

Spotlight your
company's editorial
achievements and
win the recognition
you deserve!

30 years of recognizing excellence
in specialized-content publishing...
...in print, online and beyond

Enter the SIPF Editorial Awards

EXCELLENCE . RECOGNITION . RESPECT .

ENTRY DEADLINE: APRIL 1, 2009



www.sipaonline.com/Foundation/editorial_awards.htm

Enter the SIPF Editorial Awards

ENTRY DEADLINE: **APRIL 1, 2009**

Enter your best editorial to earn:

- ✓ awards in nine content-based categories.
- ✓ \$500 David Swit Journalism prizes for first place.
- ✓ enhanced status within and outside the industry.
- ✓ recognition from fellow editors and publishers for a job well done.

Impress our judges with your prowess in the following content-based categories:

Best Spot-News or Exclusive Single-News Story – for a story that exemplifies the tradition of news reporting. Consideration will be given to the scope and detail of coverage in the story and the timeliness or “exclusive” value.

Best Investigative Reporting – to be awarded to a single story or series of stories that exemplifies the tradition of investigative reporting and exposes an abuse or condition that was generally unknown prior to publication.

Best Interpretive or Analytical Reporting – awarded to the best single story, series of stories or special report designed to provide in-depth insight or actionable benefit to your audience.

Best Instructional Reporting – awarded to the best story or series of stories that offer instruction or professional assistance to a particular reader segment.

Best Financial-Advisory Product – awarded to recognize overall editorial excellence of financial advisory content. (Provide four consecutive print issues or the URL(s) for content to be considered.)

Best Single-Topic Product – awarded for an editorial treatment that focuses on a particular subject or procedure. This entry will be judged on overall excellence, clarity, thoroughness and usefulness to the intended audience.

Best Reference Publication – awarded to a looseleaf binder or online product (excluding directories) for overall editorial excellence, thoroughness, clarity and usefulness to the intended audience.

Best Directory or Database – awarded to a directory or database for its ease of use, comprehensiveness and value-added content.

Best Interactive Content – awarded to the provider of specialized content in an electronic, print or developing technology platform. This award will be based on the techniques employed to involve the user, value of original content, ease of use to the audience and relevance to the niche community. Describe enhancements or changes made in 2008.



Spotlight your company's editorial achievements and win the recognition you deserve!



Eligibility

- Each submission must be accompanied by an entry fee of \$85 for SIPA members and \$125 for non-SIPA members.
- Submitted stories must have been published during calendar year 2008.
- Multiple entries within individual categories and in several separate categories are permitted. The following rules **MUST** be followed, or submissions will be declared ineligible. Every entry must:
 - Be made under separate cover;
 - Contain a separate entry form and cover letter;
 - Be accompanied by the appropriate entry fee, payable to SIPF. Checks must be drawn on a US bank in US dollars. Fees for multiple entries may be included in one check.

Judging

Judges selected by a committee of the Specialized Information Publishers Foundation will select the award winners. The final judging panel will include veteran publisher Helen Hoart (chair), along with at least two additional final judges. Judges and the SIPF awards committee have the right to determine entry eligibility and to transfer entries from one category to another. Judges may decide not to give awards in any particular category. Decisions of the judges are final.

How To Enter

STEP 1: Choose the category to enter.

Complete the entry form, clearly marking the specific category in which you wish to compete.

STEP 2: Provide a copy of the entry.

For print products: submit one copy of the item (story, directory, looseleaf or database piece) being nominated. Financial advisory publishers should provide four consecutive issues. For electronic entries: include the specific URL for the story, issue or database. If appropriate, also provide a print copy of the submission.

STEP 3: Make your pitch to the judges.

Each entry must include a cover letter explaining why the material is award-worthy. Include relevant background information such as:

- What was the genesis of the entry?
- What sources, documents and research were used?
- What were the entry's stated internal goals?
- Describe the entry's outcome/results.
- Were there follow-up stories?
- What unique, difficult or special circumstances surround the entry?
- How much time was spent on this project?
- What advice can you offer to others setting out to craft similar content?
- What kind of an impact does this entry have on your audience?
- For Interactive Content entries, please provide appropriate measurement metrics along with results.

STEP 4: Mail entries to:

Specialized Information Publishers Foundation
Editorial Awards
8229 Boone Blvd., Suite 260
Vienna, Virginia 22182

Questions? Call us at (800) 356-9302 or (703) 992-9339.

Enter the SIPF Editorial Awards

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SIPF 2009 Editorial Award Entry Form

Name of Publication Enclosed: _____

-OR-

Please go to to the following URL for the content being submitted: _____

Title of story/looseleaf/database/directory/content: _____

Name of Editor: _____

Please consider this entry in the category:

_____ Best Spot-News/Exclusive Single-News Story

_____ Best Single-Topic Product

_____ Best Investigative Reporting

_____ Best Reference Publication

_____ Best Interpretive or Analytical Reporting

_____ Best Directory or Database

_____ Best Instructional Reporting

_____ Best Interactive Content

_____ Best Financial-Advisory Product

*Enclosed is my entry fee:

No. of Entries _____ X \$85 per entry for SIPA members = \$ _____

No. of Entries _____ X \$125 per entry for non-SIPA members = \$ _____

Check enclosed Charge My Credit Card

Card #: _____

Expire Date: _____ Security Code: _____

Cardholder Name: _____

Signature: _____

Name of Entrant: _____

Name of Entering Company: _____

Street Address: _____

City/State/Province/Postal Code/Country: _____

Telephone: _____ E-mail: _____

*Signature of entrant or person entering submission on behalf of entrant:

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