



BEST IN SHOW
THE SOCIETY OF
PUBLICATION DESIGNERS'
PUB 44 ONLINE
CALL FOR ENTRIES



ONLINE



PRINT



MAGAZINE OF
THE YEAR



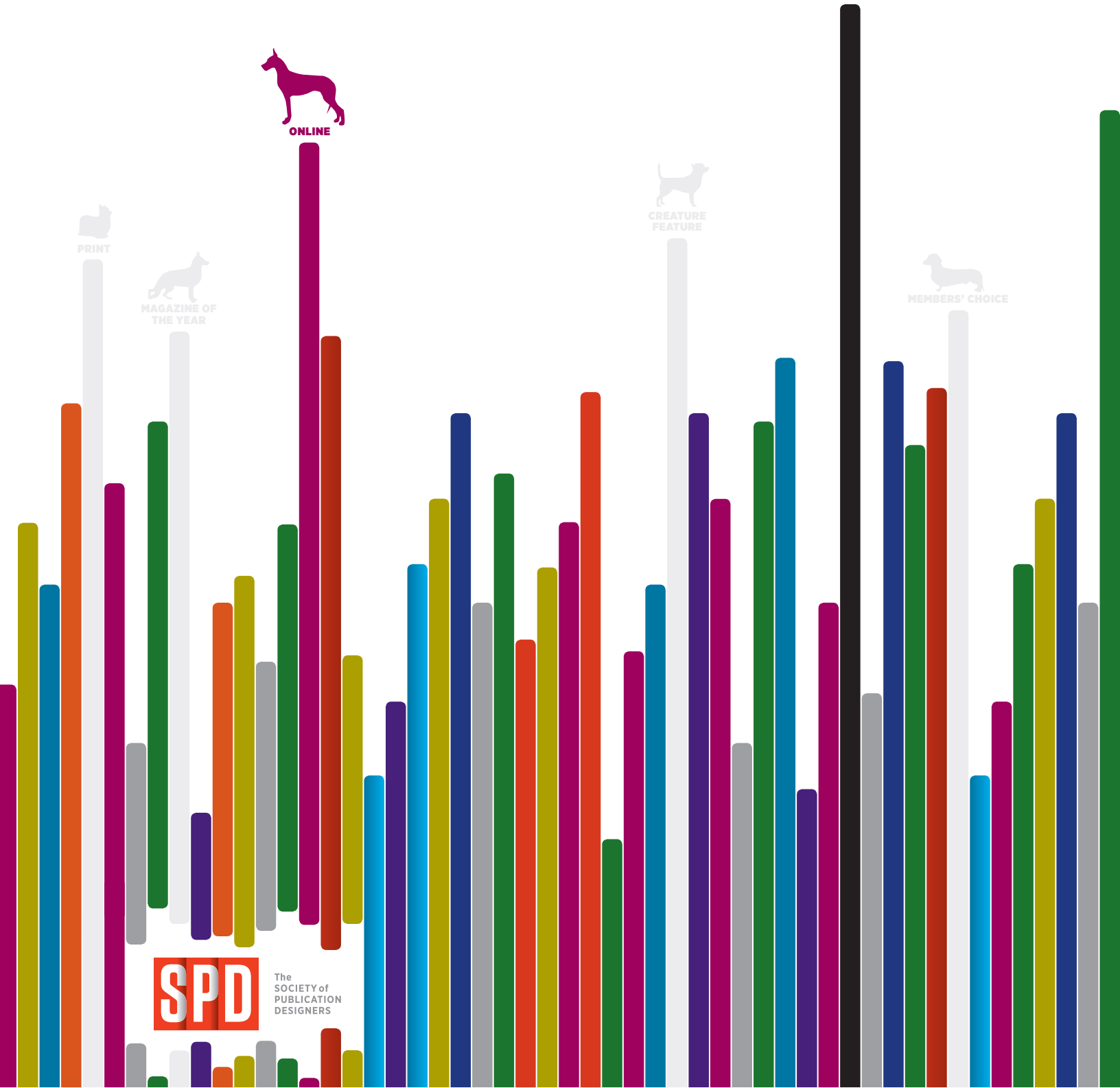
CREATURE
FEATURE



MEMBERS' CHOICE



The
SOCIETY of
PUBLICATION
DESIGNERS





THE SOCIETY OF PUBLICATION DESIGNERS' BEST IN SHOW PUB 44 ONLINE CALL FOR ENTRIES





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SINCE 1965, SPD's pedigreed annual "Best In Show" competition has unleashed hundreds of thousands of entries from dogged design handlers around the world. This event promotes and recognizes the most purebred in editorial design from the print and online kennels. All competition jury members vote on designs across all breeds after examining the design's overall structure, movement and temperament as well as the designer's teeth, gait, musculature and obedience. To ensure fairness, judges are not permitted to vote on their own litter.

All pieces selected by the jury during the first round of judging are Merit Award winners and included in the PUB 44 Annual. During the second round of judging, every judge votes on the Gold Awards for Excellence and the Silver Awards for Distinctive Achievement. The Gold Medal finalists for online will be announced in April 2009. The Silver and Gold Medals, along with the winner of the Magazine of the Year Award and the Members' Choice Award will be announced at the **AWARDS GALA ON FRIDAY, MAY 8, 2009.**

THE COMPETITION IS DIVIDED INTO FIVE PARTS.

Four of which are not relevant to online, they are:

-  MEMBERS CHOICE
-  MAGAZINE OF THE YEAR
-  PRINT
-  CREATURE FEATURE

The part of the competition you can still enter is:

-  **ONLINE**
Interactive, digital media with editorial content.

The Rules

All entries into the competition must be **PUBLISHED AND DATED 2008** if your online entry is not dated a date included in the comments section can be used.

The Cost

SPD members, **\$35** per entry -- and with 10 or more entries, you can send an additional three entries **FREE**. (But only three. Not three for every 10.) Non-members, **\$50** per entry. But if you miss the deadline, whoever you are, it's an extra **\$10** per entry.

The Deadline

The deadline is **WEDNESDAY, MARCH 4, 2009** by 5PM. If you enter past this time, there's a **\$10** late fee per entry until **WEDNESDAY, MARCH 11, 2009**. No entries will be accepted after 5PM on **WEDNESDAY, MARCH 11, 2009**. SPD reserves the right to reclassify or disqualify any entries which are submitted improperly.

If You Win

If you win, you'll be notified by mail on or about **APRIL 4, 2009**. A publication fee is required for inclusion in the PUB 44 Annual; member rate of **\$60** per entry, and non-member rate, **\$80** per entry. The notification letter will include instructions for submitting hi-res files for the Annual. If you don't win, you won't get a letter. All winning publications will be listed on the SPD website, **WWW.SPD.ORG**, on or about **APRIL 4, 2009**.

The Book

All winners will be featured in the **44TH PUBLICATION DESIGN ANNUAL**. This full-color, 296-page volume contains the work of the industry's leading designers, photographers and illustrators. It is an invaluable resource for publication design professionals worldwide. The Annual will be available November 2009 and retails for **\$55**. All SPD members receive a free copy, and may reserve additional copies for **\$35** each. If you are NOT a member, you may reserve a copy for **\$50**, or join now and get your copy free.

The Party

The Magazine of the Year, Gold and Silver Awards and Members' Choice Award will be presented at the **GALA ON FRIDAY EVENING, MAY 8, 2009**.

SPD MEMBER BENEFITS

BIG DISCOUNT on entries to SPD Competitions

FREE ANNUAL (\$55 value)

Special Members' rate to the **GALA** (a savings of \$200 per ticket)

INVITATIONS to related events in the industry

DISCOUNT on all Speaker Series admission

Subscription to **INANET**, the essential job resource e-mail blast for editorial design

Access to **HEALTH INSURANCE** for Freelancers

NETWORKING opportunities

ONLINE CHAIR

JEREMY LACROIX, CD, CBS INTERACTIVE

JUDGES

IAN ADELMAN, DD, NYMAG.COM
MICHAEL BIERUT, PARTNER, PENTAGRAM
JASON SANTA MARIA, CD, A LIST APART
PAUL SCHRYNEMAKERS, CD, RODALE ONLINE

HOW TO ENTER

ONLINE

Web sites and other digital publications with dynamic or regularly updated editorial content, including text, pictures, video, audio, or a combination. Entries can be affiliated with print magazines, or not. Work will be judged on the quality of design and usability. Work must be viewable via a standard browser, with standard plug-ins or downloads. For each entry, please submit a short description, no more than 100 words, stating the purpose and /or goals. Submit the full internet address (URL) of the work to be judged. The entries must have been live online within the dates of the competition (2008). If the work is not online on the date of the judging (March 13-16, 2009), then you may submit the URL of a cached site, or an FTP site with screen shots (jpgs or pdfs) of the original. For judging purposes, the site must be available for viewing through March, 16, 2009.

categories

Online

- 1 Site associated with a print publication
- 2 Site independent of a print publication
- 3 Homepage Redesign
- 4 Overall Redesign.
Note: for the redesign categories, lease submit at least three before-and-after comparison screen shots, in addition to the site address.
- 5 Series or Column
- 6 Feature Story
- 7 Special Coverage Section
- 8 Illustration
- 9 Photography
- 10 Photography Series
- 11 Video
- 12 Info-graphics
- 13 Individual Editorial Blog
- 14 Group/Organization Editorial Blog
- 15 Mobile version of HTML site
- 16 Mobile App associated with editorial site

ONE LAST THING

IT'S ABOUT THE DEADLINE
WEDNESDAY, MARCH 4, 2009
Miss it and you're paying a late fee.
\$10 per entry.



FILL THIS IN COMPLETELY.

entry form

Which online category of the PUB 44 competition should this entry be judged in?

ONLINE: Enter category (1-16) in the space to the right. >>

CHECK ONE: PUBLICATION STUDIO

PUBLICATION _____

PUBLISHING COMPANY _____

PUBLICATION DATE _____

TITLE OF ENTRY _____

URL _____

CREATORS

Creative Director _____

Design Director _____

Art Director _____

Designer(s) _____

Illustrator(s) _____

Photographer(s) _____

Director of Photography _____

Photo Editor(s) _____

Studio (if applicable) _____

Client (if applicable) _____

Front End developer(s) _____

CONTACT Name _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

E-mail _____

FILL THIS IN COMPLETELY. Winning notification depends upon being able to contact you accurately about your entry via postal mail and e-mail. Copy this form for multiple entries.





FILL THIS IN COMPLETELY.

payment form

SPD Members

CHECK ONE: SPD MEMBER SPD MEMBER, JOINING OR RENEWING NOW

NUMBER OF ENTRIES (for 10 or more PAID member entries, send in 3 extra for FREE) _____ x \$35 (member rate) = _____

LATE FEE (for each entry received from March 4 - 11, 2009) _____ x \$10 = _____

PUB 44 ANNUAL PRE-ORDERS (members automatically receive one free annual) _____ x \$35 (member rate) = _____

INDIVIDUAL MEMBERSHIP (for 1 or 2 members joining/renewing now) _____ x \$195 = _____

GROUP MEMBERSHIP (for 3 or more members joining/renewing together now) _____ x \$165 = _____

Non-Members

NUMBER OF ENTRIES _____ x \$50 (non-member rate) = _____

LATE FEE (for each entry received from March 4-11, 2009) _____ x \$10 = _____

PUB 44 ANNUAL PRE-ORDERS _____ x \$50 (non-member rate) = _____

TOTAL: _____

Payment Method:

CHECK made payable to SPD, \$US only AMEX MASTERCARD VISA

Name _____

Card Number _____

Expiration Date _____

Signature _____

Joining or Renewing Member's Information

Name and Title _____

Publication/Studio Address _____

City/State/Zip _____

Phone/Fax _____

E-mail _____

(Please attach a sheet with additional members' information.)

SEND FORM AND PAYMENT TO SPD, 27 Union Square West, Suite 207, New York, NY 10003 tel: 212.223.3332, fax: 212.223.5880, e: mail@spd.org SPD TAX ID#: 23-7392480

