Deadline to enter: January 28, 2022

Entering the INMA Global Media Awards competition shines a light on your company’s best innovation and growth initiatives from 2021. It prioritises and galvanizes. It sets the table for benchmarking: best against best.

Winning the INMA Global Media Awards competition is about recognition, respect, and prestige for your company, your brand, your department, your agency — and you. Reward your company’s best ideas to:

- Unlock the door to a new world of ideas, innovation, and creativity
- Motivate and focus your staff, your agency, your stakeholders
- Benchmark your best efforts against your peers’ best efforts

What will happen if your company’s name is called?

What we reward

The INMA Global Media Awards competition will honour initiatives that produce:

- Breakthrough results
- Unique concepts
- Strong creativity
- Innovative thinking
- Winning synergies across platforms

You will be judged against peers of a similar segment and focus worldwide.

Online entry

The INMA Global Media Awards utilises an Online Entry Management System designed to save news media executives time and money.

The Online Entry Management System is a uniquely created database designed for you to upload all components (digital materials, print materials, television commercials, radio commercials, photographs, and more) direct to INMA via an online interface. Campaign objectives and results are also entered directly via the interface.
NEWS BRANDS

1. BEST BRAND AWARENESS CAMPAIGN

Campaigns used to enhance and shape the media company’s brand or image across media platforms.

WHAT JUDGES LOOK FOR:
Strong creative across media tend to stand out in this category, yet a critical tie-breaker will be concrete research pre- and post-campaign. Single-medium campaigns are eligible, yet judges tend to look at execution across media platforms.

TYPICAL MEDIA:
Television, radio, newspaper, direct mail, Web, outdoor.

2. BEST PUBLIC RELATIONS OR COMMUNITY SERVICE CAMPAIGN

Public relations, sponsorship, community service events, fundraisers, literacy programmes, volunteerism initiatives, and corporate social responsibility campaigns presented by the news media company for the benefit of the company or community.

WHAT JUDGES LOOK FOR:
Because of the complexity of communication, suggest bringing all visuals and media together in a PDF overview of the event.

3. BEST USE OF AN EVENT TO BUILD A NEWS BRAND

The creative selection and execution of an event tied to and enhancing a news brand or key segments of a news brand and/or generating revenue. This can be an in-person or virtual event.

WHAT JUDGES LOOK FOR:
How to communicate to judges the totality of the event, the creativity behind the event, how the event connected to objectives, and how the event built on the news brand. A big bonus in judges’ eyes: how the event generated profitability. If you are submitting a virtual event, consider including how you mobilised your audience to join, how it kept engaged with your proposal over time, and which interaction features were most successful.

TYPICAL MEDIA:
Printed materials, newspaper, direct mail, video.

4. BEST IDEA TO ENCOURAGE READER ENGAGEMENT

Encouragement of the use of or engagement with a media company’s Web site, mobile site, tablet, apps, newsletters, text alert service, video, rich media, social network, print products, or the marketing or onboarding of features related to these assets. This can include encouraging usage or engagement with stories, sections, journalists, or other components.

WHAT JUDGES LOOK FOR:
Results, concept, and creativity are on equal footing as open rates, click throughs, page impressions, time spent, bounce rate, frequency, and percentage of page read. Overall customer satisfaction that can be measured over time.

TYPICAL MEDIA:
E-mail, Web site alerts, app messaging, newspaper, outdoor, television, radio, direct mail, mobile.
5. BEST USE OF PRINT

Print is a vibrant platform that conveys emotion for readers and advertisers. This category rewards the creative use of print newspapers, magazines, supplements, or niche products for editorial or advertising purposes.

WHAT JUDGES LOOK FOR:
Outside-the-box creativity in print as well as any tangible results from the use of print such as: a) consumer uptake (metric: sales), profit margin, content engagement/response (from embedded calls to action); or b) contribution to sales uplift (measurable as percentage for client) generated from the print vehicle, value of publicity generated, consumer engagement levels from other embedded calls to action. Bonus if extension off/integrated with one or more non-print platform/channel such as digital, video, television.

TYPICAL MEDIA:
Visuals of the print product and what makes them unique and different as an editorial, commercial, or branded content product.

6. BEST USE OF VIDEO

Creative use of video in a digital environment that improves the customer experience and engagement with the news brand. The video initiative may have appeared on social media platforms, digital platforms of media companies, or any other platform.

WHAT JUDGES LOOK FOR:
Show how video supports your news brand, while explaining concrete, achieved results. Your video initiative may refer to a product, a story, or a marketing campaign. The combination of creativity, visual storytelling, and viral impact in your community will be specially rewarded.

TYPICAL MEDIA:
Digital environment includes social platforms, Web, mobile. Please provide a link to your video initiative (i.e., YouTube) for more convenient judging reviews.

7. BEST USE OF AUDIO

Creative use of audio in a digital environment that engages customers such as podcasts via the brand’s Web site, smart speakers, or similar digital platforms. This traditionally would be an editorial product, yet could also be for marketing or advertising purposes.

WHAT JUDGES LOOK FOR:
Creative and authentic use of a social platform to drive measurable results for your news brand. How to take advantage of the peculiar nature of each platform, its style, its voice, and its audience.

TYPICAL MEDIA:
Screen captures of platform usage or direct links to your platform initiative.

8. BEST USE OF SOCIAL MEDIA

Creative use of social media platforms such as Facebook, Twitter, Instagram, LinkedIn, Snapchat, Pinterest, Tik Tok, or YouTube to meaningfully engage, tell stories, and/or grow your news brand’s presence.

WHAT JUDGES LOOK FOR:
Show how audio supports your news brand, while explaining concrete, achieved results. Your audio initiative may refer to a product, a story, or a marketing campaign. The combination of creativity, audio storytelling, and deep engagement in your community will be specially rewarded.

TYPICAL MEDIA:
Digital environment includes Web, mobile, smart speakers, social platforms. Please provide a link to your audio initiative for more convenient judging reviews.
SUBSCRIPTIONS

9. BEST INITIATIVE TO ACQUIRE SUBSCRIBERS
Activities to acquire paid subscribers of a news brand or product. Special emphasis is on new concepts introduced to existing subscription initiatives or new subscription initiatives with creative twists to acquire new subscribers.

WHAT JUDGES LOOK FOR:
Creative approaches and results in acquiring paid subscribers is the focus of this category. This can include clever ways to gain subscriptions for paywalls, paid apps, or cross-platform packages. Initiatives could include marketing campaigns that drive sales or new packs, paywalls, pricing, and access models.

TYPICAL MEDIA:
Direct mail, e-mail, television, Web, mobile, outdoor, newspaper, print.

10. BEST INITIATIVE TO RETAIN SUBSCRIBERS
Activities to retain paid subscribers of a news brand or product. Special emphasis is on new concepts introduced to existing subscription initiatives or new subscription initiatives with creative twists to retain subscribers and reduce churn. Think of subscriber on-board, engagement and retention activities and campaigns.

WHAT JUDGES LOOK FOR:
Creative approaches and results in retaining paid subscribers is the focus of this category. This can include clever ways to retain subscriptions for paywalls, paid apps, or cross-platform packages. Initiatives could include editorial and/or marketing campaigns to keep your subscribers frequently coming back to your subscription offerings, as well as recommendations and details of your churn-averting strategy.

TYPICAL MEDIA:
Direct mail, e-mail, television, Web, mobile, outdoor, newspaper, print.

11. BEST SUBSCRIPTION NICHE PRODUCT
Once you have a subscriber, how do you keep them engaged, loyal, and/or potentially buying more? In this category, share creative niche products for subscribers such as puzzles and games, verticals (e.g., sports, cooking), video and audio services and other subscriber niche products that engage or upsell.

WHAT JUDGES LOOK FOR:
Judges are looking for the creativity behind the niche product idea, the execution, and ultimately results that show subscriber engagement or revenue.

TYPICAL MEDIA:
Share imagery or links to the products or services, as well as marketing material.
ADVERTISING

12. BEST IDEA TO GROW ADVERTISING SALES

Innovative, impactful, and creative activities used to support the sales or retention of advertising customers across platforms: digital, mobile, print, social, marketing services, and more. This category focuses on how media companies acquire or retain advertising.

WHAT JUDGES LOOK FOR:
Judges are looking for bottom-line results by advertising customers. While great creative is important, often it’s the smart strategy behind it backed by research and analytics. Single-medium or multi-media campaigns can succeed.

TYPICAL MEDIA:
Mobile, digital display, social PPC, e-mail, radio, TV, newspaper, direct mail, e-mail, outdoor, rack cards, posters.

EXAMPLES:
Print advertisements, digital advertisements, advertiser reward programmes, special advertiser events, advertiser promotions and incentives, planning calendars and brochures, trade journal advertising, media packets, advertising sales presentations, research findings, and more.

13. MOST CREATIVE USE OF ADVERTISING FORMATS

Creative advertising formats displayed as branded content or native advertising, self-service advertising, contextual advertising, designed for Web sites, apps, newsletters, mobile, or digital environments such as digital billboards.

WHAT JUDGES LOOK FOR:
The jury is looking for creative advertising formats. Provide high quality visuals of the advertisement pieces, independently if these are static, interactive, or animated pieces.

TYPICAL MEDIA:
Web site banner ads, apps ads, mobile ads, and advertisement pieces displayed in digital environments such as social media.

14. BEST MULTI-CHANNEL CLIENT ADVERTISING CAMPAIGN

Best samples on advertising campaigns for advertising customers with a clear strategy across channels to help ad clients adequately expose their brand to multiple audiences.

WHAT JUDGES LOOK FOR:
The jury is looking for consistent advertising solutions across platforms with creative adapted to platform requisites.

TYPICAL MEDIA:
Web sites, apps, mobile platforms, social media, print newspapers, and magazines. Consider integrating brand related events.
CATEGORIES

DATA AND INSIGHTS

15. BEST INTERNAL DATA DASHBOARD AND REPORTS

Smart ways to use data analytics to provide insights into subscription segmentation and sales, editorial content development, or digital product design are the main focuses of this consumer-oriented category. Entrants should show how data analytics led to a demonstrable business or communications outcome.

WHAT JUDGES LOOK FOR:
Judges are looking for smart uses of data on the audience side of the news business — whether subscription sales, content, or product design. For subscriptions, demonstrate how segmentation of subscriber and/or non-subscriber data patterns led to a consistent pattern of actions that led to sales. For content, demonstrate how data guided strategic choices for editorial decisions and perhaps was used in a journalistic venture. For product design, demonstrate how the data fueled the creation of a consumer product. In all cases, the key is the clever use of data.

TYPICAL MEDIA:
PowerPoint presentations, screen captures, dashboards, signage, real-time visualisation tools, reports/research that point to results.

16. BEST USE OF DATA TO DRIVE A BUSINESS RESULT

Clever ways to use data analytics to provide insights for advertisers or support for a media brand’s advertising sales efforts are the focuses of this category. Entrants should show how data analytics led to a demonstrable business or communications outcome.

WHAT JUDGES LOOK FOR:
Judges are looking for smart applications of data analytics in the acquisition or retention of advertising. This might mean using data for the benefit of advertisers, or this might mean the use of data for smart segmentation that leads to advertising sales.

TYPICAL MEDIA:
PowerPoint presentations, dashboards, signage, real-time visualisation tools, data books, printed materials, advertiser presentations, reports/research that point to results.
CATEGORIES

PRODUCT

17. BEST NEW DIGITAL PRODUCT

Present your best new product from start to finish. Share insights on how you defined audience needs, created a prototype, tested, and launched the product in addition to results obtained.

WHAT JUDGES LOOK FOR:
Entries will be judged on product process as well as results. Visualise as much as possible the narrative around the product creation process, the product launch, timeline and results.

TYPICAL MEDIA:
Web sites, apps, mobile platforms, newsletters, social media, print newspapers and magazines, sharing articles, as well as special features such as cooking suggestions, crosswords, games.

18. BEST PRODUCT ITERATION

Show how a specific product changed, upgraded, and adapted to meet your goals. Share the behind-the-scenes insights: Problem recognition against goals and results against those goals.

WHAT JUDGES LOOK FOR:
This category will be judged on problem or user-need recognition, internal insights on potential solutions, details on how decisions were made with relevant departments, and the results against target.

TYPICAL MEDIA:
Web sites, apps, mobile platforms, newsletters, social media, print newspapers and magazines, sharing articles, as well as special features such as cooking suggestions, crosswords, games.
19. BEST INNOVATION IN NEWSROOM TRANSFORMATION

Best initiatives in newsrooms with measurable impact in the transformational process across different business units. This category focuses on cross-functional collaboration, strategic review, organisational design, process standards and efficiency, process automation, incentive systems, change management, remote or hybrid work, and talent management.

WHAT JUDGES LOOK FOR:
The jury is looking for integrational processes across units with measurable results in terms of changes in effectiveness (e.g., gains in output, quality, outcomes) and efficiency (e.g., savings in time, effort, money).

TYPICAL MEDIA:
Internal reports on how cooperation across different business units allows performance and change efficiencies, charts of transformational, and integrational process.

20. BEST USE OF VISUAL JOURNALISM AND STORYTELLING TOOLS

Either for short or long stories, in this category we focus on creative ways to transform information and data in clear visualisations which enable readers a better understanding of the topic. Explain the tools you have implemented and include the outcomes in terms of audience preferences and feedback.

WHAT JUDGES LOOK FOR:
The jury is looking for the creative use of storytelling tools and how these enrich the story or issue. Name the tools, purpose of using that particular tool, and show the outcome in a comprehensive, visual way.

TYPICAL MEDIA:
Web sites screenshots, video animations, visualizations, infographics, multi-media stories, use of AR/VR embedded in the storytelling, embedded links, maps, interactive graphics.
Under which brand/company segment should you submit your entries? The key question to answer when submitting an entry: From where did my campaign emanate? For examples on brand segments, please visit: https://www.inma.org/modules/awards2022/segments.html
1. Competition deadlines

- **November 1, 2021:** Competition opens for submissions
- **January 28, 2022:** Submission deadline
- **February 1-28, 2022:** Judging period for categories 1-20
- **March 1-15, 2022:** Judging period for “Best In Show”
- **March 8, 2022:** Finalists announced
- **June 9, 2022:** Winners announced

Please take note of the deadline date below. No extensions will be granted. **FRIDAY, JANUARY 28, 2022**

2. Who may submit entries

The INMA Global Media Awards competition is open to news media companies and entities affiliated with the news media industry. Entries must be prepared and uploaded by the news media organisation, news media organisation representative, advertising agency, or public relations firm working on the company’s behalf.

3. Date of entries

Entries must have been executed during the **2021 CALENDAR YEAR**. If you are entering from an ongoing campaign that was entered in a previous year, you must submit new work from the campaign.

4. About each entry

- There should be no more than six files per entry.
- Each file must not exceed 20MB.
- Allowed file types are JPEG, PDF, MP3, WMA, WMV, MOV, GIF, PNG.
- Under “Objectives and Results”, there is a 330-word limit for each field.
- Due to the file size, if you have a video campaign that has been uploaded to YouTube or an online system of this nature, you can include a direct link to the video either in the Video Link field foreseen for this purpose (after “Results”), or you can provide your link in your PDF.
- INMA recommends consolidating the entry into a single PDF if possible. Judges tend to give bonus points for simplicity in entries.

Note: The system will allow certain files to be uploaded, but not all judges have the software that is capable of viewing files other than (JPG, PDF, MP3, WMA, WMV, MOV, GIF, PNG). Please convert your files to the supported formats or your campaign will not be judged in its entirety.
5. Entry segments

The objective in the “segments” is to judge like-sized and like-minded companies and brands against one another.

Entries must be submitted in one of three segments:

- **Segment 1 - National Brands:** Work emanating from national and global brands, Web sites, apps, and publications
- **Segment 2 - Regional Brands:** Work emanating from metro-, region-, and community-focused focused brands, Web sites, apps, and publications
- **Segment 3 - Groups:** Work emanating from media groups, central offices, or shared-service operations for multiple brands in multiple cities

6. Multiple entries

You may enter in as many of the 20 categories as you wish. If you are submitting an entry in more than one category, please submit it separately in each category, as it will be judged separately.

Entrants have the possibility to duplicate entries and submit them in other categories. At the end of the submission process there is the feature “Copy Entry,” which allows the duplication.

Companies may submit different entries to different segments depending on where the work emanates. For example, work done at a corporate headquarters or shared-service operation for multiple brands should be submitted in the Group segment. But work done by a national newspaper at the same company should be submitted in the National Brand segment (same logic for Regional Brands). Groups often operate national and regional news brands.

Companies may **not** submit the same entry in multiple segments. The reason is that the work emanates from only one place.

Note: A fee of US$150 applies per submitted entry.

8. Confidential information

Please do not include confidential information in your entries to the INMA Global Media Awards competition. All entries will be publicly displayed in INMA’s Best Practices Archive.

9. Web browser requirements

To make the entry process smooth within the Entry Management System, INMA strongly recommends upgrading to the latest version of the browsers below:

**Personal Computer (PC):**
- Microsoft Edge
- Firefox
- Chrome

**Macintosh:**
- Safari
- Firefox
- Chrome
Login

To begin submitting entries, visit our Web site at www.inma.org/awards. You must create a record that includes your e-mail address, a password, and the contact information for the person who is officially submitting the entries on behalf of the company. Once you have a record, you may log in at any time and submit additional entries.

Submission steps

Upon login, follow the prompts. The entry submission process is in sequential order (see page 12 for Web site examples):

- **Step 1**: Log in to save entry, skipping Step 2.
- **Step 2**: If not registered, create account.
- **Step 3**: Company information.
- **Step 4**: Campaign details.
- **Step 5**: Media with the entry. See file details on page 9 rules: “About each entry.”
- **Step 6**: Review entry and save.

Questions

Within the Online Entry Management System, you will have complete contest and entry information at your fingertips. This includes rules, categories, and helpful hints. If you have questions in the entry submission process, please see page 15 and 16 for frequently asked.

INMA has created an Online Entry Management System that allows you to easily upload all of the necessary criteria and imagery necessary to participate in the INMA Global Media Awards.
HOW TO ENTER

STEP 1

INMA Global Media Awards Entry System

Get Started

Submit or Review Entries

Username

Password

Submit

Create an Account

STEP 2

INMA Global Media Awards Entry System

Contestant Information

First Name

Last Name

Title

Company Name

Save My Awards Account

Please complete the Contestant Information to create an account.

fhcntact information, listing information or payment details for your awards account.

Save My Awards Account

Email

STEP 3

INMA Global Media Awards Entry System

Submit Best Practice

Company Information

Company Name

City

State / Province / Region

Save Entry / Finish Later

STEP 4

INMA Global Media Awards Entry System

Media With This Entry

Submit Best Practice

Step 1: Add Visual Media With This Entry

- Images should be in high resolution, and not less than 300 dpi.
- Maximum file size: 2GB.
- Multiple files can be uploaded for each entry.

Choose Supporting Media (x/3)

Choose Supporting Media (x/3)

Choose Supporting Media (x/3)

Step 2: Add Video Link With This Entry

- Video should be on vimeo.
- Max upload size: 1GB.
- Multiple files can be uploaded for each entry.

Choose Supporting Media (x/3)

Choose Supporting Media (x/3)

Choose Supporting Media (x/3)

Step 3: Add a Feature Image

- The featured image is displayed on the public facing entry page.
- Maximum file size: 2GB.
- Maximum file size: 2GB.

Choose Supporting Media (x/3)

Choose Supporting Media (x/3)

Choose Supporting Media (x/3)

Step 4: Add a Thumbnail Image

- The featured image is displayed on the public facing entry page.
- Maximum file size: 2GB.
- Maximum file size: 2GB.

Choose Supporting Media (x/3)

Choose Supporting Media (x/3)

Choose Supporting Media (x/3)

STEP 5

INMA Global Media Awards Entry System

Submit Best Practice

Company Information

Company Name

City

State / Province / Region

Save Entry / Finish Later

Media With This Entry

Submit Best Practice

Step 1: Add Visual Media With This Entry

- Images should be in high resolution, and not less than 300 dpi.
- Maximum file size: 2GB.
- Multiple files can be uploaded for each entry.

Choose Supporting Media (x/3)

Choose Supporting Media (x/3)

Choose Supporting Media (x/3)

Step 2: Add Video Link With This Entry

- Video should be on vimeo.
- Max upload size: 1GB.
- Multiple files can be uploaded for each entry.

Choose Supporting Media (x/3)

Choose Supporting Media (x/3)

Choose Supporting Media (x/3)

Step 3: Add a Feature Image

- The featured image is displayed on the public facing entry page.
- Maximum file size: 2GB.
- Maximum file size: 2GB.

Choose Supporting Media (x/3)

Choose Supporting Media (x/3)

Choose Supporting Media (x/3)

Step 4: Add a Thumbnail Image

- The featured image is displayed on the public facing entry page.
- Maximum file size: 2GB.
- Maximum file size: 2GB.

Choose Supporting Media (x/3)

Choose Supporting Media (x/3)

Choose Supporting Media (x/3)
1. Criteria
Judging is based on the initiative’s concept, creativity, and results.

2. Judging process
The judges evaluate entries through an online Awards Entry System created by INMA that allows them to view text, video, audio, PDFs, and still images. The judges meticulously score each entry on a scale of 1-50 and leave comments. Because judging is done online using digital images, companies should take care in selecting entries that are viewable via computer screen. Small type, poor image resolution, and materials best not viewed on a computer are strongly discouraged.

3. Who are the judges?
INMA will select a representative panel of 40+ highly qualified executives worldwide to judge the Global Media Awards. These judges come from media and marketing fields as well as experts in specific categories. While the judges are anonymous in the year of judging, click here to view a list of judges from recent years.

4. Selection of winners
Generally, one First Place, one Second Place, and one Third Place will be awarded for each category (20) within each segment (3). In some cases, judges may omit awards or advise additional awards.

5. Top awards
Judges will designate a “Best of Show” winner among First Place recipients, along with regional winners for Africa, Asia/Pacific, Europe, Latin America, Middle East, North America, and South Asia. There must be a First Place recipient from a region to qualify; otherwise, INMA may combine regions for the purpose of rewarding regional excellence.

6. Non-English entries
Most judges speak and write fluent English, which is the official language of the judging process. Every effort will be made by INMA to translate non-English entries in advance of the judging. But there are no guarantees. Submitting entries in English is strongly encouraged.
1. Fee per entry

A non-refundable fee of US$150 per entry is charged. Refunds or credits will not be granted once you have submitted your entries.

2. Payment method and instructions

Entries may be paid via credit card, bank transfer, or check:

- **Credit card:** At the conclusion of the entry submission process, you may pay online via Visa, MasterCard, or American Express.

- **Bank transfer:** Print or save a copy of your invoice at the conclusion of the entry submission process. Please transfer funds to the bank account.

- **Check:** Print out your invoice at the conclusion of the entry submission process and send via check in U.S. dollars drawn on a U.S. bank, made out to Contest Coordinator, INMA.

3. Where to send payment

For check payments, mail/post to:

 Contest Coordinator  
 INMA  
 P.O. Box 740186  
 Dallas, Texas 75374 USA

HELP

The staff at INMA can answer any questions you may have about the INMA Global Media Awards competition.

As the **global contest coordinator**, Raquel Meikle is available to you via e-mail, awards@inma.org, and by telephone, +1 214 269-7485 or +49 170 3015197. Languages: English, Español, Deutsch.

If you prefer to discuss INMA Awards with your regional coordinator, please contact:

- **Africa Division:** Doreen Mbaya, Nairobi, Kenya  
  doreen.mbaya@inma.org  
  +254 721541025

- **Europe Division:** Tom Corbett, Antwerp, Belgium  
  tom.corbett@inma.org,  
  +32 486 37 13 36

- **Latin America Division:** Ana Gutiérrez,  
  San Salvador, El Salvador,  
  ana.gutierrez@inma.org,  
  +503 7857 5742

- **North America Division:** Katy King, Dallas, United States,  
  katy.king@inma.org,  
  +1 214 373-9111

- **South Asia Division:** Madhavi Sekhri,  
  New Delhi, India  
  madhavi.sekhri@inma.org,  
  +91 99716 00632
1. Who is eligible to enter the INMA Global Media Awards competition?
   The competition is open to newspapers, magazines, TV and radio stations and networks, news Web sites, online classified Web sites, and others broadly in the “news media” field. We are seeking best practices in audience, revenue, and brand growth at news media companies regardless the platform. Further questions about eligibility may be directed at awards@inma.org.

2. How many words am I allowed to enter in the objectives and results fields?
   There is a 330-word limit for each field.

3. How many files can we upload per entry?
   The database allows 6 files per entry. However, compiling one PDF with all files is a bonus in the judges’ eyes as a better way to review and judge the entries. Please bear in mind the 20MB size limit.

4. How do you distinguish between a “National” brand and a “Regional” brand?
   National brands serve an entire country and not just a few geographic regions within a country. In smaller countries, virtually all news brands are national. Regional brands serve cities, communities, and regions — a fixed geography within a country.

5. My brand is owned by a media group. Should I submit in the Group Segment or the Regional Segment?
   From where did the work emanate? If it was created at your corporate office or a shared-services operation, then it is a “Group” entry.

6. My campaign was created by our group office for execution across our regional newspapers. Should this be submitted in the Group Segment or the Regional Segment?
   Since the work emanated from the group office, it’s a Group Segment entry.

7. Does INMA accept entries from non-media companies like news industry suppliers, press associations, or consultants?
   INMA takes an open-minded view of what a “media company” is. Generally, we would suggest press associations or consultants submit entries in the region they serve (national, regional). If you are a supplier or consultant representing a media company, we suggest submitting the entry under the media company’s name.

8. Are we able to set up multiple accounts, each representing a different department within my company where each department would have a different contact person?
   Yes, each department can submit their own entries separately and would have a unique login and password. The contact person for that specific department is listed under that unique login and password.

9. What time frame is involved for the initiative being submitted?
   All entries submitted must have been executed during the 2021 calendar year.

10. Is it required that both the creative and content is new from a previous year’s entry?
    The initiative must have been executed during the 2021 calendar year.

11. Can one PDF file have numerous pages contained within it?
    Yes, one file can have numerous PDF pages representing various creative elements for the campaign. Make certain the size of the file does not exceed 20MB and the sections do not exceed the 300-word limit. Consider your submission as a story consisting of an introduction, an explanatory section with the “why’s” (the challenge to overcome) and its outcome. Please don’t forget to include how you solved your challenge, which helps judges get a better picture of the internal creative process. Avoid long texts, be explicit, and to the point. Photos, videos, and audiovisual material also contribute to get the spirit of your initiative at a glance.

12. Once my files are uploaded, am I able to confirm the image has been uploaded and see the actual image?
    Once you have uploaded all your files, click “Review and Submit” on your screen. You will be able to review content you have entered for each entry. If you click on the hyperlink associated with your files, you will be able to view the image.

13. When attaching files with an online entry, do we need to attach the whole page or screen or palette on which the advertisement or initiative ran, or can we just attach the artwork?
    You can submit the whole page, just the artwork, or both if you prefer. Submit the creative that best represents your campaign.
14. I was able to upload a file that is not supported in the database. Will it still be judged?
The system will allow certain files to be uploaded, but not all judges have the software that is capable of viewing files other than (JPG, PDF, MP3, WMA, WMV, MOV, GIF, PNG). Please convert your files to the supported formats, or your campaign might not be judged in its entirety.

15. Do I need to include login details for the judges to may access my site?
Yes. Judges will have access to your Web site to properly evaluate your entry and therefore you need to provide a special login. There’s a special box in your Awards Account foreseen for this purpose. This login will be only available for judges to judge entries. It won’t be made public.

16. Do I have to be a member of INMA to submit entries in the awards competition?
No, anyone can submit entries in the competition.

17. What is the cut-off time on the deadline date? Can I still submit my entries on the deadline date or must I submit my entries by close of business the day before?
Entries must be submitted by your close of business on the deadline date of Friday, January 28, 2022, regardless of your time zone.

18. What is the cost to submit an entry?
The per-entry price is US$150.

19. The “Bill To” information on my invoice is not correct. How do I ensure the proper “Bill To” company information is listed?
When submitting your entry, you will automatically receive your Global Media Awards participation invoice per e-mail. This invoice is also available in your Awards account. To receive an updated invoice, please e-mail INMA at awards@inma.org and provide the correct “Bill To” information (company name, address, and tax ID). You will then receive a corrected invoice by e-mail.

20. For entries that require the objectives and results to be translated into English, how do we ensure INMA receives these translations for each campaign?
Please document your objectives and results in English and send them by e-mail to awards@inma.org. You must reference your company name, entry name, and entry number(s) in the document.