



**SNDS**

## **Call for entries**

Best of Scandinavian  
News Design 2020

Deadline:

**16 February 2020**

# Deadline

for both print and digital categories:

## 16 February 2020

Work submitted for the competition must be published in 2019.



### **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**

**[snds.org/call-for-entries-2020](https://snds.org/call-for-entries-2020)**

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



### **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](https://snds.org) and social media channels. (See also "Awards" on p.3+10)

# Best of Scandinavian News Design 2020

## 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, of Danske Medier (DK), or of Tidningarnas Förbund (FI). 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 2019 to 31 December 2019.

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 16 February 2020 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 on 2 June 2020 in connection with the SNDS Conference in Copenhagen.

As a member of SNDS you'll get a discount of 15 % of the conference fee. See more on [snds.org](http://snds.org)

Good luck to you all – and thanks for participating!



Flemming Hvidtfeldt  
Competition Chairman  
SNDS President

# 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

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## Participant fee:

Membership fee (if submitter is not already an SNDS member) @ € 105 ..... € \_\_\_\_\_

Category

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

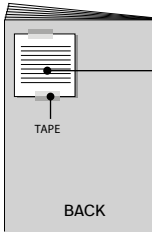
Transfer the TOTAL AMOUNT to:

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

SWIFT code: **DABADK33** · IBAN: **DK10 3000 4813068125**

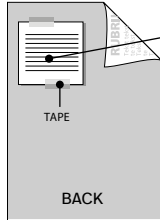
# Participant form Print entries only

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**

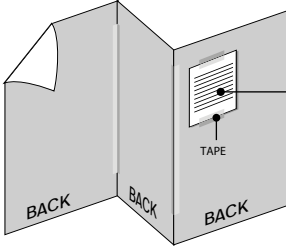
**Entire newspapers/sections**  
Only category 1 and 2.  
Attach the participant form on the back of each newspaper/section.



**Participant form**

**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**



Best of Scandinavian News Design 2020  
**Participant form**

Category number and letter:

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Name of newspaper/media:

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Main article headline:

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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.

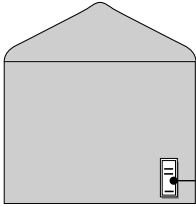
Please write clearly, preferably in block letters.

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:

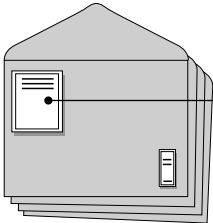


Category coupon

**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:  
 \_\_\_\_\_

Number of entries:  
 \_\_\_\_\_

Category number and letter:  
 \_\_\_\_\_

Number of entries:  
 \_\_\_\_\_

Category number and letter:  
 \_\_\_\_\_

Number of entries:  
 \_\_\_\_\_

Category number and letter:  
 \_\_\_\_\_

Number of entries:  
 \_\_\_\_\_



# Digital categories

Entries in the digital categories can only be submitted at [snds.org/call-for-entries-2020](https://snds.org/call-for-entries-2020)

## Criteria and evaluation

The digital publications will be evaluated by a multi-national jury specialized in digital publishing. This jury consists of six members appointed by Mediebedrifternes Landsforening (Norway), Sanomalehtien Liitto/Tidningarnas Förbund (Finland) and SNDs. The competition is open to any Nordic and Baltic media company.

The digital entries are judged according to how well these four criteria are being met in each entry:

- Visual design
- Interactivity
- Usability and structure
- Journalism/editing
- The judges may or may not award prizes in every category.

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

## Awards

The jury will award Gold, Silver, and Bronze diplomas. The “Scandinavia’s Best Designed Digital Media” award will be given to the best overall designed entry in the competition. In addition, the jury may award a “Best Detail Award” for a particularly well-made design detail, or a “Best Interaction Award” for exceptional UX.

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.

## Additional information

- If you want to add before/after/during screenshots, you can do so by uploading files in the following formats: jpg, png, gif, mp4, mov, pdf, txt, doc, ppt.
- Submit necessary login information and passwords valid during the period 1 February to 1 October 2020.
- The entry fee shall be paid for each entry submitted for evaluation.
- Please use one entry form per entry.



Björn Heselius  
Chairman of the  
Digital Competition

# Deadline

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in all categories – please state which platform the  
submission was designed for.

## **[snds.org/call-for-entries-2020](https://snds.org/call-for-entries-2020)**



in cooperation with



sanomalehtiä liitto  tidningarnas förbund

[www.snds.org](http://www.snds.org)