

Communications Concepts, Inc. APEX 2012 Awards
7481 Huntsman Boulevard, #720
Springfield, VA 22153-1648

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www.ApexAwards.com



DEADLINE:
March 19, 2012

A quick and easy way to gain the recognition you deserve . . . (details inside)

130 AWARD CATEGORIES

INCLUDING:

- Newsletters ■ Magazines ■ Websites
- Campaigns ■ Brochures ■ Photography
- Writing ■ Facebook® & LinkedIn® Pages
- Design ■ Annual Reports ■ Graphics
- YouTube® ■ Advertising ■ 'Green' Topics
- Custom Publishing ■ Blogs ■ Social Media

SO MANY CHANCES TO WIN !! www.ApexAwards.com

The recognition your publications deserve!



- ✓ Grand Award winners receive attractive plaques commemorating their winning entries.
- ✓ Award of Excellence winners receive attractive certificates (suitable for framing) describing their winning entries.
- ✓ All APEX Award winners are listed in a special *Writing That Works* Awards Report.
- ✓ All APEX Award winners receive "APEX 2012 WINNER" Logo Repro Sheets to use in their own publications and websites.



CALL FOR ENTRIES

- ✓ *Would you like to gain the recognition and respect from management that your work deserves? Take a few minutes now. **Enter APEX!***
- ✓ *Would you like distinguished publishing experts to confirm what a good job you do producing print and electronic publications? **Enter APEX!***
- ✓ *Do you want to enter an Awards Competition without complex forms or lengthy written descriptions? **Enter APEX!***

Dear Communicator:

A coveted award from APEX 2012 will distinguish your work and bring professional recognition from peers and supervisors. (APEX awards look good in your portfolio at Salary Review time, and on your resume, too!)

APEX is surprisingly quick and easy to enter

APEX entry forms are quick and easy to fill out. But there's one more great reason to make APEX 2012 your competition of choice -- a level playing field.

APEX entries are judged in comparison with those from organizations of a similar type and staff size.

We all appreciate money well spent when budgets are generous, but many previous APEX entrants with small staffs and budgets have won with big ideas.

Participation is a pat on the back for staff, customers and clients

Entering a staff member's (or client's) work in APEX will say more than thank you. Win or not, they'll appreciate your vote of confidence, and the nomination makes a great article for the company blog, website or Facebook page!

Your chances to win are the best ever

130 APEX AWARD categories (many new and revised this year) offer numerous chances to enter -- and to win.

A handwritten signature in black ink that reads 'John De Lellis'.

John De Lellis

Editor and Publisher

Writing That Works & Writer's Web Watch

Communications Concepts, Inc.

The Twenty-Fourth Annual Awards for Publication Excellence

Sponsored by the Editors of Writing That Works and Writer's Web Watch

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Phone: 703/643-2200 Fax: 703/643-2329 Email: info@ApexAwards.com Web site: www.ApexAwards.com

Gain recognition and support for your best publications ...



How APEX 2012 works...

1. The Judging Process

APEX awards are based on excellence in graphic design, editorial content and overall communications effectiveness. Entries in specialized categories will be judged in their respective disciplines.

Entries will be judged in competition with others from similar kinds of organizations with similar publication staff sizes.

The Concepts editors and other consulting evaluators will judge APEX entries. They reserve the right to reassign entries, if necessary, to more appropriate categories.

The judges will present awards based on merit. In categories where entries are not at award-winning levels, the judges may decline to present awards. There is no restriction on the number of Grand Awards or Awards of Excellence that may be presented in a given category.

The judges' decisions are final.

2. Awards

APEX Grand Awards will be presented in each of 11 major categories to honor the outstanding work in those categories.

APEX Awards of Excellence will recognize exceptional entries in each of the 130 individual categories.

APEX award winners receive "APEX 2012 WINNER" logo repro stats to display in their own publications.

3. Winning Entries

One Grand Award plaque or Award of Excellence certificate will be presented for each winning entry—at no added cost.

Award winners also may order extra certificates (for themselves, staff, vendors or clients who worked on winning entries) for \$15 each. Winning entrants will receive order forms for additional certificates with their notifications.

All entrants will receive a list of winning entries, and any awards, in July.

4. Return of Materials

Do not send irreplaceable artwork or materials. **No entries will be returned.**

You may want to make a copy of your entry form(s) for your records.

The Concepts editors may write about selected winning entries (*but not those you mark 'CONFIDENTIAL' on your entry form*) in *Writer's Web Watch*, other Concepts publications and on our Web site, www.ApexAwards.com.

5. Entry Fees

\$99 per entry.

Entry fees **must** be prepaid and are non-refundable.

6. Concepts' Federal I.D.

Communications Concepts, Inc.
Federal I.D. # is 54-1453340.
Canada GST-exempt.

7. Entry Deadline

March 19, 2012 is the *postmark* entry deadline for mailed entries, and the *shipping* entry deadline when using UPS, FedEx and other parcel services. Your entries do not have to reach our offices by March 19th, as long as they are postmarked or shipped by then.

Look who's won APEX awards...

*Stratton Publishing & Marketing Inc.... *Steven Clark, President Corporate Communications, The Walt Disney Company... *Isabelle Cohen-DeAngelis, Executive Editor, Wiley... *Lise Lapointe, President, Terranova Training Inc.... *AICPA Insiders Team, American Institute of CPAs... *Mark Thomas, Managing Director, Marketing Communications, The National Shooting Sports Foundation... *Custom Solutions From SmartMoney... *Riley Brandy, Manager of Marketing Operations, Imagination Publishing... *Laura Petrides Wall, Design Director, & Brian Cook, Editor, Pace Communications... *The Pohly Company... *Custom Publishing, SPH Magazines Pte Ltd... *Warren Miller, Editor, & Karen Kramer, Graphic Designer, The Berger Group of Companies... *McKnight's Staff, McKnight's Long-Term Care News... *Anne Elizabeth Powell, Editor-in-Chief, American Society of Civil Engineers... *Edith Rianzares, NSDAR Printing & Publications Director, Daughters of the American Revolution... *Mary Koik, Editor, Civil War Trust... *Anna Stubna, Editor, Ruffed Grouse Society... *Eric Raible, Managing Editor, Cardiology Today... *Lisa Hoffman, Editor, Wolters Kluwer... *Sandia Lab News Team, Sandia National Laboratories... *Anne Hegland, Editor-in-Chief, and the Staff of AAP News, American Academy of Pediatrics... *Timothy Sommer, Manager, Corporate Communications, Graybar... *Lockheed Martin C&SS... *Amanda Jackman, Consultant, St. Joseph's Health Care London... *UPMC Marketing Communications, UPMC... *Megan Schade, Publications Manager, New York Methodist Hospital... *Peel Board Communications, Peel District School Board... *Jill Mahnane, Sr. Marketing Manager, Charles Schwab & Co... *Michael Mazanec, Creative Director, CEO, RED GmbH... *Kohl's and Time Inc. Content Solutions... *Greg Spears, Editorial Manager, Vanguard... *Country Meadows Retirement Communities... *Yvonne W. Pover, Skardon Pover, Inc... *Rob Seide, Marketing Manager, California Pacific Medical Center... *CUES Marketing Department, Credit Union Executives Society... *Jacklyn P. Boice, Publisher and Editor-in-Chief, Association of Fundraising Professionals... *E. Thomas Hall, Director, Office of Publications, SkillsUSA... *Kristen Smolen, Lincoln Product Training Manager, Ford Motor Company... *Nicole Durham, Communication Consultant, Great-West Retirement Services... *Jackson National Life Insurance... *John von Brachel, Director, Content and Delivery, Merrill Lynch... *Peabody Energy... *Donald Winters, Manager, Benefits, TD Ameritrade... *Adele Sommers, Ph.D., President, Business Performance Inc... *Barbara McBreen, Communications Specialist, Iowa State University College of Agriculture and Life Sciences... *Mensa Staff, Mensa Education & Research Foundation... *Terry Sinzer, Director of Communications, Upper Canada District School Board... *Kris Kurtenback, Founding Partner, Collaborative Communications Group... *Robyn Leung and Julianne O'Daniel, Illumina, Inc... *Kathryn DeMott, Editor, Internal Medicine News... *InterWorks Web Team, Web Development, InterWorks, Inc... *Jennifer Loftus, National Director, Astron Solutions... *Driving Dynamics, Inc... *Tom Ceconi, Partner, HR 360, Inc... *NCCI Holdings, Inc... *Helen Mosher, News Media Editor and the Staff of SIGNAL Magazine... *Chip Boyd, IT/Web Content Manager, Society For Technical Communication... *Bill LaViolette, Managing Director, ISMI Media... *IEEE Long Term Care and Marsh U.S. Consumer... *Linda Yoakum, Retirement Plans Communications Advisor, FedEx Corporation... *Andy Schultz, Senior Graphic Designer, IFRACTAL... *Transamerica Retirement Services... *Norris Murray, Account Executive, DAWSON + MURRAY + TEAGUE Communications... *Arthritis Today, Arthritis Foundation... *Bonita Brodt, Director of Communications, Northwestern Memorial Hospital... *Peter Birt, Manager, Communications and Government Relations, Ontario Nurses' Association... *Maureen Shawn Kennedy, Editor-in-Chief, American Journal of Nursing... *Thomas L. Singleton, Associate Vice President, PBSEJ, an Atkins Company... *Pioneer Services... *Chris Abruzzese, Director of Research & Analytics, Arnerich Massena, Inc... *Barbara F. Orwig, President and Publisher, Career Communications, Inc... *Gary Halpern, The PhotoMedia Group, Inc... *Boe Workman, Sr. Director, CEO Communications, AARP... *Cathy McNamara, Director, Communications, Academy of General Dentistry... *Robert F. Black, Deputy Executive Director, American Society For Engineering Education... *Mark Tarallo, Senior Reporter, CEO Update... *Christopher Murphy, Senior Director of Publications, NAFSA: Association of International Educators... *Valerie Hunt, Communications Manager, National Athletic Trainers' Association... *Erik Mausser, Creative Director, Custom Publishing, Bloomberg L.P... *Cerner Marketing, Cerner Corporation... *TMG Custom Media... *U.S. Trust, Bank of America Private Wealth Management... *Technical Publications Group, Pella Corporation... *Reese Quiñones, Art Director, ASCD... *Will Henderson, Director, PR & Marketing, Ball Memorial Hospital... *Candice Taylor, Graphic Designer, Military Officers Association of America... *Isabella Mathews and Julie Fournier, Designers, National Association of REALTORS... *Robert Cao-Ba, Art Director, ASU Alumni Association... *Maureen Wisener, Marketing and Communications Director, Feather River Hospital... *Connie Conklin, Designer, Society of Women Engineers... *Marc Strockman, General Manager, Arctraft Health Education... *Dominion Resources, Inc./CorporateHistory.net/CDI, Inc... *Andreau T. Blanchard, Principal, Mercer... *USTA/H.O. Zimman, Inc... *Marian Calabro, Publisher, CorporateHistory.net LLC... *newsLINK Marketing & Professional Publishing Services, LLC and Van Cott, Bagley, Cornwall & McCarthy, P.C... *Elena Thompson, Graphic Designer, American Red Cross... *Kathryn Buettner, VP of University Relations, Northern Illinois University... *Rachel Coker, Director of Research Advancement, Binghamton University... *Dave Bourne, Manager, Corporate Communications, The Scarborough Hospital...

Easy Entry Tips ...

1. Who should enter?

APEX is open to all corporate, nonprofit, agency and freelance communicators—including companies, small businesses, ad agencies, associations, government and public and private institutions.

2. What can I enter?

Materials produced from January 1, 2011 through March 2012 are eligible, even if they carry a later date.

☞ Send just one check or credit card authorization for the total amount of all your entries.

3. How should I prepare my entries?

■ For each entry, enclose **one** sample of the publication. For periodicals, enclose the **single** best issue.

Attach a **separate** entry form (or photocopy) to the **top** of each entry, and paper clip or rubber band it to your entry. Do not staple.

■ For **Most Improved**, **Redesign** and **Rewrite** categories, enclose **one** sample of the old publication, project or article and **one** sample of the new publication, project or article. Label one as “old” (may be up to 4 years old—January 1, 2008 on) and the other as “new” (January 1, 2011 on).

☞ You may submit the same entry (or different entries) in as many categories as you wish.

■ For Campaign category entries, send a **compact** set of program elements. A folder or three-ring binder works well.

■ For **Writing Series** and **Regular Column & Department** entries, send one tearsheet for each article/column in the series.

■ For articles, **tearsheets** work best. But if you send the entire publication, make sure to flag the article(s) you're entering.

☞ Be sure to type or print your name **CLEARLY** and **EXACTLY** as you want it to read on a certificate, should you win an award. Neatness is important!!!

4. How do you define publications?

■ **Newsletters** tend to be succinctly written, with short articles. Four to 16 pages is a typical length for newsletters, though some may be longer.

■ **Magazines** generally display more photography and illustration than newsletters and carry longer and more developed news stories, editorials and features. They are printed on matte, uncoated or coated paper.

■ **Magapapers** are tabloid-size periodicals that look like small newspapers. They may be printed on newsprint, matte, uncoated or coated paper.

■ **Journals** cover research and programs in professional fields. Many publish articles only after a peer review process.

■ “**Custom-Published**” refers to a publication customized to the specific needs of a client by an outside agency or firm. The outside agency produces the entire publication, including editorial, design and printing. Client staff participate by setting

goals for, and evaluating progress of, the publication. Client staff also may provide content ideas, and in some cases, a limited amount of editorial content.

5. What does it cost?

\$99 per entry.

An entry fee must be paid for each separate entry, including the same item entered in multiple categories.

☞ Send **just one** check or credit card authorization for all of your entries.

☞ **Make checks payable to** Communications Concepts, Inc. APEX 2012 Awards.

NOTE: If you pay by credit card, the amount may appear on your statement like this:

COMM CONCEPTS/APEX
or **COMM CONCEPTS INC APEX**
or **APEX AWARDS CONCEPTS**

Or your credit card statement may just show our company name.

☞ **Communications Concepts, Inc.**
Federal ID Number is 54-1453340. (Your Accounting Department may need this.)
Canada GST-exempt.

☞ Communications Concepts, Inc. is a corporation. You are **not** required to obtain a 1099 tax form from us.

☞ **Payment must accompany entries.**

Please pay by check, VISA, MasterCard, or American Express.

*Concepts **cannot** bill you.*

☞ *Payment **must** be made in U.S. funds, drawn on a U.S. bank.*

MORE ENTRY TIPS

Printed publications and materials:

Send a printed sample of each item. (For printed entries, you do not need to provide a URL or send an electronic copy.)

Electronic publications and websites:

Type or **clearly** print your electronic publication's (ePub) or site's URL (e.g., www.apexawards.com) on the entry form.

Note: If your URL is extremely long or complex, shorten it with TinyURL.com or bitly.com.

■ **If you're entering a website**, please also attach a screen shot or printout of the site's home page (so we'll make sure we've accessed the right site).

■ **For Most Improved websites**, list the URL for your new site, and send **representative** printouts/screenshots (or a PDF) of your old site.

IF A URL WON'T WORK for your site or ePub (i.e., it's firewalled, not viewable by the public, or simply hard to access), you can send:

1. A printed copy of your ePub. For your website, send hardcopy printouts/screenshots of your home page and **representative** sub-pages. Or, you can send:

2. A PDF or a Web Archive on a disc.

■ **To create a Web Archive**, open your site's home page and

select 'Save As' from your browser's file menu, then select the 'Web Archive' format, save it and copy it to a disc.

■ **To create a PDF** of your site or document, select 'Print' from your browser's file menu, then choose 'Save as PDF' from the PDF pop-up menu. Save the file and copy it to a disc.

Note: These steps may vary somewhat depending on your browser. If so, check your browser's help menu for instructions.

Videos:

For Web video, type or clearly print your video's URL (e.g., www.apexawards.com) on the entry form.

■ If your video is not posted on the Web, send it on disc or videotape (1/2" VHS).

Category Tips:

Facebook®, **LinkedIn**® and **YouTube**® entries include corporate, nonprofit, agency and freelance pages.

Apps may be entered in any appropriate *Electronic Media* categories, including cat. 60, *Social Media*.

Forums & Wikis may be entered in any appropriate *Website* or *Electronic Media* categories.

Public Safety & Emergency materials may be entered in the *Government* categories, and any other appropriate categories.

Choose your APEX 2012 categories! Many chances to win!

► Newsletters

1. Print (*entire issue—content & design*)
2. Electronic (*entire issue*)
(*includes Web newsletters*)
3. Email (*entire issue*)
4. Custom-Published (*entire issue*)
5. Writing (*entire issue*)
6. Design & Layout (*entire issue*)
7. 1–2 Person-Produced (*one or two people write most copy, edit and lay out*)
8. ‘Green’ (*includes energy, environment, climate & eco-friendly topics*)
9. New (*January 1, 2011 on*)
10. Most Improved (*send one “before” [1/1/08 on] and one “after” [1/1/11 on] issue*)

► Magazines & Journals

11. Print (*entire issue—up to 32 pages plus cover*)
12. Print (*entire issue—over 32 pages plus cover*)
13. Electronic (*includes Web magazines*)
14. Custom-Published
15. Writing (*entire issue*)
16. Design & Layout (*entire issue*)
17. 1–2 Person-Produced
18. Magazine Series (*includes up to four issues on a single topic or theme*)
19. ‘Green’ (*includes energy, environment, climate & eco-friendly topics*)
20. New
21. Most Improved

► Magpapers & Newspapers

22. Print (*entire issue—content & design*)
23. Custom-Published
24. Writing (*entire issue*)
25. Design & Layout (*entire issue*)
26. 1–2 Person-Produced
27. Most Improved

► Annual Reports

28. Print (*up to 32 pages plus cover*)
29. Print (*over 32 pages plus cover*)
30. Electronic (*includes Web annual reports*)
31. Writing
32. Design & Layout
33. 1–2 Person-Produced
34. Most Improved

► Brochures, Manuals & Reports

35. Education & Training
36. Marketing & PR
37. Public Service (*incl. public information, charitable & community improvement*)
38. Media Kits
39. Organization Capability & Identity Materials
(*incl. corporate and nonprofit materials*)
40. Product & Software Materials
41. Employee & Benefit Materials
42. Member & Customer Materials
43. Financial & Investment Materials

44. Health & Medical Materials
45. Meeting & Event Materials
(*includes conferences*)
46. Catalogs, Directories & Guides
47. Books & eBooks
48. ‘Green’ Materials (*includes energy, environment, climate & eco-friendly topics*)
49. Special Purpose (*includes special reports*)
50. Most Improved

► Electronic Media

51. Education & Training
52. Marketing & PR
53. Public Service (*incl. public information, charitable & community improvement*)
54. Electronic Publications
(*includes Web publications*)
55. Multimedia (*includes interactive & non-interactive multimedia*)
56. Slide Shows (*includes PowerPoint*)
57. YouTube®
58. Video (*other than YouTube*)
(*includes Web video and video published on disc or other media*)
59. Blogs
60. Social Media
61. Facebook® Pages
62. LinkedIn® Company Pages
63. Webinars
64. ‘Green’ (*includes energy, environment, climate & eco-friendly topics*)
65. Special Purpose

► Websites

66. Websites (*entire site*)
67. Home Pages
68. Microsites & Individual Web Pages
69. Site Content & Writing
70. Site Design & Illustration
71. 1–2 Person-Produced (*one or two people write most copy, edit and lay out the site*)
72. Financial Websites
73. Special Purpose
74. New
75. Most Improved

► Campaigns, Programs & Plans

76. Education & Training
77. Marketing & PR
78. Public Service (*incl. public information, charitable & community improvement*)
79. Employee & Benefit Communications
80. Membership & Customer
81. Financial (*includes investment & retirement topics*)
82. Health & Medical
83. Meeting & Event (*includes conferences*)
84. Government Agency
85. Total Publication Programs
(*send representative samples of the range of your publications*)
86. ‘Green’
87. Special Purpose

► Writing

88. Education & Training
89. Marketing & PR
90. Public Service (*incl. public information, charitable & community improvement*)
91. Blog Writing
92. Web Writing
93. Feature Writing
94. How-to Writing
95. News Writing
96. Interviews & Personal Profiles
97. Regular Departments & Columns
(*send tear sheets*) (*enter either your single best Column or Department, or enter a series [up to 4] of columns or departments*)
98. Editorial & Advocacy Writing
(*includes letters to the editor*)
99. Financial & Investment Writing
100. Health & Medical Writing
101. Speech & Script Writing
102. Sports Writing
103. Technical Writing (*includes tutorials, help files and FAQs*)
104. Technology & Science Writing
105. ‘Green’ Writing
106. Writing Series (*series of [up to 4] articles*)
107. Special Purpose (*incl. reports and manuals*)
108. Best Rewrites (*send before and after*)

► Design & Illustration

109. Design & Layout
110. Illustration & Typography
111. Infographics
112. Covers
113. Spreads
114. Photography (*single photographs, photo illustrations & photo spreads*)
115. Identity & Graphic Standards
(*includes logos and stationery*)
116. Print Ads & Advertorials
117. Posters & Displays
(*includes signage & exhibits*)
118. Calendars
119. ‘Green’
120. Special Purpose
121. Best Redesigns (*send before & after*)

► One-of-a-Kind Publications

122. Print
123. Electronic (*includes Web publications*)
124. Custom-Published
125. Education & Training
126. Marketing & PR
127. Health & Medical Publications
128. Government (*city, county, state, national and international*)
129. Technology & Science
130. ‘Green’

Note:

For **printed** entries, send a printed copy. For **electronic** entries — if they are accessible on the Web, show the URL on the entry form. If not, send a printed copy or a copy on disc (PDF or Web archive).

► Entries must be postmarked no later than **March 19, 2012.**

