

Trade, Association and Business Publications International presents:

# THE 2011 **TABBIES** CALL FOR ENTRIES



# THE 2011 TABBIES

## WHY ENTER?

### Recognition

Important for any journalist or writer seeking to advance in their profession.

### Esteem

Everyone wants credit for a job well done, especially when it comes from their peers.

### Camaraderie

As an international community of editors, we have much to learn from each other.

### Respect

Judges culled from suggestions of regional groups across the world.

### Acknowledgement

Selected work will be featured on the TABPI website, and plaques or certificates are sent to winners.

## { DESIGN CATEGORIES }

### 1. FEATURE DESIGN

Submit one complete in-depth feature article that appeared in a single issue.

### 2. FRONT COVER, DIGITAL IMAGERY

Submit one cover with a computer-generated or digitally modified image as the central focus. Place covers in clear acetate protectors, do not submit entire issue.

### 3. FRONT COVER, ILLUSTRATION

Submit one cover with an illustration as the central focus. Place covers in clear acetate protectors, do not submit entire issue.

### 4. FRONT COVER, PHOTOGRAPH

Submit one cover with one or more photographic images as the central focus. Original or stock photography may be used. Place covers in clear acetate protectors, do not submit entire issue.

### 5. FRONT COVER, SPECIAL ISSUE

Submit one non-standard issue's cover (such as buyers guide, special report, directory). Place covers in clear acetate protectors, do not submit entire issue.

### 6. OPENING PAGE OR SPREAD

Submit one example of an opening page or opening spread from a feature article.

### 7. TABLE OF CONTENTS

Submit one issue's table of contents page or pages.

## { EDITORIAL CATEGORIES }

### 8. BEST SINGLE ISSUE

Submit one complete regular issue.

### 9. DEPARTMENT

Submit two separate examples of any regular department that appears at least four times per year.

### 10. EDITOR'S COLUMN

Submit one signed editorial, written by a full-time staff member.

### 11. FEATURE ARTICLE

Submit one complete in-depth feature article that appeared in a single issue.

### 12. FOCUS/PROFILE ARTICLE

Submit one article that focuses on a reader, individual, or company within the magazine's covered industry.

### 13. HOW-TO ARTICLE

Submit one complete how-to article. Entries should focus on how to solve a problem, not simply cover a technology (those should be entered in the Technical Article category, #18).

### 14. NEWS COVERAGE

Submit complete news sections from two separate issues.

### 15. REGULAR COLUMN

Submit a regular column, either staff-written or contributed, from two separate issues.

### 16. SINGLE NEWS ARTICLE

Submit one news article that appeared within a single issue.

### 17. SPECIAL SECTION

Submit a special editorial section that appeared within one issue. No advertorials.

### 18. TECHNICAL ARTICLE

Submit a technical article that appeared within one issue. Entries should focus on a technology applicable to readers, and not how to solve a technical problem (those should be entered in How-To Article, #13).

## { ONLINE CATEGORIES }

### 19. BEST B2B WEBSITE

On one typed page, submit your URL, any required passwords/logins and a short (250 word maximum) description of this site, its mission, and your readership.

### 20. ONLINE FEATURE

Submit one complete in-depth feature article that appeared online, but not in a print publication.

# 2011 TABBIES ENTRY FORM: EDITORIAL, DESIGN, ONLINE AWARDS

Category Number and Name: \_\_\_\_\_  
Title of Entry: \_\_\_\_\_  
Your Name: \_\_\_\_\_  
Your Job Title: \_\_\_\_\_ Your Email (required): \_\_\_\_\_  
Publication Name: \_\_\_\_\_  
Publishing Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State/Province/Region: \_\_\_\_\_  
Country: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Publication URL: \_\_\_\_\_ Magazine's average circulation: \_\_\_\_\_  
Issue dates and page numbers of entry: \_\_\_\_\_  
Names for plaques, maximum five: \_\_\_\_\_  
\_\_\_\_\_

## PAYMENT

Total number of entries (if 3 or fewer) \_\_\_\_\_ x \$85.00 U.S. = \_\_\_\_\_  
[OR] Total number of entries (if 4 or more) \_\_\_\_\_ x \$75.00 U.S. = \_\_\_\_\_  
[OR] Total number of late entries \_\_\_\_\_ x \$95.00 U.S. = \_\_\_\_\_  
 Check or money order enclosed, in U.S. funds.  
 Please charge my credit card the above amount.  Visa  MasterCard  American Express  
Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ / \_\_\_\_\_  
Name on Card: \_\_\_\_\_ Signature \_\_\_\_\_

*Note: It is suggested that you list payment information on one separate copy of this form and return it with the entries for security purposes.*

## { OFFICIAL CONTEST RULES }

This international awards competition is open to trade, association, and business magazines published at least four times per year, completely or partially in English. Magazines must accept paid advertising. Online entries (Categories 19-20) do not need to have an associated print publication, but they must be b2b-oriented and accept advertising.

All entries become the property of TABPI, and all decisions by the judges are final. Winners will be notified on or about July 15th, 2011. Up to three winners in each category will receive plaques, and certificates may be sent to additional winners. Multiple submissions in categories are permitted, but a given magazine title may not win more than one award per category.

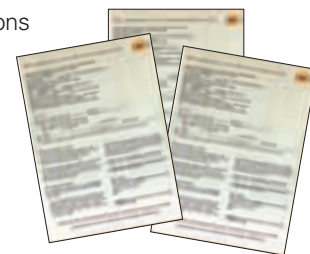
## { ENTRY PREPARATION }

For all Editorial, Design, and Online entries, submit three copies, each sealed (with tape) in a separate envelope. With each of those envelopes, please include:

- A one-page typed description of your magazine and the significance of the entry, placed inside each envelope.
- The appropriate number of tearsheets (acetate protectors optional), covers (in acetate protectors), or complete issues, as

indicated in the category descriptions on page 2.

- A copy of the completed entry form, taped to the front of the envelope.



Envelopes will be forwarded to multiple judges, so each envelope should function as one complete entry. All entries must be originals; no photocopies or reprints will be accepted. All work must have a publication date of 2010. Dec./Jan. issues are eligible if they were mailed before 1/1/2011. Otherwise, they should be entered in next year's contest. An editable version of this entry form is available online at the TABPI website, [www.tabpi.org](http://www.tabpi.org).

All entries must be postmarked by March 17th, 2011. Late entry fee is \$95/entry; please contact office to make sure late entries are still being accepted. Please make checks payable to TABPI. Our Taxpayer ID# is 20-0636434. Ship completed entries and payment to:



**The 2011 Tabbies  
Trade, Association and Business  
Publications Int'l.  
6456 Torington Dr.  
Medina, OH 44256 / USA**

**Questions? Email us at [mgreene@tabpi.org](mailto:mgreene@tabpi.org) or call 1-440-238-7880.**



2011 Tabbies  
 Trade, Association and  
 Business Publications International  
 6456 Torington Dr.  
 Medina, OH 44256  
 USA

## ENTRY DEADLINE: MARCH 17TH, 2011

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# THE 2011 TABBIES

B2B publishing's international awards competition returns! Let your magazine be a part of the story.