

MINNESOTA NEWSPAPERS

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MINNESOTA NEWSPAPER ASSOCIATION 2022 AD DESIGN CONTEST

1ST **\$250** 2ND **\$150** 3RD **\$100**

MN Readership Survey: Newspaper's Multi-Platform Relevance

The results are in, and the message resonates far and wide. Minnesota newspapers continue to have extraordinary reach in both print and digital formats! Using the primary readership data points from the Coda Ventures conducted survey, contest participants will design and submit a broadsheet, a tabloid and a small space print ad that tells the story of newspaper's readership strength and dominance.

MNA Advertising + Digital Media Committee members will choose their favorite ads and submit a vote online. Winners will receive a monetary prize, and the top submission will be available for promotional use in a statewide relevance awareness ad campaign being coordinated by the MNA in mid-2022!

CONTEST RULES

Submitted entries should consist of a 'three ad series' in the following print ad formats:
One (1) 10"W x 16"H, full color; One (1) 9"W x 9"H, full color; One (1) 3.5"W x 4"H, black & white.

All entries must be submitted via email to advertising@mna.org as PDF files. The submission deadline is March 31. Newspapers may submit unlimited entries, but each should be submitted by different newspaper employees. All entries will be posted on the MNA website, with online voting taking place from April 4 - 6.

Winning entries will be chosen by the MNA Advertising + Digital Media Committee members. All members will be allowed to cast one vote during the open voting period. Winners will be announced on April 7 in the MNA Bulletin and at MNA.org. Checks will be mailed directly to the winners at the conclusion of the contest.

ENTRY SUBMISSION DEADLINE: March 31, 2022