



SNDS

Call for entries

Best of Scandinavian
News Design 2018

Deadline:

5 February 2018

Deadline

for both print and digital categories:

5 February 2018

Work submitted for the competition must be published in 2017.



IMPORTANT NOTICE Print categories

Entries may now be submitted either as tear sheets or printouts.

Guidelines for submitting printed replicas of work:

Printouts must be unmounted, and in the case of multi-page entries, taped together and assembled accordion-style.

Printouts must be at a size that is at least 75 percent of the size the entry ran.

Printouts must be unmounted.

Printouts must run in the color state (CMYK or black-and-white) that the entry printed.

Publications entering printouts should keep PDFs of their entries available through April, in case they are needed by the competition for documentation purposes.

Tear sheets are accepted in the same manner as in previous years. Outlets wishing to enter the work exactly as it printed remain encouraged to do so.

Only whole pages will be accepted. This applies in ALL categories.

Submitted material in the print categories will not be returned.



IMPORTANT NOTICE Digital categories

Entries in the digital categories **MUST** be submitted at

www.snds.org/best-digital

Desktop, tablet or mobile solutions can be submitted in all categories – please state which platform the submission was designed for.

About the competition

The competition is open to any Nordic and Baltic media which is published from one to seven days a week and which is a member of SNDS or one of the publishers' organisations. If you are not a member of SNDS, you can still enter your work in the competition if you sign up for membership at the time of submitting your work.

The entry/entries must have been published during the period 1 January 2017 to 31 December 2017.

The competition also covers **digital publications**. A special jury will review/evaluate the digital publications (see page 10).

Only whole pages can be submitted, and whole pages will be evaluated, also in the Visual communication category.

There is no limit to the number of entries that can be submitted. The media are free to submit as many entries as they wish.

The jury reserves the right to move an entry from one category to another.

Individual persons cannot submit material for evaluation in the competition.

Judging

The submitted material in the print categories will be evaluated by a jury consisting of six members who have been appointed by the publishers' associations in Norway, Sweden, Finland and Denmark and by SNDS.

The digital publications will be evaluated by a special jury whose members have specialised knowledge of digital publications. This jury consists of six members appointed by Mediebedrifternes Landsforening, Norway, Tidningarnas Förbund, Finland, and SNDS.

Please send your entries no later than 5 February 2018 to:

SNDS
c/o Jyllands-Posten
Grøndalsvej 3
DK-8260 Viby J.
Denmark

Letters/parcels must be marked "Best of Scandinavian News Design".

NB: If you're sending from a non-EU country please write: "No commercial value" on the customs papers and please mark on the payment form if you wish to be notified when your package has arrived.

Awards

The jury will award Gold, Silver, and Bronze diplomas. The "Scandinavia's Best Designed Newspaper" award will be given to the best overall designed newspaper in the competition – one award for small newspapers (up to 15,000 in circulation), one award for larger newspapers (circulation 15,001 or more).

In addition, the jury may award a "Best of Show" award as well as a "Best Detail" award for a very well-made design detail.

As soon as the evaluation process is completed, winning media will be informed that they have been granted an award, but not which one. At this point, we will also ask winners to send information about the people who should be credited for the award.

The award presentation will take place as part of Design Matters Conference in Copenhagen in September.

As a member of SNDS you'll get a discount of 15 % of the conference fee. See more on snds.org

Good luck to you all – and thanks for participating!



Flemming Hvidtfeldt
Competition Chairman
SNDS President



Publishing the results

SNDS will publish the results of the competition and reserves the right to reproduce the winning entries in publications and in various electronic publications. These include (but are not limited to) the printed and PDF catalogue; SNDS Magazine; the organisation's website snds.org and social media channels. (See also "Awards" on p.3+10)

Print categories

P1 SCANDINAVIA'S BEST DESIGNED NEWSPAPER

Submit three copies from three different days of the newspaper/section that is to be evaluated.

Evaluation is **free** for one subject per media house when participating in one or more of the other categories.

Entire newspaper
All newspaper and magazine formats

P1Aa 15.000 and below € 300*

P1Ab 15.001 and above € 400*

*Fee only to be paid if you do not enter other categories, or if you enter more than one product per media house for evaluation.

P2 REDESIGN

Submit one copy of the newspaper/section/magazine from each of **the last three publication dates** before the redesign and three copies from the period after. Please enclose a short description of the redesign.

Entire newspaper

All newspaper and magazine formats

P2Aa 15.000 and below € 250

P2Ab 15.001 and above € 400

Section

(E.g. feature section, business section or sports section)

P2Ba 15.000 and below € 200

P2Bb 15.001 and above € 350

P3 FRONT PAGES/ FIRST PAGES

Submit front pages (not section front pages) All newspaper and magazine formats

P3Aa 15.000 and below € 30

P3Ab 15.001 and above € 70

P4 BREAKING NEWS

Submit inside international and national news pages as well as pages with news reports or news features.

Prepared news pages

Pages that were planned and laid out before the publication date, e.g. pages about the opening of parliament, the budget and election.

Breaking news pages

So-called telegram pages which have been made during the last 24 hours before publication, preferably pages that include ads.

Single pages:

P4Aa 15.000 and below € 30

P4Ab 15.001 and above € 70

Consecutive pages:

P4Ba 15.000 and below € 40

P4Bb 15.001 and above € 80

P5 LOCAL PAGES

Submit inside local news pages, which contain information about time and place, police news, municipal news and which may contain ads.

Single pages:

P5Aa 15.000 and below € 30

P5Ab 15.001 and above € 70

Consecutive pages:

P5Ba 15.000 and below € 40

P5Bb 15.001 and above € 80

P6 FEATURE PAGES

Submit feature pages in which the articles continue over one or more pages. The entire page/pages must be submitted.

Single pages:

All newspaper and magazine formats

P6Aa 15.000 and below € 30

P6Ab 15.001 and above € 70

Consecutive pages:

P6Ba 15.000 and below € 40

P6Bb 15.001 and above € 80

P7 SUPPLEMENT/SECTION FRONT PAGES

(However, **not magazine** front pages). Submit first pages from daily, weekly or periodical supplements/sections.

All newspaper and magazine formats

P7Aa 15.000 and below € 30

P7Ab 15.001 and above € 70

P8 VISUAL COMMUNICATION

In this category, the following may participate:

- pages with photo reports (photos must take up at least 66 % of the format);
- black-and-white or four-colour news graphics or visualisations;
- illustrations; or
- a combination of photos, graphics and illustrations.

It must be emphasised that it is not only the pictures, graphics or illustrations that will be evaluated. It is the page in its entirety that is being evaluated, and emphasis is given to the fact that the illustrative elements work well with the headlines and text.

Single pages:

All newspaper and magazine formats

P8Aa 15.000 and below € 30

P8Ab 15.001 and above € 70

Consecutive pages:

P8Ba 15.000 and below € 40

P8Bb 15.001 and above € 80

P9 NEWSPAPER MAGAZINES

Magazines published as a supplement to a newspaper. For this class, magazine front pages, articles and series of articles may be submitted.

Front pages

P9Aa 15.000 and below € 30

P9Ab 15.001 and above € 70

Articles or series of articles

P9Ba 15.000 and below € 40

P9Bb 15.001 and above € 80

P10 SPORTS PAGES

Submit sports pages including section front pages, pages with sports news reports or sports features. The entire page/pages must be submitted.

Single pages:

All newspaper and magazine formats

P10Aa 15.000 and below € 30

P10Ab 15.001 and above € 70

Consecutive pages:

P10Ba 15.000 and below € 40

P10Bb 15.001 and above € 80

P11 OPEN CLASS

Submit pages or publications that were published with the newspaper, but which do not fit into any of the other categories.

Single pages:

All newspaper and magazine formats

P11Aa 15.000 and below € 30

P11Ab 15.001 and above € 70

Consecutive pages:

P11Ba 15.000 and below € 40

P11Bb 15.001 and above € 80

Payment form, print

This form must be taped onto the upper left corner of the top envelope (see page 9).

Name of newspaper/media: _____
Address: _____
Postcode: _____ Town/City: _____ Country: _____
Responsible submitter: _____
E-mail: _____
Telephone: _____
Web site: _____
Circulation weekdays: _____ Circulation Sundays: _____

Mark with an x:

- YES, I am a member of SNDS
- YES, I want to become a member of SNDS
- NO, I am not a member of SNDS
- YES, please notify me by email when my package has arrived.

Participant fee:

Membership fee (if submitter is not already an SNDS member) @ € 105 € _____

Category	
P1	___ pc. design free of charge (max. 1)
P1A	___ pc. design (additional) a: € 300 or b: € 400 each
P2A	___ pc. redesign (entire newspaper) a: € 250 or b: € 400 each
P2B	___ pc. redesign (section/supplement) a: € 200 or b: € 350 each
P3	___ pc. front pages a: € 30 or b: € 70 each
P4A	___ pc. news pages (single) a: € 30 or b: € 70 each
P4B	___ pc. news pages (consecutive) a: € 40 or b: € 80 each
P5A	___ pc. local pages (single) a: € 30 or b: € 70 each
P5B	___ pc. local pages (consecutive) a: € 40 or b: € 80 each
P6A	___ pc. feature pages (single) a: € 30 or b: € 70 each
P6B	___ pc. feature pages (consecutive) a: € 40 or b: € 80 each
P7	___ pc. section front pages a: € 30 or b: € 70
P8A	___ pc. visual communication (single) a: € 30 or b: € 70 each
P8B	___ pc. visual communication (consecutive) a: € 40 or b: € 80 each
P9A	___ pc. newspaper magazine front pages a: € 30 or b: € 70 each
P9B	___ pc. newspaper magazine articles or series a: € 40 or b: € 80 each
P10A	___ pc. sports pages (single) a: € 30 or b: € 70 each
P10B	___ pc. sports pages (consecutive) a: € 40 or b: € 80 each
P11A	___ pc. open class a: € 30 or b: € 70 each
P11B	___ pc. open class a: € 40 or b: € 80 each
TOTAL AMOUNT € _____

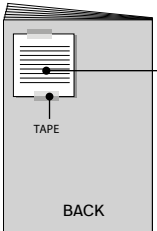
Transfer the TOTAL AMOUNT to:

Danske Bank, Rådhuspladsen 3, DK-8100 Aarhus C, Registration no.: **4620** · Account no.: **4813 068125**

SWIFT code: **DABADKKK** · IBAN: **DK10 3000 4813068125**

Participant form Print entries only

On the back of all submitted entries, the upper left corner must be fitted with a type-written participant form (see this page, below). Copy the form and attach it with sticky tape on the submitted newspaper/pages as shown here:

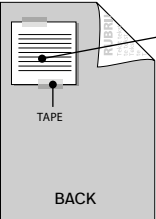


Participant form

TAPE

BACK

Entire newspapers/sections
Only category 1 and 2.
Attach the participant form on the back of each newspaper/section.



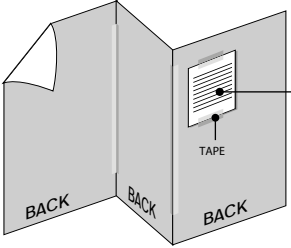
Participant form

TAPE

BACK

Single pages
Attach the participant form on the back of the page in the upper left corner.

Consecutive pages
Attach the participant form in the upper left corner of the last page. Place the pages in the publication order and attach them with sticky tape on the back. After that, fold the pages like an accordion.



Participant form

TAPE

BACK



Best of Scandinavian News Design 2018
Participant form

Category number and letter:

Name of newspaper/media:

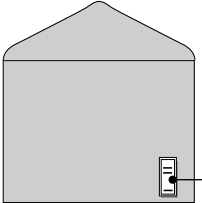
Main article headline:

Copy and fill in the form. The form must be attached to the back of each entry that is submitted to the competition as shown above.

Please write clearly, preferably in block letters. The full combination of Category number and letter must be included, e.g. **P5Aa** for entering a Local page (circulation below 20.000).

Packing and payment Print entries only

Please prepare the packaging of your entries following these guidelines:

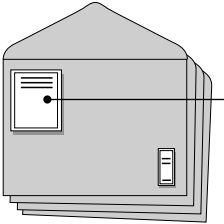


Category coupon

1: Category envelopes
Entries for each category must be packed in individual envelopes. Please do not fold the pages (considering the display of winning pages). Furnish the envelope with the category coupon in the lower right corner.

2: Payment form
Please copy or print and carefully fill in the Payment Form (on page 6-7) and transfer the total amount to:

Danske Bank
Rådhuspladsen 3
DK-8000 Århus C
Registration no.: 4620
Account no.: 4813 068125
SWIFT code: DABADKKK
IBAN: DK10 3000 4813068125



Payment form

3: Attach the payment form
Please sort the category envelopes in numerical order before packing and shipping. Attach the payment form (p. 6-7) to the upper left corner on the top category envelope.

4: Ship to SNDS
Pack all envelopes in one parcel and mail to this address:

SNDS
c/o Jyllands-Posten
Grøndalsvej 3
DK-8260 Viby J.
Denmark

If you send more than one parcel, please state it on the front page of each parcel. Write: "Parcel no. X of X parcels".

Please make copies and attach one of these coupons to **each** category envelope.

Category number and letter: _____	Category number and letter: _____	Category number and letter: _____	Category number and letter: _____
Number of entries: _____	Number of entries: _____	Number of entries: _____	Number of entries: _____



Digital design

An entry can belong to more than one category and can be awarded in any category that the jury may seem fit. The judges do not have to give a prize in each category.

The judges can choose to re-arrange submitted entries into other categories as they see fit, and if all judges agree upon this.

The competition is open to any Nordic and Baltic media.

Criteria

The digital entries are judged according to how well these four criteria are being used in the specific categories:

- Visual design
- Interactivity
- Usability and structure
- Journalism/editing.



IMPORTANT NOTICE

Digital categories

Entries in the digital categories CAN ONLY be submitted at

www.snds.org/best-digital

Desktop, tablet or mobile solutions can be submitted in all categories – please state which platform the submission was designed for.

Evaluation

The digital publications will be evaluated by a special jury whose members have specialised knowledge of digital publications. This jury consists of six members appointed by Mediebedrift-ernes Landsforening, Norway, Tidningarnas Förbund, Finland and SNDS.

Submit your information and password in order to let the jury evaluate the entries during the period 1 February–1 October 2018.

A fee will be paid per unit, which is submitted for evaluation.

Only work from 2017 is accepted. Entries regarding redesign, special events or specific articles must be from 2017. Please attach screendumps if appropriate.

Awards

The jury will award Gold, Silver, and Bronze diplomas. The “Scandinavia’s Best Designed Digital Media” awards will be given to the best overall designed entry in the competition.

In addition, the jury may award a “Best Detail Award” for a very well-made design detail.

When the jury has completed the evaluation process, winning media will be informed that they have been granted an award, but not which one. At this point, we will also ask winners to send information about the people who should be credited for the award.

The award presentation will take place as part of Design Matters Conference in Copenhagen in September.

As a member of SNDS you’ll get a discount of 15 % of the conference fee. See more about the conference on snds.org

Good luck to you all – and thanks for participating!



Linda Häggström
Chairman of the
Digital Competition

Digital categories

D1 REDESIGN

A digital redesign of a whole site or parts of a site. It should be documented in screen-dumps how the site looked before the redesign.

D1 ... € 300

D2 WEBSITE

(Desktop and/or tablet)

The overall website whether it is tailored to desktop and/or tablet.

D2 ... € 300

D3 FRONT PAGE

(For whole site or section)

The frontpage of a whole website or the frontpage of a section/theme. Only one page is judged.

D3 ... € 100

D4 ARTICLE PAGE

(Generic article layout/template) The generic layout/template for articles – NOT specific articles.

D4 ... € 100

D5 STORYTELLING/FEATURE

(Planned coverage)

Planned coverage of subjects/stories, longform, shortform, articles, series of articles, themes etc. One or more urls.

D5 ... € 100

D6 NEWS COVERAGE

(Non-planned coverage and/or Breaking news)

Non-planned coverage – presentation on site/frontpage and specific articles.

D6 ... € 100

D7 DATA-PROJECT

Data projects can be anything from infographics to database driven journalism in articles or themes.

D7 ... € 100

D8 TV-EXPERIENCE

TV-experience can be anything from a TV section frontpage a TV subsite, TV clips integrated in articles, programs, whole series of programs, visual identity of programs(series), etc.

D8 ... € 100

D9 APPS

(Tablet/mobile)

Apps is any kind of news-related apps tailored to mobile and/or tablets.

D9 ... € 100

D10 INNOVATION

Innovative digital solutions in regards to business, design, development or editorial.

D10 ... € 100

D11 EDITORIAL PROMOTION

Clever digital marketing of editorial initiatives to the users.

D11 ... € 100

Entries in the digital categories can only be submitted at

snds.org/best-digital



in cooperation with



www.snds.org