

# STRENGTH PRINT CATEGORIES

## 2021 Must Be Better!

### Annual Report

A1 Annual Report

### Book

B1 Hard Cover

B2 Soft Cover

B3 Textbook

B4 Art Book

B5 Cookbook

B6 Book Binding Only

### Booklet/Broadside/ Brochure/Flyer

Created by a single sheet that is folded, not stitched.

B11 Booklet, Broadside, Brochure, & Flyer; 3 Colors or Less

B12 Booklet, Broadside, Brochure, & Flyer; 4 Colors or More

### Calendar

C1 Calendar

### Card

C2 Card

Greeting & Holiday Card, Postcard, & Blank Note Card.

### Catalog

C3 Product /Service; 3 Colors or Less

C4 Product; 4 Colors or More

C5 Service; 4 Colors or More

Consumer, business specialized markets, art exhibits, museums, schools, colleges, universities, as well as service-providing commercial firms. Applies to C3-C5.

### Digital Printing

D1 Digital Printing - On Demand

Brochure, novelty book, packaging, cookbook, juvenile book.

D2 Customized/Personalized/Variable Data Digital Printing

\*Include two separate pieces with variable information.

\*\*See below.

### Environmentally Sound Materials

E1 Environmentally Sound Materials

\*Must use at least two of the following: recycled papers, soy or vegetable-based inks, direct-to-plate, aqueous coating, energy-curable inks & coatings, other environmentally sound products not mentioned above.

\*\*\*See below.

### Finishing Techniques

Entries are judged on the unusual graphic or design properties used in the finishing of the piece.

F1 Foil or Film Stamping - Embossing/De-bossing

F2 Die cuts, Pop-up, Unique Folds & Involvement Devices

F3 Specialty Inks/Coatings, Fragrances or Other

### Invitation & Program

Any item other than a poster designed to make known a social or business function, or request to be present or participate.

G1 Three Colors or Less

G2 Four Colors or More

### Label & Packaging

Single labels, wraps & carton/container or an integrated series.

H1 Carton/Container

\*\*\*See below.

H2 Label/Wrap

Cut & stack, sheet-fed, rolled product/pressure-sensitive.

\*Submit piece adhered to the actual product if possible or supply picture.

\*\*\*See below.

H3 Flexographic Printing

\*\*\*See below.

### Magazine

A periodical containing miscellaneous pieces such as articles, stories, & advertising; usually illustrated.

I1 Architectural/Art/Travel, etc.

I2 Fashion/Pop Culture, etc.

### Marketing/Promotional Campaign

A coordinated effort to promote a business, product, or service that may or may not use mail as a means of distribution.

J1 Campaign; Business-to-Business

Objective is to promote to another business.

J2 Campaign; Consumer

Objective is to entice the consumer to purchase.

J3 Cross-Media Promotion

\*Must include print, plus any combination of collateral, website, social media, information architecture, interior or exterior design, construction, programming, video production, photography, flash marketing presentations, &/or online marketing campaigns.

\*\*\*See below.

J4 Direct Mail Campaign;

Business- to-Business

Uses mail as its exclusive means of distribution; objective is to promote to another business.

J5 Direct Mail Campaign; Consumer

Uses mail as its exclusive means of distribution; objective is to entice the consumer to purchase.

J6 Media Kit

A package of promotional or informational materials packed into a folder or carrier for distribution.

\*\*\* Include brief description of the project & processes used to produce the piece. Entries submitted without this description will be disqualified.

## Miscellaneous Specialties

### K1 Miscellaneous Specialties

Materials that do not fit the criteria for any other category. Examples would be book jackets, menus, maps, playing cards, metal decorating, holograms, etc.

\*\*\*See below.

## Internal Communication/ Newsletter

### L1 Internal Communication

Publications produced exclusively for the internal communication needs of a single company or organization.

### L2 Newsletter

## Art Print/Poster/ Wide/Large Format

### M1 Art Print

Reproduction of fine art intended for use as decoration.

\*Must be the actual poster or print; no books or brochures; do not send photographs or slides. Ship pieces flat or rolled in a tube.

### M2 Poster

Wall poster, truck or window poster, car card, or calendar poster intended for use as promotion or decoration.

\*Must be the actual poster or print; do not send photographs or slides. Ship pieces flat or rolled in a tube.

### M3 Wide/Large Format

Piece in one or more colors with at least one dimension measuring in excess of 60 inches.

\*Must be the actual print; do not send photographs or slides. Ship pieces flat or rolled in a tube.

## Presentation Folder/Portfolio/ Binder

### N1 Presentation Folder/Portfolio;

3 Colors or Less

\*\*\*See below.

### N2 Presentation Folder/Portfolio;

4 Colors or More

\*\*\*See below.

### N3 Binder; 4 Colors or More

\*\*\*See below.

## Printer's Self Promotion

### O1 Printer's Self Promotion

A printed notice to call public attention to a printer's capabilities, such as posters, brochures, folders, campaign kits, & other forms of self-advertising.

## Stationery

Includes letterhead, envelopes & business cards.

### P1 Stationery Package;

3 Colors or Less

\*Must include all three components of letterhead, envelopes, & business cards.

### P2 Stationery Package;

4 Colors or More

\*Must include all three components of letterhead, envelopes, & business cards.

### P3 Single Stationery Component

### P4 Converted Envelope on Unique Substrate

## Web Press Printing

### Q1 Coated Paper

### Q2 Uncoated Paper

## Point of Purchase

### S1 Counter/Shelf

### S2 Hanging/Wall/Window

### S3 Floor Graphics/Stand Alone

## Alternative Printing Methods

### T1 Mask/Face Shield

### T2 Stochastic

### T3 Silk Screen

### T4 Unique Substrates

(wood, tile, plastic, metal, glass, fabric, textiles, etc.)

### T5 Inkjet

### T6 Embroidery

### T7 3D Printing

\*\*\*Include brief description of the project & processes used to produce the piece. Entries submitted without this description will be disqualified.

**STRENGTH OF  
PRINT  
AOE 2021**

PRICING			
Member		Non-Member	
1 entry \$50 each	2 or more entries \$30 each	1 entry \$80 each	2 or more entries \$50 each

For more information, please go to:

[PINE.org/events/awards](http://PINE.org/events/awards)

Entry Deadline:

**February 12, 2021**

**PINE**

*Excellence*  
Awards of