

JICREG AWARDS 2006

April 2006

JICREG is continuing its awards competition to encourage regional press sales people to use its data better.

Cash prizes of £3000, £1500, £750 will be awarded for the best entries.

To qualify, presentations - **based on JICREG data** - made to advertisers or agencies to secure advertising business this year (between September 2005 and July 2006) are invited to be e-mailed or sent on a cd to Steve Brown (steve@jicreg.co.uk) or Roger Holland (rog@jicreg.co.uk) before 28 July 2005. e-mailed presentations should be headed 'JICREG Awards' and give the name, position, company and addresses of the entrants. All entries should include a completed entry form.

The presentations can be designed to gain new business, retain existing business or for other targeted purposes. They can be for national or local display, or classified advertising. The brief is to explain the objective, show the presentation and describe the result. The judges will be looking for creative use of JICREG and other (perhaps mapping) data. If more than one contestant is involved in the presentation then the prizes can be shared.

The details will also be given on the JICREG website. The winners will be announced in the autumn.

Some of last year's entries are on the JICREG website. And, as usual, the judges' decision is final.

JICREG AWARDS 2006 Entry Form

Please read the rules and conditions before completing this form

Titles of entry

Company

Address

.....

.....

Postcode

Telephone

E-mail

Name(s) Position(s)

I certify that the entry is the sole work of the undersigned

Signed

Date

Presentation objective:

Results:

Revenue generated (if applicable)

Date of presentation

JICREG AWARDS 2006

Rules and Conditions

1. Any sales person employed by a regional or local newspaper company in the UK in current membership of JICREG, or their representatives, is eligible for entry to the competition.
2. All entries must have been produced at a publishing centre or publisher head office based in the UK or their representative sales houses.
3. All entries must be presentations to advertisers or advertising agencies during September 2005 to July 2006 to secure advertising business.
4. All entries must be submitted with a fully completed entry form by the relevant executive, and shall be considered to have been submitted with the permission of the relevant newspaper management.
5. Entries should be e-mailed to Steve Brown, steve@jicreg.co.uk, or Roger Holland, rog@jicreg.co.uk, or sent on CD to: Steve Brown, JICREG, Bloomsbury House, 74-77 Great Russell Street, London WC1B 3DA
6. Entries are free.
7. The final date for the receipt on entries is 28 July 2006. Entries will not be accepted after this date.
8. JICREG reserves the right to refuse entries without explanation.
9. JICREG will appoint a panel of judges whose decision will be final.
10. The winners of the awards will be those entries that achieve a standard to which other newspapers should aspire – an example of best practice.
11. Entries will not be returned and may be exhibited or reproduced at the discretion of JICREG.
12. Copyright: JICREG reserves the right to publish any of the material submitted in connection with this competition