



MINNESOTA NEWSPAPER ASSOCIATION

2023 AD DESIGN CONTEST

1ST **\$100** 2ND **\$50**

MN Readership Survey: Newspaper's Multi-Platform Relevance

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 print ad and digital display ad which tells the story of newspaper's readership strength and dominance. Survey data can be found at <https://mna.org/readership-survey>.

MNA members will have the opportunity to choose their favorite ads and submit a vote in-person at the MNA Annual Newspaper Convention being held January 26-27, 2023. All submissions will be made available for promotional use beginning in early February.

CONTEST RULES

Submitted entries should consist of a 'two ad series' in the following formats:

- One (1) 5"W x 10"H, full color print ad
- One (1) 350 x 250 pixel, full color digital display ad

All entries must be submitted via email to advertising@mna.org as PDF files. The submission deadline is January 18. Newspapers may submit unlimited entries, but each should be submitted by different newspaper employees. All entries will be posted at the MNA Annual Newspaper Convention, with voting taking place in-person.

All members attending the convention will be allowed to cast one vote during the open voting period. Winners will be announced on January 27 at the Friday luncheon. Cash prizes will be awarded in-person or checks will be mailed directly shortly after the conclusion of the Convention.

ENTRY SUBMISSION DEADLINE: January 18, 2023