

★ 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

Elementary through college.

D04 School Textbooks

Elementary through college.

D05 School Yearbooks

Submit jacket with book. Only the book jacket will be judged.

D06 Book Jackets

That which is new and unusual.

D07 Novelty Books

That which is new and unusual.

D08 Diaries & Desk Calendars

"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

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

produced by another process. Entry must include a paragraph or brief description of the project and the process used to produce the entry. Entries submitted without an accompanying description will be disqualified.

★ Finishing Techniques

O01 Foil Stamping

O02 Digital Enhancement Printing

O03 Embossing/Debossing

O04 Die cuts & Pop-Ups

!O05 Specialty Inks or Coatings, Fragrances, or "Invisible" Printing Inks

Entry must provide a description of the technique.

!O06 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.

O07 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).

O08 Other Special Finishing Techniques

Includes stitching, gluing, hand work, or any other finishing technique not covered in the categories above.

★ Alternative Printing Methods

P01 Hi-Fidelity Printing

Print using more than 4 colors in halftone areas to enhance images and graphics.

P02 Stochastic Printing

★ Directories & Source Books

Q01 Directories & Source Books

Publications listing names, addresses, etc., of individuals or companies.

★ Stationary & Office Materials

R01 Letterhead

R02 Business Cards

R03 Envelopes

Includes all sizes of envelopes.

R04 Stationery Packages (1, 2, or 3 colors)

Includes letterhead, envelopes, and business cards.

R05 Stationery Packages (4 or more colors)

Includes letterhead, envelopes, and business cards.

★ Environmentally Sound

!S01 Environmentally Sound

Entries must 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 employed. Entries submitted without an accompanying description will be disqualified.

★ Packaging/Labels

T01 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.

T02 Media Packaging

Record covers, DVDs, Blu-Ray discs, video games

T03 Labels & Wraps-Cut & stack, sheetfed

Includes single labels and wraps or an integrated series. It is strongly recommended that the entry be submitted adhered to the actual product. Integrated series should be entered as a single unit with one entry fee.

T04 Labels and Wraps-Rolled products/pressure-sensitive

Includes single labels and wraps or an integrated series. It is strongly recommended that the entry be submitted adhered to the actual product. Integrated series should be entered as a single unit with one entry fee.

T05 Flexographic Printing

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

★ Print/Graphic Arts Self-Promotion

U01 Print/Graphic Arts Self-Promotion

(Printers with 20 or fewer employees)

U02 Print/Graphic Arts Self-Promotion

(Printers with 21 - 100 employees)

U03 Print/Graphic Arts Self-Promotion

(Printers with 101 or more employees)

U04 Print/Graphic Arts Self-Promotion

(Prepress companies, finishing, advertising, and other graphic arts firms)

U05 Print/Graphic Arts Self-Promotion

(Associations/ Non-Profit Organizations)

★ Web Press Printing

V01 Web Press Printing

(Coated paper)

V02 Web Press Printing

(Uncoated paper)

★ Marketing/Promotional Materials

Entries for W01 through W05 must include more than one piece. Entrant should have printed

substantially all parts of the finished package. Individual pieces should be placed in an envelope.

W01 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.

W02 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.

W03 Direct Mail Campaigns, Business-to-Business

Uses mail as its exclusive means of distribution; objective is to promote to another business.

W04 Direct Mail Campaigns, Consumer

Uses mail as its exclusive means of distribution; objective is to entice the consumer to purchase.

W05 Media Kits

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

W06 Single Promotional Self-Mailer

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").

!W07 Cross-Media Promotion

Entries are judged on overall quality and consistency in cross-media compliance and identification. Entries submitted without an accompanying description will be disqualified.

★ Specialty Printing

!X01 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.

X02 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.

X03 Decorative Printing

Wallpaper, wrapping paper.

X04 3D Printing

Piece should be produced on a 3D printer.

X05 Functional Printing

This refers to the ability of a printed substrate to perform a function. Examples include bottle caps, printed electronics and RFID, highway signs, measuring tape, circuit boards, and PPE's.

!X06 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, holograms, and silk-screened items. Submit entry and a paragraph describing materials and processes employed. Entries submitted without an accompanying description will be disqualified.

★ Special Innovation Awards

!Y01 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.

!Y02 Special Innovation-Other

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.

★ 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 paragraph describing the challenge of the job and how they were overcome. Entries not containing all required elements will be disqualified.

All entries become the property of PIASC and are not returnable. Entry constitutes approval for promotional use by PIASC.

! 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.