



2010 PUBLICATION AWARDS COMPETITION

CALL FOR ENTRIES

Dear Institutional NEMA Member:

The New England Museum Association is proud to sponsor its Annual Publication Awards Program, which recognizes excellence in design, production, and effective communication in all aspects of museum publishing. Entries will be judged by a panel experienced in graphic design and production, as well as museum marketing and communication. There will also be a member of the museum-going public, as most museum publications are not intended for other museum colleagues or experts in design.

The competition is accessible for small and large institutions, with an increased emphasis on the effective use of resources. Previous winners came from museums of all sizes and disciplines, so don't hesitate to enter your successful publications.

Awards will be given to those entries that most effectively present their message to the intended audience: good graphic design and printing play an important role in effective communication, but they are not the only criteria. In addition, NEMA recognizes that more and more museums are turning to electronic forms of communication and marketing. Thus, this year's competition will again include an e-newsletter/e-communication category in addition to the website category. Please see the instructions for submitting these entries.

The deadline for Publication Awards entries has been extended to **March 15, 2010**. Please call the NEMA office at 781-641-0013 or email nemanews@nemanet.org with any questions. The judging will take place late March and award certificates will be mailed to the winners in April. Results will be published in the summer issue of *NEMA News* and on the NEMA website, and the winning entries will be on display at the NEMA Annual Conference in Springfield, MA, November 3-5, 2010.

If you are not responsible for publications in your museum, please make sure that this *Call for Entries* goes to the appropriate staff member.

We are looking forward to a wonderful competition.

Heather A. Riggs
Publications Manager & Corporate Member Services

CATEGORIES

- Annual Fund, Capital Campaign & Other Development Materials (*Created primarily for fundraising.*)
- Annual Reports
- Books (*Any non-periodical publication other than an exhibition catalogue.*)
 - unit cost under \$10*
 - unit cost over \$10*
- Calendars of Events & Programs (*A regular listing of events. May include posters, informational brochures, and other formats.*)
- Educational Publications, Materials & Kits (*For use before, during and after the museum visit or materials used to promote or explain educational programming.*)
- e-Newsletters/e-Communication (*Please submit a printed copy of the email. NEMA will contact you regarding sending the actual email. Several issues may be submitted as one entry.*)
 - operating budget > \$750,000
 - operating budget < \$750,000
- Exhibition Catalogues (*Any substantial, non-periodical publication designed to accompany a specific exhibit. Please see the Supplementary Materials category for other pamphlets, brochures, etc.*)
 - unit cost under \$10*
 - unit cost over \$10*
- Invitations - Exhibitions
- Invitations - Fundraisers (*Events where proceeds benefit the organization.*)
- Membership Brochures (*Created to attract new members.*)
- Newsletters and Magazines,** full-color
 - operating budget > \$750,000
 - operating budget < \$750,000
- Newsletters,** one or two color
 - operating budget > \$750,000
 - operating budget < \$750,000
- Posters
- Press Kits
- Supplementary Materials (*Any other materials printed for distribution that inform the public about your institution and/or its exhibits: maps, general information brochures, rack cards, etc.*)
- Websites (*A website in its entirety or a specific section [i.e. interactive exhibit page] may be submitted. Websites will be judged on creativity and design, ease of use, effectiveness, and programming/compatibility.*)
 - operating budget > \$750,000
 - operating budget < \$750,000

* See submission form for calculating unit cost.

**Several examples of a periodical newsletter or magazine may be submitted as one entry.

RULES AND ENTRY PROCEDURES

- Only publications completed in the 2009 calendar year are eligible.
- Newsletters, magazines and websites established prior to 2009 are eligible if they represent a substantial redesign that rendered them a “new” publication.
- The deadline for receipt of entries is **March 15, 2010**.
- As many or as few awards as the jurors determine the category warrants will be conferred. Jurors may move entries into the appropriate category.
- The fee is \$7.00 per entry, payable by check or credit card to NEMA and enclosed with the entry form and submission. The entry fee subsidizes program costs including judges’ honoraria, mailings, and the exhibition of winning entries.
- Only Institutional Members of NEMA or organizations that produced publications for Institutional Members may submit entries; institutions and organizations that are not members and Individual, Independent Museum Professionals and Corporate Members are not eligible.
- Institutions may submit up to 8 entries/publications for consideration. However, only two entries may be submitted in the same category.
- If the project represents a redesign of an old piece, include before and after samples as one entry, and mark it as such.
- If a piece has received a citation in this competition before and has not been redesigned (for example, a newsletter still produced under the same format), it is not eligible for resubmission.
- A complete, separate entry form must accompany each publication; please photocopy the entry form for each submission.
- No entries will be returned; all will be donated to the Boston Public Library.
- Only entries with complete forms and fees paid in full will be considered. Incomplete entries may be disqualified.

Affix form or a copy to the entry so as not to obscure the design.
Use a separate form for each entry. Please complete all questions.

Send with fee by **March 15, 2010** to:
NEMA Publication Awards Competition
New England Museum Association
22 Mill Street, Suite 409
Arlington, MA 02476

2010 NEMA PUBLICATION AWARDS ENTRY FORM

Category _____

Title of Publication _____

Museum _____

Address/City/State/Zip _____

Contact Person _____

Telephone _____ E-mail _____

Project Director _____

In-House Designer _____

or: Outside Firm _____

Address/City/State/Zip _____

Printer _____

Total out-of-pocket costs (design, photography, typesetting, printing, CD burning, etc.)

Please list and estimate the value of donated or in-house services, if any.

Initial Press Run _____ Unit Production Cost _____

Unit Production Cost = (Out-of-pocket costs + donated/in-house costs) / Press Run

Museum Operating Budget: ___ less than \$50,000 ___ \$50,000 to \$100,000 ___ \$100,000 to \$250,000
___ \$250,000 to \$500,000 ___ \$500,000 to \$1 million ___ \$1 million to \$3 million ___ over \$3 million

Website Entries Only

Website Address _____

Please list the address of the site you are submitting. If you are submitting a section of the website, please list that address. You may also submit a CD; for redesigns, please include current and previous versions.

Affix this form or a copy to the entry so as not to obscure the design. Use a separate form for each entry but only complete payment information once. Please complete all questions.

Send with fee by **March 15, 2010** to:

NEMA Publication Awards Competition

New England Museum Association / 22 Mill Street, Suite 409 / Arlington, MA 02476

Questions? Please call NEMA, 781-641-0013.

Payment (Please submit this section only once for all entries. Paying by check helps us to save on credit card merchant fees.)

Museum _____ Number of entries _____ x \$7 = _____

Check is enclosed (payable to NEMA) Charge my credit card for Visa MasterCard

Card Number _____ Expiration Date _____

Signature _____ Name on Card _____

Non-profit Org.
U.S. Postage
PAID
Permit #17488
Boston, MA

22 Mill Street, Suite 409 • Arlington, MA 02476

NEW ENGLAND
MUSEUM
ASSOCIATION



Call for Entries

2010 Publication Awards Competition

