

2017 PUBLICATION AWARDS COMPETITION FOR PRINT AND DIGITAL PUBLISHING

CALL FOR ENTRIES

You've done great work. Now it's time to get recognized. Enter your most creative, inventive, or polished museum publications in the 2017 New England Museum Association Publication Awards competition.

Since 1994, the NEMA Publication Awards program has showcased the best our region has to offer in museum publishing. And now the competition is more relevant than ever, with more categories for digital publications and more opportunities for museums of all sizes and types.

The Publication Awards program recognizes excellence in design, production, programming, and effective communication in both print and digital publishing. Each year entries are judged by a panel experienced in one or more of the following: graphic design, production, printing, digital publishing, programming, and by a user of museum publications.

All NEMA institutional members are eligible to enter the competition. To enter, complete the application form (one for each submission) and send it along with the publication and payment to the NEMA office.

The deadline has been extended to March 31. Contact Meg Winikates at 781-641-0013 or meg.winikates@nemanet.org if you have questions. Good luck!

BENEFITS OF WINNING

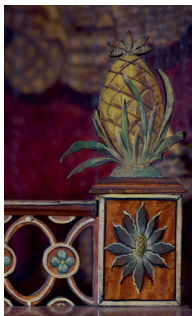
- Recognition in *New England Museums Now* and the NEMA website
- Your publication on display at the 2017 NEMA Conference in Falmouth, MA
- Publicity in your local/regional media (NEMA press release)
- Special award logo you get to use in publicity, publication sales, and more
- Publication Award certificate for your office or museum
- Special feature in *New England Museums Now* for winner of Best in Show



Orange
 In the artwork, Giuseppe Penone presents the orange as the focus of the work. In the center of the painting, Giuseppe Penone, who is known for his work in sculpture, is considered the artist and main subject of the work. The orange represents the body of the Virgin Mary, innocence, virtue, and purity, and is also a symbol of the Holy Spirit. The orange is also a symbol of the Virgin Mary, innocence, virtue, and purity, and is also a symbol of the Holy Spirit. The orange is also a symbol of the Virgin Mary, innocence, virtue, and purity, and is also a symbol of the Holy Spirit.



Puppy
 Giuseppe Penone's work is a representation of the Christian faith in the form of a puppy. The puppy is shown in a state of rest, and its body is covered in a pattern of red and white flowers. The puppy is also a symbol of the Virgin Mary, innocence, virtue, and purity, and is also a symbol of the Holy Spirit.



Pineapple
 The pineapple is a symbol of wealth and status, and is also a symbol of the Virgin Mary, innocence, virtue, and purity, and is also a symbol of the Holy Spirit. The pineapple is also a symbol of the Virgin Mary, innocence, virtue, and purity, and is also a symbol of the Holy Spirit.

2016 Best in Show, Isabella Stewart Gardner Museum
The Secret Language of Flowers: Notes on the hidden meanings of flowers in art

CATEGORIES

Submissions in each category will be judged by the museum's budget size, either above or below \$500,000. Digital publications are accepted for each of the categories below. See instructions for submitting publications.

- Annual Fund, Capital Campaign, & Other Development Materials (*Created primarily for fundraising.*)
- Annual Reports
- Books (*Any non-periodical publication other than an exhibition catalogue.*)
- Educational Publications, Materials & Kits (*For use before, during and after the museum visit, or materials used to promote or explain educational programming.*)
- Exhibition Catalogues (*Any substantial, non-periodical publication designed to accompany a specific exhibit.*)
- Invitations
- Newsletters & Magazines (*Several issues of a periodical newsletter or magazine may be submitted as one entry.*)
- Marketing/PR Materials (*Posters, press kits, event rental brochures, event/program calendars, membership brochures.*)
- Supplementary Materials (*Any other materials that inform the public about your institution and/or its exhibits.*)
- Websites (*A website in its entirety or a specific section [i.e. interactive exhibit page] may be submitted. Websites will be judged on creativity and design, ease of use, effectiveness, and programming/compatibility.*)
- Mobile Apps (*Digital publication created for use with smart phones, tablets, and other mobile devices.*)

RULES AND ENTRY PROCEDURES

- Only publications completed in the **2016** calendar year are eligible.
- Newsletters, magazines, and websites established prior to 2016 are eligible if they represent a substantial redesign that rendered them a "new" publication.
- If the publication/entry was mailed to your audience, please include a sample of the mailing materials.
- The deadline for receipt of entries is **March 31, 2017**.
- Judges will determine the number of awards per category. Judges may move entries into the appropriate category.
- The fee is \$10 per entry, payable by check or credit card to NEMA. Your entry will be incomplete without payment. The entry fee subsidizes program costs including judges' honoraria, mailings, and the exhibition of winning entries.
- Only institutional members of NEMA or organizations that produced publications for institutional members may submit entries; individual and business members are not eligible.
- Institutions may submit up to five entries in the same category.
- If the project represents a redesign of an old piece, include before and after samples as one entry, and mark it as such.
- If a piece has received a citation in this competition before and has not been redesigned (for example, a newsletter still produced under the same format), it is not eligible for resubmission.
- A complete, separate entry form must accompany each publication. Only entries with complete forms and fees paid in full will be considered. Incomplete entries may be disqualified.
- No entries will be returned.
- Please type or print clearly.

INSTRUCTIONS FOR PRINT ENTRIES

1. Mail a copy of your print publication to Meg Winikates, NEMA Publication Awards Competition, 22 Mill Street, Suite 409, Arlington, MA 02476 for receipt by March 31, 2017.
2. Complete the entry form (one form per entry please) and include it with your publication. Affix form to the entry so as not to obscure the design. Do not use staples.
3. Submit your entry fee (\$10 per entry). You can do this online with a credit card at www.nemanet.org/awards/entry. Or you can pay by check by sending it by mail along with the entry form(s) for your entries. NEMA must receive your payment before your entry is complete.

INSTRUCTIONS FOR DIGITAL ENTRIES

1. Email a copy of your digital publication to meg.winikates@nemanet.org by March 31, 2017. If are sending a large file (over 25 mb), please use a file sharing service such as YouSendIt (www.yousendit.com) or DropBox (www.dropbox.com).
2. Complete the entry form (one form per entry please) and email it to meg.winikates@nemanet.org. If you send the entry form separately from your publication, please make sure the title of the publication is consistent in both.
3. Submit your entry fee (\$10 per entry). You can do this online with a credit card at www.nemanet.org/awards/entry. Or you can pay by check by sending it by mail along with the entry form(s) for your entries. NEMA must receive your payment before your entry is complete.

2017 NEMA PUBLICATION AWARDS ENTRY FORM

Category _____

Title of Publication _____

Museum _____

Address/City/State/Zip _____

Contact Person _____ Title _____

Telephone _____ E-mail _____

Project Director _____

In-House Designer _____

or: Outside Firm _____ Contact Name: _____

Address/City/State/Zip _____

Museum Operating Budget: ___ less than \$50,000 ___ \$50,000 to \$100,000 ___ \$100,000 to \$250,000
___ \$250,000 to \$500,000 ___ \$500,000 to \$1 million ___ \$1 million to \$3 million ___ over \$3 million

Total out-of-pocket costs for publications (design, photography, typesetting, printing, programming, etc.)

Please list and estimate the value of donated or in-house services, if any.

Printed Publications

Initial Press Run _____ Unit Production Cost _____

Unit Production Cost = (Out-of-pocket costs + donated/in-house costs) / Press Run

Printer _____

Website Entries Only

Website URL _____

Please list the address of the site you are submitting. If you are submitting a section of the website, please list that address. If the website is a redesign, please submit the web files for the previous site or a URL to the archived site, along with the URL for the new site.

Affix this form or a copy to the entry so as not to obscure the design. Do not use staples. Use a separate form for each entry, but only complete payment information once. Please complete all questions.

Send with fee by **March 31, 2017** to:

NEMA Publication Awards Competition / New England Museum Association / 22 Mill Street, Suite 409 / Arlington, MA 02476

Questions? Please call NEMA, 781-641-0013.

Payment (Please submit this section only once for all entries. You can also pay online at www.nemanet.org/awards/entry.)

Museum _____ Number of entries _____ x \$10 = _____

Check is enclosed (payable to NEMA) Charge my credit card for Visa MasterCard AMEX

Card Number _____ Expiration Date _____

Signature _____ Name on Card _____