**STRENGTH OF PRINT**

**2021 Must Be Better!**

### Categories

**Annual Report**
- A1 Annual Report

**Book**
- B1 Hard Cover
- B2 Soft Cover
- B3 Textbook
- B4 Art Book
- B5 Cookbook
- B6 Book Binding Only

**Booklet/Broadsides/Brochure/Flyer**
- Created by a single sheet that is folded, not stitched.
- B11 Booklet, Broadsides, Brochure, & Flyer; 3 Colors or Less
- B12 Booklet, Broadsides, 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
- D2 Customized/Personalized/Variable Data Digital Printing
  - *Include two separate pieces with variable information.*

### 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.

**Pricing**

<table>
<thead>
<tr>
<th>Entry Level</th>
<th>Member</th>
<th>Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 entry</td>
<td>$50 each</td>
<td>$80 each</td>
</tr>
<tr>
<td>2 or more entries</td>
<td>$30 each</td>
<td>$50 each</td>
</tr>
</tbody>
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*For more information, please go to: [PINE.org/events/awards](http://PINE.org/events/awards)*

**Entry Deadline:**
**February 12, 2021**