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
Two 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

*IMPORTANT NOTE *Entries without accompanying description will be disqualified.*

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
252   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.

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GRAPHIC EXCELLENCE AWARDS

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.

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.

IMPORTANT NOTE *Entries without accompanying description will be disqualified.