

# CLA PUBLICITY AWARDS 2018

THE CLA PUBLICITY AWARDS, sponsored by the Publicity Committee, recognize accomplishments in design, marketing, and publicity by Connecticut libraries. Materials designed to promote a library concept or event are accepted. A panel of professional designers/artists and a representative from the library field will choose the winning entries. Winning entries will be displayed at the CLA Conference and winners will be honored at a special awards ceremony at the Conference.

LIBRARY:

LIBRARY DIRECTOR:

ADDRESS:

PHONE:

EMAIL:

DESIGN:  In-House Design  Professional Design

DESIGNER(S):

URL (ELECTRONIC MEDIA):

## CATEGORIES

### PRINT MEDIA

- Bookmark  Newsletter  Program Flyer (8 1/2 x 14" or smaller)  
 Poster (11 x 17" or larger)  Library Logo  Signage  Annual Report

### ELECTRONIC MEDIA

- Website/Blog  Video  E-Newsletter  Social Media

### THEMATIC PROJECT

- 3 or more coordinating items (can be print media, electronic media or a combination)

## DESCRIBE THE PURPOSE AND MARKETING PLAN IN 250 WORDS OR LESS

Please include: cost, what effect the PR had on the project, and any other relevant information (use back of form or attach a sheet).

## ENTRY GUIDELINES

- Library may submit one entry per category created during calendar year 2017.
- If your library has won an award in a particular category and has not made significant changes, please do not resubmit in that category.
- Send 1 original of each entry with a copy of this entry form attached to each original. If submitting Electronic Media, you may email the project's URL and screen shot (if applicable) to [lfarrell@farmingtonlibraries.org](mailto:lfarrell@farmingtonlibraries.org) or mail completed entry form.
- Entries will be judged for content, usability, originality & design.
- Judges' decisions are final. The judges reserve the right not to give an award in a category or give additional awards if merited.
- Entries will not be returned.

## SUBMIT ENTRIES BY JANUARY 12, 2018 TO:

Leah Farrell [lfarrell@farmingtonlibraries.org](mailto:lfarrell@farmingtonlibraries.org) • 860.673.6791 x212  
Farmington Libraries, 6 Monteith Drive, Farmington, CT 06032

