

## DIGITAL & OFFSET PRINTING

### ANNOUNCEMENTS & INVITATIONS

- 10 Announcements & invitations — offset (1, 2 or 3 colors)
- 11 Announcements & invitations — offset (4 or more colors)
- 12 Announcements & invitations — digital
- 13 Announcements & invitations — combo (specialty: screen printing, combo printing methods, non-paper substrates)

### ANNUAL REPORTS

- 20 Annual reports — offset
- 21 Annual reports — offset (combo, process color cover with 1, 2, or 3 color text or vice-versa)
- 22 Annual reports — digital

### ART REPRODUCTION

Reproduction of fine art for use as decoration

- 30 Art reproductions — offset
- 31 Art reproductions — digital

### BOOKLETS

Bound, in any manner; 32 pages or less, including cover and text

- 40 Booklets, small format — offset (6 x 9 or smaller)
- 41 Booklets, small format — digital (6 x 9 or smaller)
- 42 Booklets, large format — offset (over 6 x 9)
- 43 Booklets, large format — digital (over 6 x 9)
- 44 Booklets — web

### BOOKS

Bound volume of more than 32 pages, including cover & text

- 50 Books, hard cover — offset
- 51 Books, hard cover — digital
- 52 Books, soft cover — offset
- 53 Books, soft cover — digital

### BROCHURES

Not stitched, folded from flat sheets 11" x 17" or smaller

- 60 Brochures — offset (1, 2 or 3 colors)
- 61 Brochures — offset (4 or more colors)
- 62 Brochures — digital

### BROADSIDES

Not stitched, folded from flat sheets 11" x 17" or larger

- 65 Broadsides — offset (1, 2 or 3 colors)
- 66 Broadsides — offset (4 or more colors)
- 67 Broadsides — digital

### CALENDARS

- 70 Calendars, flat — offset
- 71 Calendars, flat — digital
- 72 Calendars, booklet — offset
- 73 Calendars, booklet — digital

### CAMPAIGNS

Three or more companion pieces that promote a product or brand.

- 80 Sales campaigns — offset
- 81 Sales campaigns — digital
- 82 Direct mail campaign — offset
- 83 Direct mail campaign — digital
- 84 Corporate identity campaigns — offset (3 or more printed pieces designed to be used together to present a unified identity. Such as: stationery, brochures, business cards, presentation folders, sale sheets, bill stuffers, etc. Letterhead & envelope count as one item.)
- 85 Corporate identity campaigns — digital (see #84 for description)

### CARDS

- 90 Rack cards — offset
- 91 Rack cards — digital
- 92 Individual greeting card / notecard — offset
- 93 Individual greeting card / notecard — digital
- 94 Series of greeting cards / notecards — offset
- 95 Series of greeting cards / notecards — digital
- 96 Postcard — offset
- 97 Postcard — digital
- 98 Postcard series — offset
- 99 Postcard series — digital

### CATALOGS

Printed for business, consumer or service industries. May include products or listings for exhibits, education or member institutions.

- 100 Catalogs — sheetfed (Up to 32 pages, including cover)
- 101 Catalogs — sheetfed (Over 32 pages, including cover)
- 102 Catalogs — web (Up to 32 pages, including cover)
- 103 Catalogs — web (Over 32 pages, including cover)
- 104 Catalogs — digital (Up to 32 pages, including cover)
- 105 Catalogs — digital (Over 32 pages, including cover)
- 106 Web & sheetfed combination catalogs
- 107 Web/sheetfed & digital combination catalogs
- 108 Catalog inserts

### INTERNAL COMMUNICATIONS

Produced for a single organization's internal use only.

- 115 Internal communications — offset (1, 2 or 3 colors)
- 116 Internal communications — offset (4 or more colors)
- 117 Internal communications — digital

### MAGAZINES, PERIODICALS & PUBLICATIONS

- 120 Magazines, periodicals & publications — sheetfed
- 121 Magazines, periodicals & publications — web
- 122 Magazines, periodicals & publications — digital
- 123 Combination magazines (sheetfed cover, web interior)
- 124 Web/sheetfed & digital combo magazines
- 125 Publication inserts — offset (up to 40 lb. stock)
- 126 Publication inserts — offset (over 40 lb. stock)
- 127 Publication inserts — digital

### MAGAZINE SERIES

(Entries should consist of at least three issues of the same magazine title during a one-year period. Work will be judged on consistency in series.)

- 130 Magazine series — sheetfed
- 131 Magazine series — web
- 132 Magazine series — digital

### MENUS

- 135 Menus — offset
- 136 Menus — digital

### NEWSLETTERS

- 140 Newsletters — offset (1, 2 or 3 colors)
- 141 Newsletters — offset (4 or more colors)
- 142 Newsletters — digital

### NEWSPRINT

- 145 Newsprint (1, 2, or 3 colors)
- 146 Newsprint (4 or more colors)

### POSTERS

All posters, truck or window posters, car cards, or calendar posters intended for use as a decoration or promotion

- 150 Posters — offset
- 151 Posters — digital

## DIGITAL & OFFSET PRINTING (CONT.)

### PRESENTATION FOLDERS & KITS

- 160 Presentation folders — offset (1, 2 or 3 colors)
- 161 Presentation folders — offset (4 or more colors)
- 162 Presentation folders — digital
- 163 Presentation kits — offset (1, 2 or 3 colors)
- 164 Presentation kits — offset (4 or more colors)
- 165 Presentation kits — digital

### PRINTER'S SELF-PROMOTION

- 170 Printer's self promotion — offset (*individual pieces*)
- 171 Printer's self promotion — digital (*individual pieces*)
- 172 Printer's self promotion — offset (*campaigns or multiple pieces*)
- 173 Printer's self promotion — digital (*campaigns or multiple pieces*)

### PROGRAMS

- 180 Programs — offset (1, 2 or 3 colors)
- 181 Programs — offset (4 or more colors)
- 182 Programs — digital

### SELF-MAILERS

- 183 Self-mailers — offset (1, 2 or 3 colors)
- 184 Self-mailers — offset (4 or more colors)
- 185 Self-mailers — digital

### SINGLE SHEET

- 190 Single Sheet — offset (1, 2 or 3 colors)
- 191 Single Sheet — offset (4 or more colors)
- 192 Single Sheet — digital

### STATIONERY & OFFICE MATERIALS

- 200 Single stationery item — offset (*business card, letterhead, labels, etc*) (1, 2 or 3 colors)
- 201 Single stationery item — offset (*see items above*) (4 or more colors)
- 202 Single stationery item — digital (*see items above*)
- 203 Envelopes — offset (*converted*)
- 204 Envelopes — digital (*converted*)
- 205 Envelopes — offset (*non-converted*)
- 206 Envelopes — digital (*non-converted*)
- 207 Stationery packages — offset (1, 2 or 3 colors)
- 208 Stationery packages — offset (4 or more colors)
- 209 Stationery packages — digital

### MISCELLANEOUS

- 210 Specialty, novelty or misc. printed materials — offset (*which do not fit criteria for any other categories, such as: book covers or jackets, decals, DVD / CD covers, games, holograms, maps, matchbooks, menus, playing cards, etc.*)
- 211 Specialty, novelty or misc. printed materials — digital
- 212 Specialty, novelty or misc. printed materials — digital/offset hybrid
- 213 Specialty, novelty or misc. printed materials — flexo

### PACKAGING PRINTING

- 220 Bags / gift bags
- 221 Branded product line packaging (*multiple pieces*)
- 222 Corrugated packaging
- 223 Flexo printed packaging
- 224 Flexible film packaging
- 225 Container — offset (*containers are open, lidless*)
- 226 Container — digital (*containers are open, lidless*)
- 227 Container — flexo (*containers are open, lidless*)
- 228 Folding carton — offset (*cartons fully closed*)
- 229 Folding carton — digital (*cartons fully closed*)
- 230 Folding carton — flexo (*cartons fully closed*)
- 231 Plastic packaging
- 232 Retail-ready packaging
- 233 Rigid box (*paper & board only*)
- 234 Rigid box (*combo or non-paper substrates*)
- 235 Tags & labels — flexo

- 236 Tags & labels — offset
- 237 Tags & labels — digital
- 238 Tags & labels — letterpress
- 239 Wraps, rolled products & pressure sensitive
- 240 Wrapping paper

### POINT-OF-PURCHASE & SIGNAGE

- 250 POP, counter / shelf
- 251 POP, hanging
- 251 POP, wall / window
- 253 POP, floor / stand alone
- 254 POP, other
- 255 Wide format, POP
- 256 Wide format, signs / banners
- 257 Wide format, display graphics
- 258 Wide or grand format, special installation\*** (*Entries must include a single component on the substrate of the project. With project details of installation and video clip of finished installation that can be uploaded and viewed from YouTube. Final install photo required with entry.*)
- 259 Wide or grand format, interior/exterior scapes\*** (*For those one-of-a-kind or too large to transport. Entries in category must include a single component on the substrate of the project. With project details of installation and video clip of finished installation that can be uploaded and viewed from YouTube. Final install photo required with entry.*)
- 260 Wide format, other

### SPECIALTY PRINTING TECHNIQUES

- 270 3-D printing, print requiring 3-D glasses to see image
- 271 3-D printing, additive manufacturing
- 272 Engraving
- 273 Hi-fidelity, print using more than 4-colors (i.e. touch plates) in halftone areas to enhance images & graphics.
- 274 Lenticular
- 275 New technology\*** (*Print using new technology not listed in this category. Entry must include description of technology and methods used.*)
- 276 Screen printing
- 277 Specialty inks\*** (*Submit printed sample and a paragraph describing the ink specialty. )*)
- 278 Spot UV
- 279 Stochastic
- 280 Thermography
- 281 Dye-sublimation

### SUSTAINABLE PRINTING

- 290 Environmentally sound materials\*** (*Entries must use at least TWO of the following: Recycled papers, Soy or vegetable based inks, Aqueous coating, Energy-curable inks and coatings, or other environmentally sound methods not mentioned here. \*Submit entry with a paragraph describing the materials and processes employed.*)
- 291 Environmental certification (*Entries must have FSC, SFI or PEFC cert.*)

### VARIABLE DATA PRINTING

- Must all have type/make of digital press used. See space on entry form.*
- 300 Variable data\*** (*Entries must include at least two different printed samples and if applicable a snapshot of PURL and ROI data. Submit with a paragraph describing the VDP process. Variable foil should be entered in Binding & Finishing categories.*)

### BINDING AND FINISHING

- 310 Binding, case
- 311 Binding, comb, spiral, wire-o or coil
- 312 Binding, perfect
- 313 Binding, tape
- 314 Binding, turned edge
- 315 Diecutting
- 316 Foil stamping — traditional
- 317 Foil — digital enhancements
- 318 Embossing or debossing
- 319 Lamination coating & film (*including cast and cure*)

## BINDING AND FINISHING (CONT.)

- 320 **Specialty coatings, fragrances, invisible inks, scratch off, etc.\***  
(Include description of project & process)
- 321 **Specialty coatings — digital\*** (Include description of project & process)
- 322 **Binding & finishing techniques, combinations\*** (Include description)
- 323 **Binding & finishing techniques, other\*** (Include description of project & process)
- 324 Unique folds, pop-ups, assembly techniques involvement devices
- 325 Product packaging assembly

## OTHER

### 350 **THEY SAID IT COULDN'T BE DONE\***

This category is for “over the top” production. Entries into this category will require production notes, clearly explaining how the piece was produced. A brief summary of the project scope and expectations by the client and how your print team found the solutions to meet those needs. Note specific unforeseen challenges experienced throughout the production process and how they were resolved. What if any, aspect of the finished piece was a direct suggestion by your team that really “made” the piece successful?

### 400 **INTEGRATED MARKETING\***

Entries in integrated marketing must show printed material plus any combination of involvement in at least three areas of a broad spectrum of creative services, such as: website, information architecture, interior or exterior design, construction, programming, video production, photography, Flash marketing presentations, and/or online Marketing Campaigns, QR codes, purls, etc. Entries are judged on overall quality and consistency in cross-media compliance and identification. Description required of integrated methods used in this campaign. Please include any analytical statistics to support promotion success if available.

### 410 **CASE STUDY MARKETING\***

Entries in case study marketing must show printed material plus any combination of involvement of other venues to market. Description required of campaign objectives, campaign strategy, campaign summary with response and methods used in this campaign. Please include any analytical statistics to support promotion success if available.



## JUDGING & AWARDS PROCESS

### PACKING UP THE ENTRIES

- Please send **3 copies of each entry piece**. This will ensure minimal wear on each entry, thereby showing best at both Dallas/Fort Worth and Kansas City Galas.
- Fill out **ONE Entry Form for each entry**. (Three samples & one entry form.)
- **Attach** entry forms carefully.
- **Don't use** cellophane tape, heavy-duty clamping clips or paper clips that can scratch pieces. **Do** utilize plastic bags to group pieces. Use light tack artist tape to attach entry forms to the back of pieces. Consider using photographer's gloves for handling pieces, as finger prints and soil often do not come off.
- **Enclose** a check for the total number of entries times the entry fee.
- **Package/ship** in sturdy box/container so that entries do not get damaged in transit.

### CATEGORIES AND AWARDS

Pieces must have been printed in 2018 and may be entered in more than one category. Three (3) copies of each entry, accompanied by an entry form, must be submitted in each category in which the piece is entered. In the 2019 competition there are three divisions.

- Division 1, Small Firm (Companies employing 1 to 20 employees)
- Division 2, Medium Firm (Companies employing 21 to 100 employees)
- Division 3, Large Firm (Companies with more than 101 employees)
- Student (See qualifying rules for student entries)

Each division will have identical categories. Entries which are considered exceptional within the category will be recognized with an “Award of Recognition,” with the single best entry receiving a “Best of Category.” “Best of Category” winners will compete first for the most prestigious “Best of Show” honors, then “Best of Division” and then “Specialty Awards.” Top winners cannot compete for more than one top award. Except by special request in advance of the judging, all entries become the property of the 2019 GraphEx Graphic Excellence Awards Competition.

### JUDGING

To ensure a fair and unbiased competition, all entries will be judged by a team of printing experts from outside Kansas, Missouri, Oklahoma and Texas. The judges will be instructed to base their decisions first on technical complexity and the quality of printing, then on design features and overall appearance. Entries with visible or technical flaws will be eliminated from the competition.

### AWARD HIERARCHY

- Best of Show
- Division Awards
- Specialty Awards
- Best of Category
- Award of Recognition

### ANNOUNCEMENT OF AWARD WINNERS

A letter of notification will be mailed and emailed to all “Best of Category” and “Award of Recognition” winners immediately following the judging. Division and Major Award winners will be announced at the 2019 Graphic Excellence Awards Galas to be held during the month of April in both Dallas and Kansas City.

### WINNER RECOGNITION

Winners of “Best of Category” will receive one framed certificate at no charge, which will be awarded at the 2019 Graphic Excellence Awards Gala. Winners of “Awards of Recognition” may purchase framed certificates for \$49 each. Additional framed certificates may be purchased for clients. A certificate order form will be available to each winner confirming the wording on the certificate, which can be customized on duplicate awards.

### MEDIA RECOGNITION

News releases announcing the major winners will be sent to local, regional and national trade magazines and business publications. Select local newspapers will also receive news releases relating to local award winners. Event photos will be available at [piamidam.org/graphex](http://piamidam.org/graphex).

### PIA PREMIER PRINT AWARDS

All “Best of Category” winners in the 2019 Graphic Excellence Awards Competition are eligible for a free of charge entry in the international PIA National Premier Print Awards. This prestigious international competition offers extensive promotional coverage for the winner. PIA National will extend the invitation to the 2019 winning companies by mail following the gala in April.

PIA MidAmerica staff will automatically submit your “Best of Category” winning entry into the international Premier Print Awards Competition (commonly known as *The Bennys*). If you do *not* wish to have your piece entered; check the box provided on the entry form.