

2012 CLA Publicity Awards Contest



The CLA Publicity Committee sponsors an Annual Awards Contest. Materials designed by a library to promote a library concept or event may be submitted. A panel of two or more designers/artists and a representative from the library field will choose the winning entries. Winners will be honored at the CLA Awards Reception and winning entries will be displayed at the CLA Conference.

Entry Guidelines

- Library may submit one entry per category created during calendar year 2011.
- Send 2 originals 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 Mary.Engels@ct.gov and mail or fax 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.
- Awards will be presented based on total operating income.
- Entries will not be returned.

Submit entries by January 27, 2012 to:

Mary Engels, Mary.Engels@ct.gov
Middletown Library Service Center
786 South Main Street, Middletown CT 06457
Fax 860.704.2228 Phone 860.704.2207

PRINT MEDIA

- Bookmark Library Services Brochure Newsletter Program Flyer/Poster
 Other (e.g. Annual Report) _____

ELECTRONIC MEDIA

- Website Blog Video (DVD, YouTube, podcast, etc) e-newsletter
 Other (e.g. Library Guides) _____

THEMATIC PROJECT

- 3 or more coordinating items which can be print media, electronic media or a combination of both
Library's total operating income Less than \$750,000 Greater than \$750,000

Library Director: _____

Library: _____

Address: _____

Phone: _____ Email: _____

Designer(s): _____

URL (for new media) _____

Please describe the purpose and marketing plan in 100 words or less. (use the back of form or attach a sheet)

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www.ctlibraryassociation.org