Group Weekly Class 2.  
As of 08/26/2015 12:18 pm  
Disabled entries are not in fee calculation.

When you click on the PayPal button you will be taken off BetterBNC to the sanctioning organization payment cart. Carefully follow the on screen instructions to ensure proper handling of your entry fees. All financial transactions are directly with the sanctioning organization, not BetterBNC. For help with PayPal transactions, contact your contest administrator.

How to pay:  
\* Use the check boxes to select the entries you want to pay  
\* Click the "Pay By Card" button to pay using a credit card, debit card or via PayPal.  
\* Click the "Pay by Check" button if sending payment by mail.  
\* When done, print a copy for your records, after the entry deadline, you will not be able to access this page.

Print

Entrant	Division	Category	Title	Entry Fee	Select Entries to Pay	Payment Status
Contestant Manager	Editorial	E1 Best Editorial Page(s)	Best Editorial Page	\$6.25	<input checked="" type="checkbox"/>	Not received
			<b>Editorial subtotal</b>	<b>\$6.25</b>		
Contestant Manager	Internet	I1 Best Newspaper Website	Newspaper Website	\$6.25	<input checked="" type="checkbox"/>	Not received
			<b>Internet subtotal</b>	<b>\$6.25</b>		
Contestant Manager	Advertising	A2 Best ad featuring financial, insurance or other professional service	We've got great rates	\$6.25	<input checked="" type="checkbox"/>	Not received
			<b>Advertising subtotal</b>	<b>\$6.25</b>		
Contestant Manager	Marketing	M1 Best Newspaper Marketing	Your Source	\$6.25	<input checked="" type="checkbox"/>	Not received
			<b>Marketing subtotal</b>	<b>\$6.25</b>		
			<b>Total Entry Fee Due</b>	<b>\$25.00</b>		
			<b>Base Contest Fee</b>	<b>\$0.00</b>		
			<b>Total Entry Fee Paid</b>	<b>\$0.00</b>		
			<b>Total Outstanding Entry Fee</b>	<b>\$25.00</b>		
			Payment Amount	25.00	<a href="#">Pay By Check Mailed-in only</a>	<a href="#">Pay Now With Card</a>

Secured by 2015-08-26  
ABOUT SSL CERTIFICATES

Once you’ve submitted and uploaded all of your entries, you will need to complete the entry process by tallying your entries and the total entry fee due. From the “Manage Entries” page, select “Calculate Entry Fee.”

On the Entry Fee Calculation page, you will see a breakdown of all of the entries that are being submitted for your newspaper. The total entry fee will be displayed here.

**Please print this page and submit to INF.** If you are sending any hard copy entries or a check payment to the INF, include this page with your shipment. Otherwise, fax to 1-866-593-7406 or email to [inf@inanews.com](mailto:inf@inanews.com).

Check the “Select Entries to Pay” box for each entry you are submitting. If you would like to pay your contest entry fee online, click on the “Pay Now with Card” button. If you will be mailing payment to the INF, click the “Pay by Check” button.



## 10. Submit online payment

The screenshot shows a payment interface with two main sections. The top section is titled "Pay with PayPal - The faster, safer way to pay" and includes a "Pay now" button with a "CHECK OUT WITH PayPal" logo. Below this is an "OR-" separator. The bottom section is titled "Pay later" and features a "PayPal CREDIT" logo. Text below the logo states: "No Payments + No Interest if paid in full in 6 months on purchases of \$99+ Subject to credit approval. See terms". The second section, "Pay with credit or debit card", contains a "Card number" input field, logos for Discover, Visa, MasterCard, and American Express, and an "Expiration date" field with "mm" and "yy" sub-labels. A "Pay Now" button is at the bottom of this section.

If you chose to submit your entry fee payment online, you will have the option of entering credit card information directly through the contest website or through PayPal.

### Complete the payment process.

To pay by check, mail your check payment along with a printed copy of the Entry Fee Calculation Page to:

Iowa Newspaper Foundation  
319 East 5th Street  
Des Moines, IA 50309

## 11. Preparing mailed entries

If you are submitting hard copy entries (for applicable categories only - see list below), labels must be printed from the online administration tool (see #6 above).

Make enough copies of each label so there is one label for the envelope and one label for each example/issue.



**For categories that allow hard copy entries, examples/issues must be individually tagged and placed in an envelope. The envelope must also have an entry tag. Only entry tags printed through the BetterNewspaperContest.com online administration site will be accepted. Place all envelopes in a mailing box or larger envelope prior to mailing.**

### Categories for which hard copy entries may be submitted:

Best Special Section (Editorial)

Best Headline Writing

Best Special Section (Advertising)

Total Newspaper Design **\*\*Entries for Total Newspaper Design must be submitted hard copy**