

How to Prep Your Entries

Use the checklists below to prepare your entries so that each judge has all the necessary information.

FOR ALL ENTRIES

- Prepare two (2) copies of the completed Entry Form for EACH entry. Both photocopies and printouts are acceptable. An interactive PDF Entry Form is available at magnumopusawards.com.
- If you'd prefer to submit your entries and pay online, we are now accepting entries through our website! Go to magnumopusawards.com/entryform to enter online and simply mail your receipt with your entry samples.
- Submit two (2) identical samples/tear sheets/CDs for each entry. Attach an entry form to the back of EACH sample/tear sheet/CD.
- If your summary of the audience and goals of the publication is on a separate sheet of paper, prepare two (2) copies of the summary. Attach each sheet BEHIND each entry form.

In addition to the above, please note the following requirements for specific types of entries:

FOR WEB ENTRIES

- Type/Print the publication or blog URL on each entry form.
- Submit your PDF or files on two (2) identical CDs containing all pages of the

product necessary for evaluation of the entry. (For instance, Best Landing Page requires only one page, but Best Navigation cannot be evaluated without evidence of the navigation.)

- Alternatively, submit two (2) identical printouts of all necessary pages. Staple the pages of each printout together, then staple or tape each entry form to the back of each printout.
- For all blog submissions except Best Blog Entry, submit at least three (3) consecutive blog entries on two (2) identical CDs or printouts.

FOR ALL PODCASTS AND VIDEOS

- Print any applicable URL on each entry form.
- Submit the standard audio or video file(s) on two (2) identical CDs.
- For all podcast submissions except Best Podcast Episode, submit either the entire series OR three (3) consecutive podcast episodes on two (2) identical CDs.

FOR MOST IMPROVED EDITORIAL AND MOST IMPROVED DESIGN

- Submit two (2) samples of the old publication (label "old") and two (2) samples of the new publication (label "new").

FOR MARKETING ENTRIES

- Submit two (2) copies of a summary of no more than 500 words that explains why the entry qualifies for an award in the designated category.

FOR GRAND VIDEO SERIES

- Submit either the entire series OR three (3) consecutive videos on two (2) identical CDs.

Entry Rules

ELIGIBILITY

The awards program is open to all companies, organizations, and institutions involved in producing corporate or custom publications and content, in print or electronic form, for internal or external audiences—but not those created by McMurry, Inc., the owner of *ContentWise*. To be eligible for a Magnum Opus Award, an entry must have been produced in calendar year 2011. Entries may originate from any country.

CHOOSING CATEGORIES

More than 100 categories are considered in the Magnum Opus Awards. Entrants may nominate their publication or product in one or multiple categories. There is a fee for each category entered. Judges reserve the right to change your entry to fit the appropriate category. If you are unsure of what category to enter, please call 888-303-2373 or email info@magnumopusawards.com and an awards representative will assist you.

JUDGING PROCEDURE

Judges are chosen on the basis of their experience in the fields of publishing and communications and their ability to fairly evaluate the entries. Each entry will be judged on how well it fulfills its goal or mission and on the quality of the product, including editorial and design. Three different judges will evaluate each entry. A Gold, Silver, and Bronze award, along with Honorable Mentions, may be awarded in all categories except the Grand Awards. In the Grand Awards, one Grand Magnum Opus and up to three Special Recognition awards will be chosen.

ENTRY FEES

Early bird entrants pay \$165 per entry. Any entries postmarked after February 23, 2012, pay \$180 per entry. If postmarked after March 23, they will pay the late entry fee of \$190 per entry and need to be postmarked by March 30. All entries must be postmarked by March 30, 2012. You may send one payment for multiple entries. Please include credit card information on only one entry form. Payment must accompany entries and be made in U.S. funds drawn on a U.S. bank. Send the fee, entry form, and entry submission(s) to Magnum Opus Awards, 1010 E Missouri Ave, Phoenix, AZ 85014.

You can also enter online at: magnumopusawards.com/entryform. Simply print your receipt and mail it in with your entry samples.

REFUNDS

No refunds will be made once the entry has been sent out for judging.

RETURN OF MATERIALS

All entries submitted to the awards program become the property of the Magnum Opus Awards and may be used for promotional purposes. Entries will not be returned. Do not send irreplaceable artwork.

DEADLINE

All entries must be postmarked by March 30, 2012. Shipping by UPS, FedEx, and other parcel services must also carry the same date.

SHIPPING

Mailing/shipping costs and handling fees are at the entrant's expense. Send entry materials along with entry forms and fees. For foreign entries we suggest you send your material either by airmail or a courier service that will deliver directly to our offices. To expedite your package through customs, please affix a label or use bold lettering to mark the outside of the package with "Contest Material. No Commercial Value."