

★ Presentation Folders/ Portfolios & Binders

Entries submitted with inserts will be judged as a unit.

**A01 Presentation Folders/
Portfolios** (1, 2, or 3 colors)

**A02 Presentation Folders/
Portfolios** (4 or more colors)

A03 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

**B01 Brochures & Broadsides,
Small** (1, 2, or 3 colors)

Piece that is folded from a sheet 11x17in. or smaller and is not stapled or bound.

B02 Brochures & Broadsides, Large

Piece that is folded from a sheet larger than 11x17 in. not stapled or bound.

B03 Booklets (1, 2, or 3 colors)
72 pages or fewer bound

(no case bound).

B04 Booklets (4 or more colors, printers with 20 or fewer employees) 72 pages or fewer bound (no case bound).

B05 Booklets (4 or more colors, printers with 21-100 employees) 72 pages or fewer bound (no case bound).

B06 Booklets (4 or more colors, printers with 101 or more employees) 72 pages or fewer bound (no case bound).

B07 Booklets (4 or more colors, creative companies, agencies) 72 pages or fewer bound (no case bound).

B08 Flyers (1, 2, or 3 colors)
Flyers are a single, flat sheet printed one or two sides.

B09 Flyers (4 or more colors)
Flyers are a single, flat sheet printed one or two sides.

B10 Booklet or Brochure 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

C01 Product/Service Catalogs (1, 2, or 3 colors)

For consumer, business, specialized markets, art exhibits, museums, schools, colleges, universities, or service-providing commercial firms.

C02 Product Catalogs

(4 or more colors, printers with 20 or fewer employees)
For consumer, business, and specialized markets.

C03 Product Catalogs

(4 or more colors, printers with 21-100 employees)
For consumer, business, and specialized markets.

C04 Product Catalogs

(4 or more colors, printers with 101 or more employees)
For consumer, business, and specialized markets.

C05 Product Catalogs

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

C06 Service Catalogs

(4 or more colors, printers with 20 or fewer employees) Specifically for art exhibits, museums, schools, colleges, universities, as well as service-providing commercial firms.

C07 Service Catalogs

(4 or more colors, printers with 21-100 employees) Specifically for art exhibits, museums, schools, colleges, universities, as well as service-providing commercial firms.

C08 Service Catalogs

(4 or more colors, printers with 101 or more employees) Specifically for art exhibits, museums, schools, colleges, universities, as well as service-providing commercial firms.

C09 Service Catalogs

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

C10 Product/Service Catalogs

(Cover-sheetfed; Interior-web)

★ Books, Book Jackets & Diaries

D01 Juvenile Books

Does not include school textbooks.

**D02 Hard-Cover Trade Books,
Journals & Other Books**

Scientific, professional, fiction or non-fiction; hard cover only.

D03 Soft-Cover Books

D04 School Textbooks
Elementary through college.

D05 School Yearbooks

D06 Book Jackets
Submit jacket with book. Only the book jacket will be judged.

D07 Novelty Books

That which is new and unusual.

D08 Diaries & Desk Calendars

D09 Art Books (1, 2, or 3 colors)
"Coffee-table" books devoted to the reproduction of art, photography, or artistic collections only.

D10 Art Books (4 or more colors)

"Coffee-table" books devoted to the reproduction of art, photography, or artistic collections only.

D11 Cookbooks

Culinary topics and food preparation.

★ Magazines & Magazine Inserts

**E01 Fashion/Popular Culture
Magazines** (printers with 100 or fewer employees) Focused on fashion, health, and popular culture.

**E02 Fashion/Popular Culture
Magazines** (printers with 101 or more employees) Focused on fashion, health, and popular culture.

**E03 Architectural/Art/Travel/
Other Magazines** (printers with 100 or fewer employees)

**E04 Architectural/Art/Travel/
Other Magazines** (printers with 101 or more employees)

E05 Magazines (Cover-sheetfed; Interior-web)

E06 Magazine Inserts

E07 Magazine Series

Entries 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.

★ Internal Communication Pieces

**F01 Internal Communication
Pieces** (1, 2, or 3 colors)

**F02 Internal Communication
Pieces** (4 or more colors)

★ Newsletters

G01 Newsletters
(For-Profit Organizations)

G02 Newsletters
(Association/Non-Profit Organizations)

★ Business & Annual Reports

H01 Business & Annual Reports (1, 2, or 3 colors)

H02 Business & Annual Reports (4 or more colors, printers with 20 or fewer employees)

H03 Business & Annual Reports (4 or more colors, printers with 21 -100 or employees)

H04 Business & Annual Reports (4 or more colors, printers with 101 or more employees)

H05 Business & Annual Reports (4 or more colors, creative companies/agencies)

★ Point-of-Purchase Materials

**I01 Point-of-Purchase Materials
Large** Includes any large in-store promotional materials such as floor displays or large hanging displays.

I02 Point-of-Purchase Materials

Small Includes any in store promotional materials such as take-one, counter cards, shelf displays, etc.

★ Posters, Art Prints & Other Art Reproductions

J01 Posters Wall posters, truck or window posters, car cards, or calendar posters intended for use as promotion or decoration.

J02 Art Prints Reproductions of fine art intended for use as decoration, no books or brochures, see D09 or D10.

★ Cards

K01 Cards

Christmas cards, greeting cards, postcards, and bank notes.

★ Invitations & Programs

L01 Invitations (1, 2, or 3 colors)

L02 Invitations (4 or more colors)

L03 Programs (1, 2, or 3 colors)

L04 Programs (4 or more colors)

★ Calendars

M01 Calendars Calendars designed to be posters may be entered in both category M and category J, Posters. Desk Calendars should be entered in category D08.

★ Digital Printing

**N01 Digital Printing-Brochures &
Booklets** 72 pages or less, bound (no case bound).

**N02 Digital Printing-Juvenile
Books** Does not include textbooks.

**N03 Digital Printing-Novelty
Books** That which is new and unusual.

N04 Digital Printing-Cookbooks
Books that are devoted to culinary topics and food preparation.

N05 Digital Printing Packaging
High Quality packaging on a variety of formats and materials on digital presses.

Ⓢ **N06 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 brief description (a sentence or two) of the project, the system, and technique used. Entries submitted without an accompanying description will be disqualified.

Ⓢ **N07 Campaign** Entry must include multiple pieces produced for 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