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<script language="CALL FOR  
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DESIGN COMPETITION</script>
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The
SOCIETY of
PUBLICATION
DESIGNERS



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SINCE 1965, SPD's annual competition has garnered hundreds of thousands of top entries from designers around the world. Historically this event has recognized the best in print editorial design and is now officially being expanded to celebrate and embrace great editorial design being executed in the digital realm. Competition jury members will vote after examining each design's overall structure, craft, utilization of technology, style and usability. To ensure fairness, judges are not permitted to vote on their own work. All pieces selected by the jury during the first round of judging are Merit Award winners and included in the hardcover SPD "PUB 45" 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 will be announced in April 2010. Silver and Gold Medals, along with the winner of Website of the Year Award will be announced at the Awards Gala on Friday, May 7, 2010.

WHO CAN ENTER Web sites and other digital publications containing dynamic or regularly updated editorial content including text, pictures, video, audio, animation or a combination. One-off projects and portfolio sites will not be accepted.

HOW TO ENTER Entries can either be affiliated with a print magazine, or not. 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 in length, stating the purpose and/or goals of the entry. Submit the full internet address (URL) of the work to be judged all entries must have been live online within the dates of the competition (2009). For judging purposes, sites must be available for viewing through April 16, 2010. If the work is not online on the date of the judging (April 16, 2010), then you may submit the URL of a cached site, or an FTP site with screen shots (jpgs or pdfs) of the original.

THE RULES All entries submitted must be published and dated 2009. If your entry is not dated, a date included in the comments section can be used.

THE COST SPD members pay \$35 per entry and with ten or more entries, you can submit an additional three entries for FREE — but only three. Not three for every ten. Non-members pay \$50 per entry.

THE DEADLINE is **FRIDAY, APRIL 2, 2010, 5PM**. SPD reserves the right to reclassify or disqualify any entries which are submitted improperly.

IF YOU WIN You will be notified by mail on or about April 24, 2010. A publication fee is required for inclusion in the PUB 45 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 26, 2010.

THE BOOK All winners will be featured in the 45th Publication Design Annual (PUB 45). This full-color, 296-page volume contains the work of the industry's leading designers, photographers and illustrators. The Annual will be available November 2010 and retails for \$60. All SPD members will 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 7, 2010.

JURY

BRIAN ELLIS MARTIN

Executive Creative Director
CNN Digital / CNN.com

JASON TREAT

Art Director, *The Atlantic.com*

JOSH ENGROFF

Vice President, Digital; *Billboard*

KHOI VINH

Design Director, *NYTimes.com*
Author, *Subtraction.com*

NATALIE HANSEN

Executive Creative Director, *CNET*

SEAN VILLAFRANCA

Design Director, *Time.com*

CHAIR

JEREMY LACROIX

Creative Director, *CBS Interactive*

CATEGORIES

- 1 Site of the year w/print (gold, silver)
- 2 Site of the Year w/o print (gold, silver)
- 3 Redesign (gold, silver)
- 4 Feature story package
- 5 Illustration
- 6 Photography
- 7 Photography Series
- 8 Video
- 9 Rich Media / Infographics
- 10 Interactive Tool
- 11 Mobile version of site
- 12 Mobile App

SPD MEMBER BENEFITS

- » 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





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FILL THIS FORM IN COMPLETELY.

SPD MEMBER? FILL OUT THIS SECTION

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
 (if applicable, for each entry received after April 2, 2010) _____ x \$20 = _____

PUB 45 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 (per person) = _____

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

NOT AN SPD MEMBER? THEN FILL OUT THIS SECTION

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

LATE FEE
 (if applicable, for each entry received after April 2, 2010) _____ x \$20 = _____

PUB 45 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

