

AWARD CATEGORIES

PRESENTATION FOLDERS/ PORTFOLIOS

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

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

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 Booklets

(Creative companies, agencies) (no case bound).

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 Product Catalogs

(Creative companies/agencies)

For consumer, business, and specialized markets.

C04 Service Catalogs

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

C05 Service Catalogs

(Creative companies/agencies) Specifically for art exhibits, museums, schools, colleges, universities, as well as service-providing commercial firms.

C06 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 Yearbooks

D05 Novelty Books

That which is new and unusual.

D06 Diaries & Desk Calendars

D07 Art Books

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

D08 Art Books (4 or more colors)

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

MAGAZINES & MAGAZINE INSERTS

**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

(1, 2, or 3 colors)

G02 Business/Annual Reports

(4 or more colors)

G03 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. Too large to ship? Call 323.728.9500.

**I02 Point-of-Purchase Materials,
Small**

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

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 D08.

CARDS

K01 Cards

Christmas cards, greeting cards, postcards, and blank cards.

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-Novelties Books

That which is new and unusual.

N06 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.**

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.

NEW!
**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**

**STATIONERY
& OFFICE
MATERIALS**

- Q01 Letterhead**
- Q02 Business Cards**
- Q03 Envelopes**
Includes all sizes of envelopes.
- Q04 Stationery Packages**
(1, 2, or 3 colors) Includes letterhead, envelopes, and business cards.
- Q05 Stationery Packages**
(4 or more colors) Includes letterhead, envelopes, and business cards.

**PACKAGING/
LABELS**

- 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**
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.
- R04 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.
- R05 Flexographic Printing**
Includes narrow-web labels and wraps, rolled products, pressure-sensitive, wide-web process, and wide-web line.

ENVIRONMENTAL

- !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 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 V05 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.

- 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 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 PIA and are not returnable. Entry constitutes approval for promotional use by PIA.

- !** 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.