AWARD CATEGORIES

Presentation Folders/ Portfolios

A01 Presentation Folders/ Portfolios

Brochures & Booklets

B01 Brochures, Small
Piece that is folded from a sheet 11x17in. or smaller, not stapled or bound.

B02 Brochures, Large
Piece that is folded from a sheet larger than 11x17in. not stapled or bound.

B03 Booklets, Small
72 pages or fewer bound (no case bound).

B04 Booklets (no case bound).

B05 Brochures/Booklets
(Creative companies, agencies).

B06 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) For consumer, business, and specialized markets.

C03 Service Catalogs
(4 or more colors) Specifically for art exhibits, museums, schools, colleges, universities, as well as service-providing commercial firms.

C04 Product/Service Catalogs
(Creative companies/agencies) For consumer, business, and specialized markets.

C05 Product/Service Catalogs
(Cover-sheetfed; Interior-web)

Books, Book Jackets & Diaries

D01 Juvenile Books
Does not include school textbooks

D02 HardCover Trade Books, Journals & Other Books
Scientific, professional, fiction or non-fiction; hard cover only.

D03 Soft-Cover Books

D04 School Yearbooks

D05 Novelty Books
That which is new and unusual.

D06 Diaries & Desk Calendars

D07 Art Books "Coffee-table" books devoted to the reproduction of art, photography, or artistic collections only.

Magazines & Magazine Inserts

Qualifies as a magazine because it's subscription based

E01 Fashion/Popular Culture Magazines
Focused on fashion, health, and popular culture.

E02 Architectural/Art/Travel/ Other Magazines

E03 Magazines-Sheetfed

E04 Magazines-Heatset Web

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.

Newsletters

F01 Newsletters

Business/Annual Reports

G01 Business/Annual Reports

G02 Business/Annual Reports
(4 or more colors, creative companies/agencies)

Point-of-Purchase Materials

I01Point-of-Purchase Materials, Small
Includes any in store promotional materials such as take-one, counter cards, shelf displays, etc.

I02 Point-of-Purchase Materials, Large
Includes any large in-store promotional materials such as floor displays or large hanging displays. Too large to ship? Call 323.728.9500.

Posters & Art Prints

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. See D07

Cards

K01 Cards
Christmas cards, greeting cards, postcards, thank you cards, blank cards, etc.

K02 Trading Cards
Sports, games, collectibles, etc.

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 D06.

Digital Printing

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

N02 Digital Printing-Catalogs

N03 Digital Printing-Juvenile Books Does not include textbooks.

N04 Digital Printing-Novelty Books
That which is new and unusual.

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

N06 Digital Printing-Labels

N07 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.

Finishing Techniques

O01 Foil Stamping

O02 Embossing/Debossing

O03 Foil Stamping, Embossing/ Debossing Combo

O04 Digital Enhancement Printing

O05 Die cuts & Pop-Ups

O06 Specialty Inks or Coatings, Fragrances, or "Invisible" Printing Inks

Entry must provide a description of the technique.

O07 Folding
A piece which demonstrates the following characteristics: squareness, lineup consistency, and lack of cracking and wrinkles, gussets, smudging, marking, and scuffing. Examples of entries include gatefolds, miniature folding, map folding, special, unique, or difficult folds.

Entry must provide a description of the technique.

O08 Binding
Includes adhesive binding (perfect binding, notch binding, Smythe-sewn glued covers, side wire stitched glued-on covers), case binding (pages are arranged in signatures, sewn together and hardcovers are attached), and mechanical binding (single or double wire, Plasticoil, and plastic binding).

O09 Other Special Finishing Techniques
Includes hand work or any other finishing technique not covered in the categories above.

Alternative Printing Methods

P01 Hi-Fidelity Printing

P02 Stochastic Printing

P03 Screen Printing

P04 Direct-to-Garment

P05 Dye Sublimation

P06 Embroidery

P07 Direct-to-Film

P08 Vinyl Cut

P09 Lenticular

P10 3D Printing

P11 Letterpress

P12 Gravure Printing

P13 Inkjet Printing

Stationery & Office Materials

Q01 Letterhead

Q02 Business Cards

Q03 Envelopes
Includes all sizes of envelopes.

Q04 Stationery Packages
Includes letterhead, envelopes, and business cards.

Packaging/Labels

For digitally printed packages, see N05

R01 Cartons, Containers, Boxes, & Totes
Include single cartons and containers or an integrated series. Integrated series should be entered as a single unit with one entry fee.

R02 Media Packaging
Record covers, DVDs, Blu-Ray discs, video games.

R03 Labels & Wraps-Cut & Stack, Sheetfed Offset
Includes single labels and wraps or an integrated series. It is strongly recommended that the label submitted is stuck to the actual product. Integrated series should be entered as a single unit with one entry fee.

R04 Labels and Wraps-Roll-Fed Offset Products/Pressure-Sensitive
Includes single labels and wraps or an integrated series. It is strongly recommended that the label submitted is stuck to the actual product. Integrated series should be entered as a single unit with one entry fee.

R05 Flexographic Printing
Includes narrow-web labels and wraps, rolled products, pressure-sensitive, wide-web process, and wide-web line.

R06 LABELS DIGITAL PRINTING

Environmental

S01 Environmentally Sound
Entries must include at least two of the following: Recycled papers, Soy or vegetable-based inks, direct-to-plate, aqueous coating, energy-curable inks and coatings, other environmentally sound products not mentioned above.

Submit a paragraph describing the materials and processes used. Entries submitted without an accompanying description will be disqualified.

Web Press Printing

T01 Web Press Printing
(Coated paper)

T02 Web Press Printing
(Uncoated paper)

Self-Promotion

U01 Self-Promotion

Marketing/Promotional Materials

Entries for V01 through V06 must include more than one piece. Entrant should have printed substantial parts of the finished package. Individual pieces should be placed in an envelope.

V01 Promotional Campaigns, Business-to-Business
A coordinated effort to promote a business, product, or service that
may or may not use mail as a means of distribution.

V02 Promotional Campaigns, Consumer
A coordinated effort to promote a business, product, or service that
may or may not use mail as a means of distribution.

V03 Direct Mail Campaigns, Business-to-Business
Uses mail as its exclusive means of distribution; objective is to promote to another business.

V04 Direct Mail Campaigns, Consumer
Uses mail as its exclusive means of distribution; objective is to entice the consumer to purchase.

V05 Cross-Media Promotion
Entries must show a combination of involvement in at least three areas of a broad spectrum of creative services. Campaign must include print plus any combination of collateral, website, information architecture, interior or exterior design, construction, programming, video production, photography, flash marketing presentations, and/or online marketing campaigns ("OMC"). Entries are judged on overall quality and consistency in cross-media compliance and identification.

Entries submitted without an accompanying description will be disqualified.

V06 Media Kits
A single package of promotional or informational materials packed into a folder or carrier for distribution.

Specialty Printing

W01 Large-Format Printing
Includes materials in one or more colors with at least one dimension measuring in excess of 60 inches. Submit with a paragraph describing the production process used. If possible, please ship entries in a manner that does not compromise the piece (if the item is too large to ship flat, roll and package accordingly; folding often damages the piece so that judges do not have an accurate sense of the piece).

Entries submitted without an accompanying description will be disqualified.
Too large to ship? Call 323.728.9500.

W02 Industrial Printing
Includes using print technologies within the process of manufacturing, referring to a procedure whereby ink or another substance is printed onto a product for a functional purpose. Examples included metal decorating, printing on textiles, fabrics, or vinyl.

W03 Decorative Printing
Wallpaper, wrapping paper.

W04 Functional Printing
This refers to the ability of a printed substrate to perform a function. Examples include bottle caps, printed electronics and RFID, highway/street signs, building signs, circuit boards, and PPE's.

W05 Miscellaneous Specialties-Other
Materials that do not fit the criteria for any other category. Example: banners, menus, matchbooks, maps, playing cards, decals, metal decorating, printing on textiles, fabrics, or vinyl and hologram items. Submit entry and a paragraph describing materials and processes employed.

Entries submitted without an accompanying description will be disqualified.

Special Innovation Awards

X01 Special Innovation-Printing
Entries in this category must be submitted with a statement as to why the piece is innovative.

Entries submitted without an accompanying description will be disqualified.

X02 Special Innovation-Other
Entries in this category must be submitted with a statement as to why the piece is innovative and why it was a solution to the client.

Entries submitted without an accompanying description will be disqualified.

Community Service

Y01 Community Service
Includes printed pieces that benefit/impacts the community or an organization.

The entry must include a paragraph describing why your company chose to print this piece.

They Said It Couldn't Be Done

SAX They Said It Couldn't Be Done
This category is for printers who exceed limitations and expectations when tackling the numerous challenges faced on the toughest jobs. Entries must include a copy of the finished piece, and a paragraph describing the challenges of the job and how they were overcome.

Entries not containing all required elements will be disqualified.

All entries become the property of Print Creative Alliance, formally PIA:VMA and are not returnable. Entry constitutes approval for promotional use by Print Creative Alliance.

Entries showing this icon have special requirements. Please add a brief description (50-500 words maximum) of the project, processes, and materials used to produce the entry. Please follow all requirements carefully. Entries not containing all requirements will be disqualified.