



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



MEMBERS' CHOICE



ONLINE



**CREATURE
FEATURE**



PRINT



**MAGAZINE OF
THE YEAR**

SPD

The
SOCIETY of
PUBLICATION
DESIGNERS



THE SOCIETY OF PUBLICATION DESIGNERS' BEST IN SHOW PUB 44 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 and the top finalists for the Magazine of the Year Award. The Magazine of the Year finalists and the Gold Medal finalists for print and online will be announced in February 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.



PRINT

Editorial publications of any genre, including all newsstand publications, trade, corporate, educational/institutional, annual reports, and special interest publications.



ONLINE

Interactive, digital media with editorial content.



MEMBERS' CHOICE

Members' single-entry choice of excellent design, photography and typography from their publication in 2008.



MAGAZINE OF THE YEAR

The Magazine of the Year Award is the highest award the Society grants. It is given to the art director whose magazine demonstrates the most effective and imaginative use of design, typography, illustration and photography. This year it will be given to just one magazine.



CREATURE FEATURE

This one-time-only category provides another way to earn a treat this year—and help homeless hounds! Enter as many covers/spreads/singles in any category (i.e. design, photography, illustration, info graphics and online) that feature a member of the animal kingdom (homo sapiens don't count, smarty pants) and we will donate the entry fee to Bideawee.org.

The Rules

All entries into the competition must be **PUBLISHED AND DATED 2008**; this includes magazines with a split date of 2007/2008 or 2008/2009. Magazines published in 2008 with a cover date of 2009 are NOT eligible & will be disqualified.

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 **FRIDAY, JANUARY 9, 2009** by 5PM. If you enter past this time, there's a **\$10** late fee per entry until **FRIDAY, JANUARY 16, 2009**. No entries will be accepted after 5PM on **FRIDAY, JANUARY 16TH**. 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 **FEBRUARY 20, 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 **FEBRUARY 20, 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**.

CO-CHAIRS

NATHALIE KIRSHEH, AD, W
JUDITH PUCKETT-RINELLA, SR. PE, T

MOY CHAIR

BRUCE RAMSAY, DIRECTOR OF COVERS,
NEWSWEEK

ONLINE CHAIR

JEREMY LACROIX, CHOW.COM /
CBS INTERACTIVE

CAPTAINS

FLORIAN BACHLEDA, PRINCIPAL, FB DESIGN
DEBRA BISHOP, CD, MORE
BRANDON KAVULLA, AD, BEST LIFE
KEN DELAGO, DD, GOLF DIGEST
GERALDINE HESSLER, DD, GLAMOUR
EDWARD LEIDA, GROUP DD, W
WYATT MITCHELL, DD, WIRED
ROBERT NEWMAN, THE MAN AT
ROBERT NEWMAN DESIGN
ROBERT PERINO, DD, FORTUNE
INA SALTZ, PRINCIPAL, SALTZ DESIGN

JUDGES

RICHARD BAKER, PRINCIPAL,
RICHARD BAKER DESIGN
MATTHEW BATES, DD, BACKPACKER
APRIL BELL, ASSOCIATE AD, MONEY
GAIL BICHLER, AD, NYT MAGAZINE
PHIL BICKER, CD, THE FADER
CASS BIRD, PHOTOGRAPHER
KYLE BLUE, DD, DWELL
NIELS BØJE ZIEGLER, EDUCATOR/EDIT DESIGNER,
DANISH SCHOOL OF MEDIA AND JOURNALISM
SHAWN BRYDGES, AGENT
STELLA BUGBEE, DD, DOMINO
SCOTT BUSCHKUHLL, CD, HINTERLAND
DAVID CARTHAS, PD, BLENDER
DANIEL CHEN, CD, CHILD
PASCAL DANGIN, FOUNDER, BOX
JEFF DOCHERTY, ART DIRECTOR
LISA ELIN, PD, MEN'S FITNESS
ANDREW ESSEX, CEO, DROGAS
SYLVIA FARAGO, PHOTO DIRECTOR
CHRISTOPHER GRIFFITH, PHOTOGRAPHER
SCOTT HALL, PE, T
DARRICK HARRIS, PE, COOKIE
LUKE HAYMAN, PARTNER, PENTAGRAM
STEVEN HOFFMAN, CD, SPORTS ILLUSTRATED
VANESSA HOLDEN, EDITOR,
MARTHA STEWART WEDDINGS
BILL HUNT, PRINCIPAL,
HASTED HUNT GALLERY
JOSEPH HUTCHINSON, AD, ROLLING STONE
ANTON IOUKHNOVETS, AD, GQ
NEIL JAMIESON, AD, FIELD & STREAM
HUBERT JOCHAM, TYPOGRAPHER
ANDRE JOINTE, AD, DETAILS
KORY KENNEDY, DD, RUNNER'S WORLD
KATE LARKWORTHY, PRINCIPAL,
KATE LARKWORTHY ARTIST REPRESENTATION
DRAGOS LEMNEI, ART DIRECTOR
TIM LEONG, DD, COMPLEX
JEREMY LESLIE, FOUNDER/EDITOR,
MAGCULTURE.COM
KATHLEEN MCGOWAN, AD, BARNEYS
RAYMOND MEIER, PHOTOGRAPHER
CHRIS MUELLER, DEPUTY AD, VANITY FAIR
CATRIONA NI AOLAIN, PD, ESPN
TOM O'QUINN, DEPUTY AD, BON APPÉTIT
MICHELLE OUTLAND, DD, NYLON
KRISTA PRESTEK, PE, GQ
EMMA REEVES, PD, TAR
BERNARD SCHARF, CD, DEPARTURES
AMY STEIGBIGEL, PD, GETTY NY STILLS
CREATIVE IMAGERY DIVISION
GARY STEWART, DD, TENNIS
JO-EY TANG, PD, OUT
BLAKE TAYLOR, CD, INC.
LISA VOSPER, DEPUTY PE, HALLMARK
JAN WILKER, PARTNER, KARLSSWILKER, INC.

ONE LAST THING

IT'S ABOUT THE DEADLINE

FRIDAY, JANUARY 9, 2008

Miss it and you're paying a late fee.
\$10 per entry.

CAPTAINS EMERITUS

DIRK BARNETT, CD, BLENDER
SCOTT DADICH, CD, WIRED

COMPETITION CAPTAIN

NANCY STAMATOPOULOS, AD,
SUPERMARKET NEWS



how to enter

PRINT & MAGAZINE OF THE YEAR

Magazine of the Year

Submit 3 different issues. Copy the entry forms, tape one to the back of each issue and mark "1 of 3," "2 of 3," and "3 of 3." Go to www.spd.org/contest to complete your Magazine of the Year Overview Form, print it out, and attach it to the top of your 3 issues with a rubber band to make one complete entry. You must attach this print-out to your 3 issues, or your entry will be disqualified. Submissions will be judged for overall design, use of typography, photography and illustration. Only ONE AWARD will be given the night of the Gala — there can be only one Best in Show. There is no fee to enter Magazine of the Year, as long as you have submitted other entries to the competition. WHAT?! That's right: **Magazine of the Year is FREE** when submitted with any other entry from your publication.

Redesign

For the BEFORE issue: Submit the last issue before the redesign. Clearly mark BEFORE on the back cover. For the AFTER issue: Submit one issue from after the redesign. Clearly mark AFTER on the back cover. Tape the entry form to the back of the AFTER issue.

Entire Issue

Submit one entire issue with an entry form taped to the back cover.

Spreads

The back of each spread must be taped along the spine. Tape the entry form to the back of the last spread. Stories (2 or more spreads) should be placed in order and stapled together in the upper left corner. Tape the entry form to the back of the last page. Do not submit spreads as booklets, single pages stapled together, or accordion-fold style; these entries will be disqualified immediately at SPD HQ.

Single Pages

Tape the entry form to the back of the page.

About Sections — Non-Features

These categories recognize all the varied components of designing a magazine, with a focus on regular sections and departments that comprise the front and/or back of the book. Entries can be either Single Page/Spread (see instructions for entry above) or a Series of Pages (at most 6 pages or 3 spreads together, see instructions above for preparing entries), pulled from one single issue or from a variety of issues with a 2008 issue date, from any part of your magazine that is not a feature, or part of the feature well. Submissions will be judged for visual excellence and the cohesiveness of the pages presented. One page is one page, so a spread counts as two of up to six pages. Feature well opening pages are NOT ELIGIBLE for inclusion in this category. They should be entered as feature single/spread entries as appropriate.

About Photography & Illustration

Submit the entire editorial page(s) on which the work appeared. Photographs and illustrations must be commissioned by the publication entering the piece. Only original tearsheets will be accepted; digital print-outs will be disqualified.

ONLINE

Web sites and other digital publications with dynamic or regularly updated editorial content, including text, pictures, video, audio, animation 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 (January 30, 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 February 10, 2009.

MEMBERS' CHOICE AWARD

Only one piece per publication may be entered, not one piece per member. Your entry can be a cover, single page, story (2 representative spreads), or entire issue (submit the cover and 3 representative spreads). Burn a hi-res pdf version of the piece onto a CD. Label the CD with the magazine name, member's contact name and telephone number. Include the CD with all of your other entries. **THERE IS NO FEE TO ENTER MEMBERS' CHOICE**, but you must be an SPD member.

CREATURE FEATURE

This is your chance to submit your favorite layout prominently featuring one or more animals. Any member of the animalia kingdom is fair game, with the exception of the genus homo. Humorous submissions (say, print profiles of military dictators or white rappers) will be ignored. You can submit your beast-based designs in either print (cover, spread, single page, photograph, illustration, infographic) or online as you would normally enter into these categories—just remember to mark it 55 for Creature Feature on your entry form. SPD will donate your \$10 submission fee to Bideawee.org. Bideawee's mission is to promote and support safe, loving, long-term relationships between people and companion animals by providing a continuum of services and programs that are innovative, personalized and of high quality.

how it works

MAGAZINE OF THE YEAR

SPD awards the Magazine of the Year Award to just one magazine. The members of the jury spend the first day of judging looking only at Magazine of the Year entries, nothing else. In a second round of judging, the field is winnowed to the top 15 finalists, and the jury votes again. In February, the top finalists will be announced with the other Gold Medal finalists from the judging. The top winner will be announced the night of the Gala, and presented with the Gold Medal for Magazine of the Year.

MEDAL FINALISTS

All medal finalists will be notified on or about February 20, 2009 by mail. FOR THE FIRST TIME EVER, there will be finalists for each of the 45 print categories. No one will know who the Gold and Silver Medal winners are until the night of the Gala. At the Gala, one Gold Medal winner and one Silver Medal winner will be announced in each category.

MEMBERS' CHOICE AWARD

Each member will be sent an e-mail with their individual log-in and password to the SPD Members' Choice site online. Members can then log-in and view all of the entries. While voting, members can save their favorites to a lightbox and continue voting at a later time. Members must choose one piece from their favorites as their vote. The five finalists will be announced in April 2009; one winner will be announced and presented with the Gold Medal for Members' Choice at the Gala.

* 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



categories



Print

MAGAZINE OF THE YEAR

- 01 Submit 3 entire issues + one-sheet

DESIGN

- 02 Cover
- 03 Entire Issue
- 04 Section: not feature (single/spread)
- 05 Section: not feature (series of pages, up to 6 pages/3 spreads)
- 06 Feature, Service (single/spread)
- 07 Feature, Service (story)
- 08 Feature, Profile, Non-Celebrity (single/spread)
- 09 Feature, Profile, Non-Celebrity (story)
- 10 Feature, Profile, Celebrity/Entertainment (single/spread)
- 11 Feature, Profile, Celebrity/Entertainment (story)
- 12 Feature, News/Reportage (single/spread)
- 13 Feature, News/Reportage (story)
- 14 Feature, Travel/Food/Still Life (single/spread)
- 15 Feature, Travel/Food/Still Life (story)
- 16 Feature, Fashion/Beauty (single/ spread)
- 17 Feature, Fashion/Beauty (story)
- 18 Trade/Corporate (single, spread or story)
- 19 Annual Reports
- 20 Educational/Institutional (single, spread or story)

PHOTO

- 21 Cover
- 22 Entire Issue
- 23 Section: not feature (single/spread)
- 24 Section: not feature (series of pages, up to 6 pages/3 spreads)
- 25 Feature, Service (single/spread)
- 26 Feature, Service (story)
- 27 Feature, Profile, Non-Celebrity (single/spread)
- 28 Feature, Profile, Non-Celebrity (story)
- 29 Feature, Profile, Celebrity/Entertainment (single/spread)
- 30 Feature, Profile, Celebrity/Entertainment (story)
- 31 Feature, News/Reportage (single/spread)
- 32 Feature, News/Reportage (story)
- 33 Feature, Travel/Food/Still Life (single/spread)
- 34 Feature, Travel/Food/Still Life (story)
- 35 Feature, Fashion/Beauty (single/spread)
- 36 Feature, Fashion/Beauty (story)
- 37 Trade/Corporate (single, spread or story)
- 38 Annual Reports
- 39 Educational/Institutional (single, spread or story)

ILLUSTRATION

- 40 Cover
- 41 Single/Spread
- 42 Story
- 43 Photo-Illustration (single, spread or story)

INFO-GRAPHIC

- 44 Single/Spread or Story

REDESIGN

- 45 Before/After Issues

Online

- 46 Online site associated with a print publication
- 47 Online site independent of a print publication
- 48 Online redesign.
Note: for the redesign category, please submit at least three before-and-after comparison screen shots, in addition to the site address.
- 49 Online photography
- 50 Online video
- 51 Online illustration, graphics or animation
- 52 Online homepage design
- 53 Online special feature
- 54 Online navigation or information architecture

Creature Feature DESIGN or PHOTO

- 55 Single, Spread, Cover or Online



FILL THIS IN COMPLETELY.

TAPE THIS TO THE BACK OF EACH ENTRY.

entry form

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

- CHECK ONE:** **MAGAZINE OF THE YEAR:** FREE when submitting any other print entry. Category **01**
- PRINT:** Enter category (02-45) _____
- ONLINE:** Enter category (45-54) _____
- MEMBERS' CHOICE:** FREE for any SPD member. Remember to include your cd in the entries package!
- CREATURE FEATURE:** Category **55**

CHECK ONE: **PUBLICATION** **STUDIO**

PUBLICATION _____

PUBLISHING COMPANY _____

ISSUE DATE _____

PAGE NUMBERS _____

TITLE OF ENTRY _____

URL (NEW MEDIA ENTRIES) _____

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) _____

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 and **TAPE IT TO THE BACK OF EACH ENTRY.**





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 Jan 10 - 16, 2009) _____ x \$10 = _____

CREATURE FEATURE _____ 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) = _____

CREATURE FEATURE _____ x \$10 = _____

LATE FEE (for each entry received from Jan 10 - 16, 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

