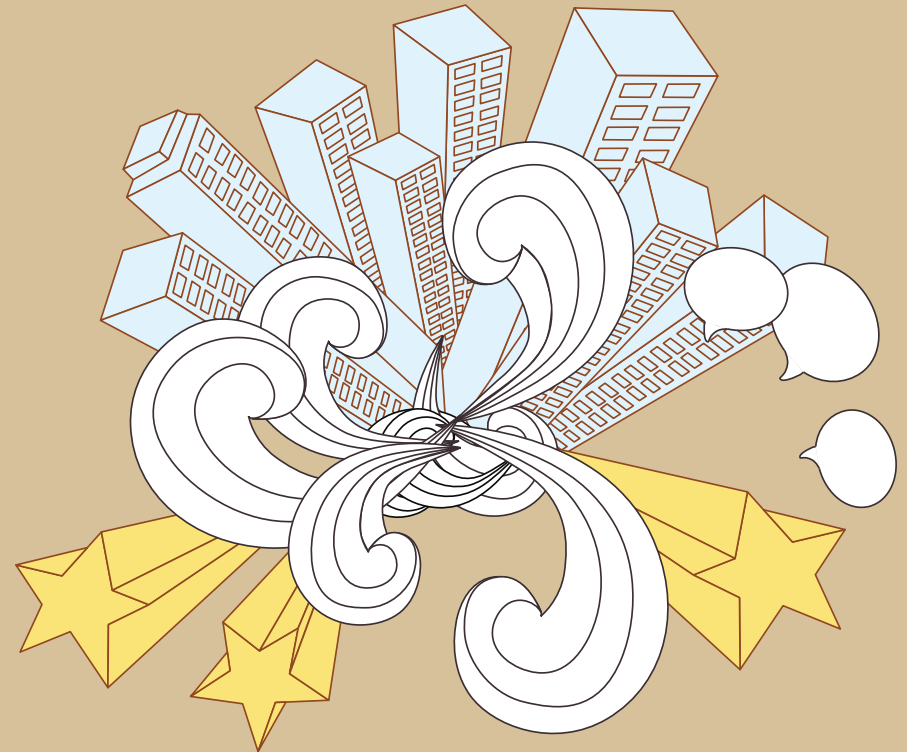


# printer categories

For Divisions 1, 2 and 3

The "D" signifies that the category is Digital. The printed piece must have been produced using digital print technology (iGen, NexPress, HP Indigo, etc.)

1	Advertising Specialties	32	Invitations (1, 2 or 3 colors)
2	Annual Reports (1, 2 or 3 colors)	33 - D	Invitations (1, 2 or 3 colors)3
3	Annual Reports (4 or more colors)	33	Invitations (4 or more colors)
4	Art Prints & Posters	33 - D	Invitations (4 or more colors)
4 - D	Art Prints & Posters	34	Labels & Wraps
5	Booklets (1, 2 or 3 colors)	34 - D	Labels & Wraps
5 - D	Booklets (1, 2 or 3 colors)	35	Letterhead
6	Booklets (4 or more colors)	35 - D	Letterhead
6 - D	Booklets (4 or more colors)	36	Magazine Inserts
7	Books, Case Bound	36 - D	Magazine Inserts
7 - D	Books, Case Bound	37	Magazines (4 or more colors throughout)
8	Books, Soft Cover	37 - D	Magazines (4 or more colors throughout)
8 - D	Books, Soft Cover	38	Magazines (1, 2 or 3 colors)
9	Brochures (1, 2 or 3 colors)	39	Magazines (Cover: 4 or more colors; Text: 1, 2 or 3 colors)
9 - D	Brochures (1, 2 or 3 colors)	40	Manuals, Training & Other
10	Brochures (4 or more colors)	40 - D	Manuals, Training & Other
10 - D	Brochures (4 or more colors)	41	Menus
11	Business Cards (1, 2 or 3 colors)	41 - D	Menus
11 - D	Business Cards (1, 2 or 3 colors)	42	Miscellaneous
12	Business Cards (4 or more colors)	42 - D	Miscellaneous
12 - D	Business Cards (4 or more colors)	43	Newsletters (1, 2 or 3 colors)
13	Calendars - Booklet	43 - D	Newsletters (1, 2 or 3 colors)
13 - D	Calendars - Booklet	44	Newsletters (4 or more colors)
14	Calendars - Flat	44 - D	Newsletters (4 or more colors)
14 - D	Calendars - Flat	45	Newspaper Inserts
15	Cards & Postcards	46	Packaging
15 - D	Cards & Postcards	47	Point-of-Purchase & Displays (Multiple Pieces)
16	Cartons & Containers (Multiple Pieces)	47 - D	Point-of-Purchase & Displays (Multiple Pieces)
17	Cartons & Containers (Single Piece)	48	Point-of-Purchase & Displays (Single Piece)
18	Catalogs (4 or more colors)	48 - D	Point-of-Purchase & Displays (Single Piece)
18 - D	Catalogs (4 or more colors)	49	Presentation Folders (1, 2 or 3 colors)
19	Catalogs (1, 2 or 3 colors)	50	Presentation Folders (4 or more colors)
19 - D	Catalogs (1, 2 or 3 colors)	51	Programs (1, 2 or 3 colors)
20	Desktop Publishing/Design	52	Programs (4 or more colors)
20 - D	Desktop Publishing/Design	53	Promotional Campaigns
21 - D	Digital Printing (Color)	53 - D	Promotional Campaigns
22	Direct Mail (1, 2 or 3 colors)	54	Self Promotion (Own Company)
23	Direct Mail (4 or more colors)	54 - D	Self Promotion (Own Company)
23 - D	Direct Mail (4 or more colors)	55	Self Promotion (Other than your own company)
24	Directories, Source Books	56	Stationery Packages (1, 2 or 3 colors)
25	Envelopes (1, 2 or 3 colors)	56 - D	Stationery Packages (1, 2 or 3 colors)
25 - D	Envelopes (1, 2 or 3 colors)	57	Stationery Packages (4 or more colors)
26	Envelopes (4 or more colors)	57 - D	Stationery Packages (4 or more colors)
26 - D	Envelopes (4 or more colors)	58 - D	Variable Data Printing (please send two pieces of series)
27	Finishing - Diecuts, pop-ups, unique folds	59	Web Printing - Coated Paper (1, 2 or 3 colors)
28	Finishing - Foil stamping, embossing/debossing	60	Web Printing - Coated Paper (4 or more colors)
29	Finishing - Other special finishing technique	61	Web Printing - Uncoated Paper (1, 2 or 3 colors)
30	Flyers/Sell Sheets (1, 2 or 3 colors)	62	Web Printing - Uncoated Paper (4 or more colors)
31	Flyers/Sell Sheets (4 or more colors)		



# 2012

## PIAS Graphic Awards Competition

**Deadline March 9, 2012**

# 2012 PIAS Graphic Awards Competition

The PIAS Graphic Awards competition is designed to recognize and appropriately honor those responsible for the creation, design and production of top-quality printed materials; those which have impact, appeal and are effective as marketing communications or educational tools.

## who can enter?

The Competition is open to any graphic arts firm or in-plant printing operation that is a PIAS member. Entries submitted must have been produced between January 1, 2011 and December 31, 2011. The entrant must have produced the piece(s) entered. Finishing and Binding firms may enter in category 4, outlined on the next page.

## how many pieces can be entered?

There is no limit on the number of pieces a company may enter in the 2012 PIAS Graphic Awards Competition.

## judging

Each entry submitted is judged among like entries. Entries are grouped by division, which is dependent upon the size and/or type of the company, then grouped by Category as specified on the Official Entry Form. PIAS reserves the right to re-categorize any entry if it is determined that the entry may be judged more fairly by being placed in a different category.

The entries submitted in the PIAS Graphic Awards competition are evaluated by a panel of 3 judges, all of whom are involved in the graphic arts industry. The judges evaluate each entry based upon the following criteria: degree of difficulty; quality and technique of reproduction; excellence in creativity, design, typography and general layout; and, if appropriate, unusual applications such as special effects, etc.

Each of the three judges will award a point score, ranging from 1 to 10, based upon this criteria. Any entry receiving a composite score of 18-22 points will be honored with an Award of Merit, which is an unmounted certificate. Any entry receiving a composite score of 23-30 points will be honored with an Award of Excellence, which is an unmounted certificate. The entry receiving the highest composite score within each category will receive the Best of Category award, which is a mounted certificate. In the case of the Self-Advertising Best of Category winner, the winning entry will receive a mounted certificate as well as a trophy unique to this category.

Within each division, Best of Category winners will compete for Best of Division honors. The top three winning entries in Divisions 1, 2 and 3 will then compete against each other for the prestigious Best in Show awards, the top award of the competition.

## entry and hanging fees

An entry fee in the amount of \$15 is required for each piece entered into the 2012 PIAS Graphic Awards competition. This fee is required when the entries are submitted. In addition, there are individual hanging fees for awards won: a \$16 fee is charged to each piece awarded an Award of Merit; an \$18 fee is charged to each piece awarded an Award of Excellence; and a \$35 fee is charged to each piece winning a Best of Category award. All hanging fees will be billed following public announcement of the winners.

## announcement of winners

The results of the judging are kept confidential until they are announced at the 2012 PIAS Annual Convention Awards Banquet held this year in Destin, Florida on June 26, 2012.

## PIA premier print awards

All Best of Category, Best of Division and the Best of Show award winners will be submitted by PIAS into the national Printing Industries of America Premier Print Awards free of charge. This prestigious national competition offers extensive promotional coverage for the winner. Printing Industries of America will extend an invitation to the PIAS companies winning "Bennys" at the culmination of their award competition judging.

## how to submit entries

Each entry requires at least 2 copies. (If you don't have two copies, then sending one is ok.) The first copy is your primary entry. The second copy is used in the event there is damage to your primary entry and also used when the entry is honored with a Best of Category, Best of Division or Best of Show award. It is used in the photo layout for the award presentations and then sent to the PIA Premier Awards competition.

Included with this brochure, you should have received the Official Entry Forms. You must complete an entry form for each piece entered in the competition. If you are entering the same piece in more than one category, a separate pair of entries and corresponding entry forms are required.

Please fill in the correct contact information on the entry form. Check the box indicating the appropriate division for your company:

- Division 1 - **Printers** employing fewer than 25 employees
- Division 2 - **Printers** employing 25 - 75 employees
- Division 3 - **Printers** employing more than 75 employees
- Division 4 (division 6 on the entry form) - **Trade Houses** specializing in Finishing & Binding Services

Separate the white and yellow copies of the entry forms. Tear away the Entry Identification Tag from the white copy and adhere it to the back of piece you are entering. The yellow copy of the entry forms are for your records. Collect the white copies of the entry form and calculate the total entry fee due at \$15 per entry. Prepare a check, payable to PIAS Graphic Awards in the amount calculated. Package the entries, along with the entry forms and check and send all to  
**PIAS • Attn: PIAS Graphic Awards • 305 Plus Park Blvd. • Nashville, TN 37217**

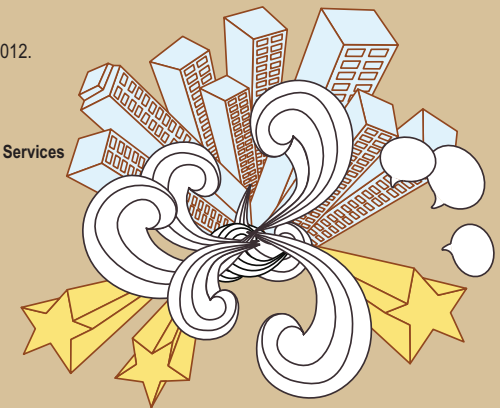
## deadline for entries

Entries should be received on or before Friday, March 9, 2012.

## trade house categories

### Division 4 - Companies specializing in Finishing & Binding Services

- 60 Case Binding
- 61 Mechanical Binding
- 62 Perfect Binding
- 63 Die Cutting
- 64 Embossing
- 65 Foil Stamping
- 66 Folding
- 67 Specialty Inks & Coatings
- 68 Multiple Processes



\* See back for Printer Categories