

10th Asia Media Awards 2011

held in conjunction with Publish Asia
27-29 April, Bangkok, Thailand

Award Categories

- Best in Print
- Best in Design
- Best in Editorial Content
- Best in Infographics
- Best in Photojournalism

www.wan-ifra.org/ama



10th Asia Media Awards 2011

WAN-IFRA Asia Media Awards aims to promote the highest publishing standards in the fields of newspaper and magazine design, infographics, printing, editorial content and photojournalism.

Hundreds of newspapers and magazines in Asia Pacific, South Asia and Middle East have taken part in the competition over the last ten years, establishing the Asia Media Awards as the most prestigious recognition of excellence for the news publishing industry in the region.

1. Best in Print

The Best in Print awards will be presented to newspapers deserving recognition for their excellence in standardised printing. The focus of the award is to show the ability of newspapers to print consistently high quality according to international standards (ISO 12647). This competition is open to newspapers.

1A. Weekday circulation below 150,000 copies

1B. Weekday circulation over 150,000 copies

Evaluation Criteria

The competition will evaluate the following parameters:

- Colour of newsprint (=Newsshade)
- Black Ink
- Dot gain and mid-tone spread CMY and CMYK
- Grey balance
- Conformity of the printed colour gamut with ISO 12647-3
- Colour register
- General printing quality

Guidelines & Instructions

Please visit www.wan-ifra.org/ama to download the full instructions

manroland

*Exclusive Best in Print Award Sponsor
for consecutive 10 years*

2. Best in Design

Newspaper and Magazine Overall Design

This award will be presented to entries whose overall design, originality and content have achieved levels of excellence deserving of recognition. Entries will be judged not only on design but on how design is used to project the contents. This includes the use of typography, photography, information graphics and colour. These categories (2A & 2B) are for overall design of the newspaper/magazine and not just single pages or sections.

2A. Newspaper Overall Design

2B. Magazine Overall Design

Newspaper Front Page and Magazine Cover Design

This award will be presented to entries that achieve powerful impact in the newspaper front page or magazine cover page. The judges will be looking for pages clearly showing a brilliant treatment of a scoop or unique take on a breaking or feature story, incorporated with captivating headline, creative design style and best use of photographs.

2C. Newspaper Front Page Design

2D. Magazine Cover Design

Eligibility

- Entry can be from a daily, weekly, monthly, bimonthly or quarterly circulation. Newspapers, can submit tabloid or broadsheet formats.
- Only one entry per newspaper/magazine will be accepted. However, if your company publishes more than one newspaper/magazine, you can submit one entry for each publication.
- The entry must have been published in 2010.



3. Best in Editorial Content

This award recognizes articles published in a newspaper's regular section or in a special section, that demonstrate high standards of reporting and writing for exploring a topic or issue of significance.

3A. Newspaper Breaking News Article

3B. Newspaper Feature Article

Eligibility

- "Newspaper breaking news article" (3A) honors entries that demonstrate excellence in covering a breaking news event under deadline pressure.
- "Newspaper feature article" (3B) recognizes an article or a series of articles that display high reporting and writing skills for presenting and explaining an event, personality or topic of significance.
- Only printed and circulated newspapers will be accepted.
- Entries must have been published in 2010.



4. Best in Infographics

This award aims to recognize excellence in design, usefulness and clarity of information conveyed in both breaking news and non-breaking news in newspaper and magazine infographics.

4A. Newspaper Infographics

4B. Magazine Infographics

Eligibility

- This category is for information graphics used in newspaper and magazine.
- Entry can be from a daily, weekly or monthly circulation in tabloid or broadsheet.
- Entry presenting any charted information, graphs, diagrams or maps with or without the use of illustration or photography.
- Only published information graphics will be accepted.
- The entry must have been published in 2010.

5. Best in Photojournalism

Compete with the very best in photography in the industry! This award is open to newspaper and wire service photographers as well as to freelancers working for these media, supplying work to either news, sports or feature agencies or providing content for websites affiliated with newspaper. The award will recognize the photographer's visual creativity (originality of perception and treatment), its ability to expand knowledge or understanding of an issue through an effective use of its medium and its technical skills.

5A. News Photography

Includes the coverage of general news events (for which advance planning was possible) as well as spot news events (for which no advance planning was possible). The possible element of risk implied in the shooting and/or the picture's timeliness will receive a special appreciation.

5B. Feature Photography

A picture or a series of up to five images related to one specific theme, depicting lifestyle or special interest news.

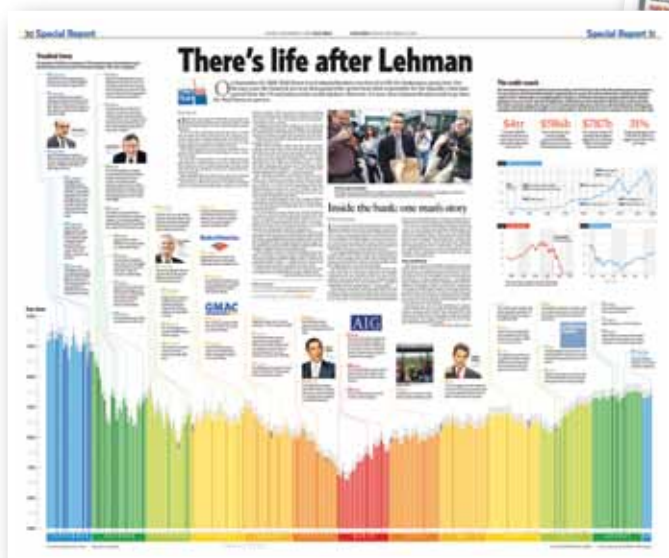
5C. Sports Photography

An image that captures the competitive spirit and tenacity of either an individual sportsman/sportswoman or the collective efforts of a team. Sports related feature picture other than game action such as crowd cheering, judges, and fans will also be recognized.



Eligibility

- All submitted photographs must be published in 2010.
- Photographers should be working in Asia Pacific, South Asia or Middle East.



Recognition of Excellence

All prize winners will be granted the exclusive usage of a special icon illustrative of their achievement and representing – for each category – the gold, silver and bronze awards. Winners will be entitled to display this distinctive WAN-IFRA recognition of excellence in their publication as well as in all their corporate communications or marketing materials.



Asian Digital Media Awards

The second Asian Digital Media Awards will feature categories such as Best in Online Media, Cross Media, Mobile Media, Online Content, eReader/ Tablet and Social Media.

The awards ceremony will be held in conjunction with the 3rd annual Digital Media Asia 2011 from 30 November – 2 December. Announcement of the entry registration will be made on 1 July 2011. For updates, please visit the website at www.wan-ifra.org/adma

Official publication



WAN-IFRA's magazine for the Asian newspaper industry, Asian Newspaper Focus (ANF), will be the Awards' official publication. Its May-June edition will include an exclusive coverage of the Asia Media Awards, featuring pictures of all winning entries. ANF reaches bi-monthly over 3000 publishing and media executives worldwide.

Publish Asia 2011



The 10th Asia Media Awards will be presented on 28 April at the annual newspaper publishers' conference and exhibition known as Publish Asia.

In its 11th year running, Publish Asia will gather hundreds of newspaper executives from Asia Pacific, South Asia and Middle East in Bangkok from 27 – 29 April 2011.

This 3 days event comprises of pre-event learning workshops, Newsroom Summit Asia, Printing Summit Asia, Advertising Summit Asia and an international exhibition for trends and practices in newspaper production.

www.publishasia.com

About WAN-IFRA



WAN-IFRA (www.wan-ifra.org), based in Paris, France, and Darmstadt, Germany, with subsidiaries in Singapore, India, Spain, France and Sweden, is the global organisation of the world's newspapers and news publishers. It represents more than 18,000 publications, 15,000 online sites and over 3,000 companies in more than 120 countries. WAN-IFRA Asia Pacific office, based in Singapore, helps to bring services such as trainings, events, consulting and publications closer to members in the region.

10th Asia Media Awards 2011

Submission Guidelines

General Guidelines For All Categories

Registration of entries accepted only online at
www.wan-ifra.org/ama,
starting from 14 January 2011

Submission deadline 28 February 2011

The details you fill in the registration form will be used on winning trophies, press releases, editorial write-up. Please check that you have written your company name, newspaper or magazine title/s correctly.

- The competition is open to all newspaper and magazine companies as well as freelance photographers in Asia Pacific, South Asia and the Middle East.
- All entries submitted must have been published in 2010.
- Unlimited entries can be submitted. Payment must accompany each entry.
- Winning entries will be called to present proof of printed publication/s, before announcement of awards.
- Entries will be not be returned to sender.
- An invoice will be generated, which will serve simultaneously as a confirmation of registration.
- We must receive your payment in total net amount for each submitted entry by 28 February 2011. Any bank charges to be borne by entrant companies. Incomplete payments will disqualify entrants from the competition.
- **All registration, payment and material must be received by 28 February 2011. There will be no extension granted on the deadline.**
- Follow the outlined entry and submission guidelines carefully to ensure that your entry is accepted. Entries that do not confirm to these rules will be disqualified.
- Participants must accord WAN-IFRA the full rights to retain and use free-of-charge multiple selected images from the contest for sole exclusive publication in any future books, exhibitions, WAN-IFRA publications, websites, educational and future promotional purposes.
- The judges' decisions are final.

Material Submission Guidelines for Best in Design

Categories:

- 2A. Newspaper Overall Design
- 2B. Magazine Overall Design
- 2C. Newspaper Front Page Design
- 2D. Magazine Cover Design

Submit one original full set copy of newspaper or magazine

Each entry must be accompanied by the Asia Media Awards (AMA) Entry Label, duly filled and clipped on each entry's material. AMA Entry Labels are available for download at www.wan-ifra.org/ama

Entries to be delivered at:
10th Media Awards 2011
WAN-IFRA Asia Pacific Pte Ltd
25 International Business Park
#04-110 German Centre
Singapore 609916

Material Submission Guidelines for Best in Editorial Content, Best in Infographics & Best in Photojournalism Categories:

Categories:

- 3A. Newspaper Breaking News Article
- 3B. Newspaper Feature Article
- 4A. Newspaper Infographics

- Entries for (3A) & (3B) must be supported with a written submission of up to 400 words explaining in a clear and concise manner the entry's context and specificity (topic covered, context, challenges, article's main qualities)
- The published page carrying the submitted entry should be sent in jpg or pdf format.
- Submit the entries via email to awardsasia@wan-ifra.org
- Each file size should not exceed 4mb. If the file size exceeds this requirement, the judges will not be able to open the file and the entry/s will automatically be disqualified.

Categories:

- 5A. News Photography
- 5B. Feature Photography
- 5C. Sports Photography

- Images submitted should be saved strictly in jpg format. The resolution should not exceed 300dpi.
- Submit the images via email to awardsasia@wan-ifra.org
- Each file size should not exceed 4mb. If the file size exceeds this requirement, the judges will not be able to open the file and the entry/s will automatically be disqualified.
- Entrant/s can submit photos in colour or black and white.
- For the News & Sports categories, entrant can submit strictly 1 photo only per entry.
- For the Feature category, entrant can submit for each entry 1 photo or a series of up to 5 related photos.

For enquires please contact:

Jen Teo: jen.teo@wan-ifra.org .
Tel: +65 6562 8440