



# 2011 PRINT QUALITY CONTEST

## About the contest:

This annual contest is designed to provide each newspaper entrant with an objective opinion on how your newspaper's print quality stacks up against other newspapers of your size.

**There is no cost to enter this contest.**



## Eligibility:

The Print Quality Contest is open to all DAILY newspapers. You do not need to be a PNNA-member to enter.

## Divisions:

**Daily Division A:** 25,001 & Above

**Daily Division B:** 25,000 & Below

One 1<sup>st</sup> place and one 2<sup>nd</sup> place plaque award will be given in each division.

## What you should submit:

Each newspaper entrant is to mail five copies (no inserts) of issue printed on:

**Wed., Sept. 21, 2011**

## Judging criteria:

Each newspaper will be evaluated by three independent judges and will be rated on the following:

- 1) black ink density and laydown
- 2) half-tone and color separation quality
- 3) color registration
- 4) page alignment and page count
- 5) overall print appearance

At the end of the contest you will receive the judges evaluation forms on your newspaper.

## Winner Announcements:

Winners will be announced in January 2012.

## Questions?

For clarification of contest rules, contact Terri Vanderveer, Contest Coordinator at [terri@cnpa.com](mailto:terri@cnpa.com) or call (916) 288-6020.

**Postmark Deadline:  
Fri., October, 21, 2011**

## 2011 PRINT QUALITY CONTEST ENTRY FORM

Circulation division:  **Division A:** 25,001 & Above  **Division B:** 25,000 & Below

Newspaper: \_\_\_\_\_

City: \_\_\_\_\_

Submitted by: \_\_\_\_\_

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

Phone: \_\_\_\_\_

Please mail five issues (no inserts) printed on:  
**Wed., Sept. 21, 2011**

### Mail to:

Harvey R. Levenson, Ph. D  
Department Head  
Graphic Communication Dept. (Bldg. 26)  
Cal Poly State University  
San Luis Obispo, CA 93407

**Postmark Deadline: Fri., October, 21, 2011**

Attach this entry form to the top of your entry packet.