

STREAM 3: TITLE AWARD – ONLINE SOLUTION

ONLINE SOLUTION OF THE YEAR

Sectors: Business to Business, Custom and Consumer. One award per sector.

NOTE: You must have completed a TELL US ABOUT YOUR MAGAZINE entry form before completing this submission.

Closing date for entries is midnight August 12 2011. Entries received after this deadline will not be accepted. All submissions must have a cover publishing date 1 July 2010 to 30 June 2011.

For any entry or MPASA membership queries please email Melony Boucher at MelonyB@printmedia.org.za or call (011) 551-9802.

Please visit www.mpasa.org.za for descriptions of the categories.

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ARE YOU ELIGIBLE?

For the purposes of this award the website must serve as an extension of the magazine and not purely (or largely) as a promotional site for advertising and subscriptions. The site should not simply replicate the magazine, but must have a distinct identity and create a unique environment for the web. Linked content can be mentioned in the motivation, but will not necessarily be judged.

NOTE: The site will be judged live during the weeks following the close of call for entries and the awards judging days in October.

The PICA Awards are open to fully paid-up MPASA member publishers only. All entrants in this category must have an ABC certified print title or have received a provisional letter of acceptance from the ABC. (If your magazine does not have an audited ABC but does have a provisional letter of acceptance, please contact MPASA for advice on your entry). Entrants MUST submit a recognised web analytics form, such as Google Analytics or OPA certification.

The cost per entry is:

Title and Industry Awards (per submission):

Submitted before July 30 – R950

Submitted between July 31 and August 5 – R1,050

Submitted between August 6 and August 12 – R1,150

Last year MPASA introduced a special fee for the Individual Awards:

Submitted before July 30 – R700

Submitted between July 31 and August 5 – R800

Submitted between August 6 and August 12 – R900

Multiple entry discounts

3–5 entries 5%

6–10 entries 7.5%

11+ entries 10%

Submitter Details

Publishing Company *

Submitter Name *

First

Last

Submitter Job Title *

Submitter Phone Number *

Submitter Email *

Please Re-enter Submitter Email *

Website Information

Website OPA Certified *

Yes

No

Magazine name that relates to the online solution? *

Web Site URL *

Launch Date *

 / / 
MM DD YYYY

Frequency of Content Updates *

Content Partnerships?

Additional URL to identify distinctive features of the site, especially those that are a few levels beneath the home page

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Unique Users Apr to Jun 2011 (Nielson Net Ratings or equivalent) *

Percentage growth since launch date. *

Page Impressions Apr to Jun 2011 (Nielson Net Ratings or equivalent)s) *

Percentage growth since launch date. *

Does your website sell ad space

Yes No

Average percentage of inventory sold from Apr 2011 to Jun 2011 *

Percentage growth since launch date. *

Submission Motivation

The submission motivation helps the judges understand how the overall goals of the magazine/online solution were met.

Entry Category

Based on the magazine positioning, how did the online solution interpret and incorporate this? *

How has the online solution integrated with the magazine and how has it added value, re-inforced and enhanced the target readers overall experience of the magazine. *

How would you rate the commercial success of the online solution. Please give specific examples of how advertisers have leveraged the online solution. *

Please explain your business case for a non-commercial site and motivate the rationale behind this decision. *

Website Positioning

The section is vital to the judges' decision. Please ensure that it is comprehensive and well thought out.

The website positioning helps the judges understand the website's value proposition.

Provide a statement of the editorial/design policy and brand positioning of online solution. *

Provide a statement of the target demographic for the online solution. Outline any difference or skew between the target user and the demographic of the magazine readership.

What are the objectives of your online solution? Explain what need you service. *

Submission Upload and Approval

Please supply 10 copies of the magazine. The issue supplied should be from the period April-June 2011.

Please upload a cover pdf of the magazine that the website relates to. *

no file selected

To help us improve the PICA Awards entry process please evaluate the following statements.

	Strongly Disagree	Disagree	Agree	Strongly Agree
I prefer this method of award entry	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
I found the form contained all the relevant data requests	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
I think the motivation questions define excellence	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4

If you do not complete the survey please tell us why.

- I have already completed the survey I cannot complete the survey at this time

CONGRATULATIONS YOU ARE ALMOST FINISHED!

Check the box below and then submit your entry. You will then be redirected to the www.mpasa.org.za for more information on how to make payment. You can make payment immediately via credit card or within one week via EFT.

You will also receive a confirmation email, with your entry attached for your reference.

Please email MelonyB@printmedia.org.za for any queries.

In checking this entry, I acknowledge that I have the authority to sign on behalf of the company and have read the rules and agree to them and accept that the judges' decision is final. I agree that the information given has been checked and is accurate. I confirm that all the information and data supplied is correct. I understand that I will be contacted for further information if required. *

- I agree