



**inma**

International News Media Association

# GLOBAL MEDIA AWARDS

Deadline: January 31, 2025



# CALL FOR ENTRIES

## Deadline to enter: January 31, 2025

Entering the INMA Global Media Awards competition shines a light on your company's best innovation and growth initiatives from 2024. It prioritises and galvanizes. It sets the table for benchmarking: best against best.

Winning the INMA Global Media Awards competition is about recognition, respect, and prestige for your company, your brand, your department, your agency — and you. Reward your company's best ideas to:

- Unlock the door to a new world of ideas, innovation, and creativity
- Motivate and focus your staff, your agency, your stakeholders
- Benchmark your best efforts against your peers' best efforts

What will happen if your company's name is called?

## What we reward

The INMA Global Media Awards competition will honour initiatives that produce:

- Breakthrough results
- Unique concepts
- Strong creativity
- Innovative thinking
- Winning synergies across platforms

You will be judged against peers of a similar segment and focus worldwide.

## Online entry

The INMA Global Media Awards utilises an Online Entry Management System designed to save news media executives time and money.

The Online Entry Management System is a uniquely created database designed for you to upload all components (digital materials, print materials, television commercials, radio commercials, photographs, and more) direct to INMA via an online interface. Campaign objectives and results are also entered directly via the interface.





# CATEGORIES

20 categories, 7 genres, and 2 segments



# NEWS BRANDS

## 1 Best Brand Awareness Campaign

Campaigns used to enhance and shape the media company's brand or image across media platforms.

### What Judges Look For:

Strong creative across media tend to stand out in this category, yet a critical tie-breaker will be concrete research pre- and post-campaign. Single-medium campaigns are eligible, yet judges tend to look at execution across media platforms.

### Typical Media:

Television, radio, newspaper, direct mail, Web, outdoor

## 2 Best Public Relations or Community Service Campaign

Public relations, sponsorship, community service events, fundraisers, literacy programmes, volunteerism initiatives, and corporate social responsibility campaigns presented by the news media company for the benefit of the company or community.

### What Judges Look For:

Campaign's effectiveness versus objectives, its merit, and its marketing will be crucial.

### Typical Media:

Printed materials, newspaper, direct mail, video.

## 3 Best Use of an Event to Build a News Brand

The creative selection and execution of an event tied to and enhancing a news brand or key segments of a news brand and/or generating revenue. This can be an in-person or virtual event.

### What Judges Look For:

How to communicate to judges the totality of the event, the creativity behind the event, how the event connected to objectives, and how the event built on the news brand. A big bonus in judges' eyes: how the event generated profitability. If you are submitting a virtual event, consider including how you mobilised your audience to join, how it kept engaged with your proposal over time, and which interaction features were most successful.

### Typical Media:

Because of the complexity of communication, suggest bringing all visuals and media together in a PDF overview of the event.





# NEWS BRANDS

## 4 Best Idea to Encourage Reader Engagement

Encouragement of the use of or engagement with a media company's Web site, mobile site, tablet, apps, newsletters, text alert service, video, rich media, social network, print products, or the marketing or onboarding of features related to these assets. This can include encouraging usage or engagement with stories, sections, journalists, or other components.

### What Judges Look For:

Results, concept, and creativity are on equal footing as open rates, click throughs, page impressions, time spent, bounce rate, frequency, and percentage of page read. Overall customer satisfaction that can be measured over time.

### Typical Media:

E-mail, Web site alerts, app messaging, newspaper, outdoor, television, radio, direct mail, mobile.

## 5 Best Initiative to Bolster Next-Generation Readership **NEW**

How do you engage with young news consumers? News media companies of all sizes are crafting news products to reconnect and engage with young consumers. This new awards category looks for products and services designed to facilitate news to better reach new generations of readers. INMA is aiming to learn how young news consumers discover your content: Via which platforms, apps, Web sites, videos, and social environments can younger readers find and discover your offerings?

### What Judges Look For:

The jury is looking for products and initiatives launched by your media company to reach out to Millennial, Gen Z, and Gen Alpha readers, notably those with an authentic tone and messaging, enabling a frequent engagement.

### Typical Media:

Screen captures of social platforms, Web sites, apps, or direct links to Millennial/Gen Z/Gen Alpha-dedicated offerings/projects.



# MEDIA FEATURES

## 6 Best New Video Product or Feature

Creative use of video in a digital environment that improves the customer experience and engagement with the news brand. The video initiative may have appeared on social media platforms, digital platforms of media companies, or any other platform.

### What Judges Look For:

Show how video supports your news brand, while explaining concrete, achieved results. Your video initiative may refer to a product, a story, or a marketing campaign. The combination of creativity, visual storytelling, and viral impact in your community will be specially rewarded.

### Typical Media:

Digital environment includes social platforms, Web, mobile. Please provide a link to your video initiative (i.e., YouTube) for more convenient judging reviews.

## 7 Best New Audio/Voice Product or Feature

Creative use of audio/voice in a digital environment that engages customers such as podcasts via the brand's Web site, smart speakers, or similar digital platforms. This traditionally would be an editorial product, yet could also be for marketing or advertising purposes.

### What Judges Look For:

Show how audio/voice supports your news brand, while explaining concrete, achieved results. Your audio/voice initiative may refer to a product, a story, or a marketing campaign. The combination of creativity, audio storytelling, and deep engagement in your community will be specially rewarded.

### Typical Media:

Digital environment includes Web, mobile, smart speakers, social platforms. Please provide a link to your audio/voice initiative for more convenient judging reviews.

## 8 Best Use of Print

Print is a vibrant platform that conveys emotion for readers and advertisers. This category rewards the creative use of print newspapers, magazines, supplements, or niche products for editorial or advertising purposes.

### What Judges Look For:

Outside-the-box creativity in print as well as any tangible results from the use of print such as: a) consumer uptake (metric: sales), profit margin, content engagement/response (from embedded calls to action); or b) contribution to sales uplift (measurable as percentage for client) generated from the print vehicle, value of publicity generated, consumer engagement levels from other embedded calls to action. Bonus if extension of/integrated with one or more non-print platform/channel such as digital, video, television.

### Typical Media:

Visuals of the print product and what makes them unique and different as an editorial, commercial, or branded content product.

## 9 Best Use of Social Media

Creative use of social media platforms such as Facebook, Twitter, Instagram, LinkedIn, Snapchat, Pinterest, Tik Tok, or YouTube to meaningfully engage, tell stories, and/or grow your news brand's presence.

### What Judges Look For:

Creative and authentic use of a social platform to drive measurable results for your news brand. How to take advantage of the peculiar nature of each platform, its style, its voice, and its audience.

### Typical Media:

Screen captures of platform usage or direct links to your platform initiative.





# PRODUCT

## 10 Best New Digital Product

Present your best new product from start to finish. We are looking at best practices on mobile and/or web product and features, tablets, smartphones, audio and AR /VR products. Share insights on how you defined audience needs, created a prototype, tested, and launched the product in addition to results obtained. Explain which product framework you used and why. How did the first version product differ from the final version? What data did you use to make these decisions?

### What Judges Look For:

Entries will be judged on product process as well as results. Visualise as much as possible the narrative around the product creation process, the product launch, timeline and results.

### Typical Media:

Web sites, apps, mobile platforms, tablets, smartphones, audio and AR / VR products, newsletters, social media, print newspapers and magazines, sharing articles, as well as special features such as cooking suggestions, crosswords, games.

## 11 Best Product Iteration

Show how a specific product changed, upgraded, and adapted to meet your goals. Share the behind-the-scenes insights: Problem recognition against goals and results against those goals. Describe the existing product and the reasons to iterate it (was there a problem? Or a possible opportunity?) Which users did it affect and why? Which internal teams and stakeholders were involved with the decisions? How long did the process take? What were your aims at the beginning of the project? Did the results meet your expectations? How? Were there any surprises or unexpected problems along the way?

### What Judges Look For:

This category will be judged on problem or user-need recognition, internal insights on potential solutions, details on how decisions were made with relevant departments, and the results against target.

### Typical Media:

Web sites, apps, mobile platforms, newsletters, social media, print newspapers and magazines, sharing articles, as well as special features such as cooking suggestions, crosswords, games.



# SUBSCRIPTIONS

## 12 Best Initiative to Grow Subscriptions

This category recognises innovative and effective campaigns to acquire, retain, and increase the value of subscriptions. Judges will evaluate the overall strategy, creativity, and measurable results of initiatives across platforms.

### What Judges Look For:

Creative subscription acquisition campaigns across platforms and channels (Web, app, e-mail, social, search, TV, radio, print). Effective retention programmes that reduce churn. Strategies that increase subscription value through pricing, tiered access, add-ons, bundling, partnerships. Hard results on key metrics like subscriber growth, retention, revenue.

### Typical Media:

Direct mail, e-mail, television, Web, mobile, outdoor, newspaper, print

## 13 Best Initiative to Engage and Retain Subscribers

Activities to engage and retain paid subscribers of a news brand or product. Special emphasis is on new concepts introduced to existing subscription initiatives or new subscription initiatives with creative twists to engage and retain subscribers and reduce churn. Think of subscriber on-board, engagement and retention activities and campaigns.

### What Judges Look For:

Creative approaches and results in engaging and retaining paid subscribers is the focus of this category. This can include clever ways to engage and retain subscriptions for paywalls, paid apps, or cross-platform packages. Initiatives could include editorial and/or marketing campaigns to keep your subscribers frequently coming back to your subscription offerings, as well as recommendations and details of your churn-averting strategy.

### Typical Media:

Direct mail, e-mail, television, Web, mobile, outdoor, newspaper, print.





# COMMERCE AND ADVERTISING

## 14 Best Idea to Grow Advertising Sales

Innovative, impactful, and creative activities used to support the sales or retention of advertising customers across platforms: digital, mobile, print, social, marketing services, and more. This category focuses on how media companies acquire or retain advertising.

### What Judges Look For:

Judges are looking for bottom-line results by advertising customers. While great creative is important, often it's the smart strategy behind it backed by research and analytics. Single-medium or multi-media campaigns can succeed.

### Typical Media:

Mobile, digital display, social PPC, e-mail, radio, TV, newspaper, direct mail, e-mail, outdoor, rack cards, posters.

### EXAMPLES:

Print advertisements, digital advertisements, advertiser reward programmes, special advertiser events, advertiser promotions and incentives, planning calendars and brochures, trade journal advertising, media packets, advertising sales presentations, research findings, and more.

## 15 Most Creative Use of Advertising Formats

Creative advertising formats displayed as branded content or native advertising, self-service advertising, contextual advertising, designed for Web sites, apps, newsletters, mobile, or digital environments such as digital billboards.

### What Judges Look For:

The jury is looking for creative advertising formats. Provide high quality visuals of the advertisement pieces, independently if these are static, interactive, or animated pieces.

### Typical Media:

Web site banner ads, apps ads, mobile ads, and advertisement pieces displayed in digital environments such as social media.

## 16 Best Commerce Product or Service

This category recognises innovative e-commerce products, services, or initiatives from news organisations. Judges will evaluate new revenue-generating commerce offerings that provide value to audiences while diversifying the business.

### What Judges Look For:

Creative and revenue-driving e-commerce products or services to retailers, such as Web shops, clubs, or product recommendations. Offerings that provide genuine value and service to audiences. Initiatives aligned with brand and journalism. Innovative models for generating e-commerce or affiliated marketing revenue. Results demonstrating new revenue streams and business growth.

### Typical Media:

Web sites, apps, mobile platforms, social media, print newspapers, and magazines. Consider integrating brand related events.



# AI

## 17 Best Use of AI for Internal Productivity

This category recognises innovative uses of AI to streamline and improve internal operations across the newsroom, marketing and sales, and other departments. Judges will evaluate implementations that deliver measurable operational efficiencies.

### What Judges Look For:

Judges are looking for AI systems that optimise workflows in newsrooms, marketing, and advertising. Concrete results proving increased productivity, cost savings, time savings. Seamless integration of AI into existing workflows. Ethical and responsible AI practices. Internal educational initiatives.

### Typical Media:

Internal policies on AI and programmes that promote responsible use of AI internally. Internal initiatives aimed at strategising, brainstorming, planning, and experimenting with AI technologies. Internal AI tools supporting editorial, marketing, and sales functions. AI-assisted office processes, such as note-taking, e-mail summarisation. Data-driven decision making, optimisation, and reporting.

## 18 Best Use of AI in Customer-Facing Products

This category honours innovative applications of AI to enhance customer-facing products and user experiences. Submissions should demonstrate how AI delivers value to customers.

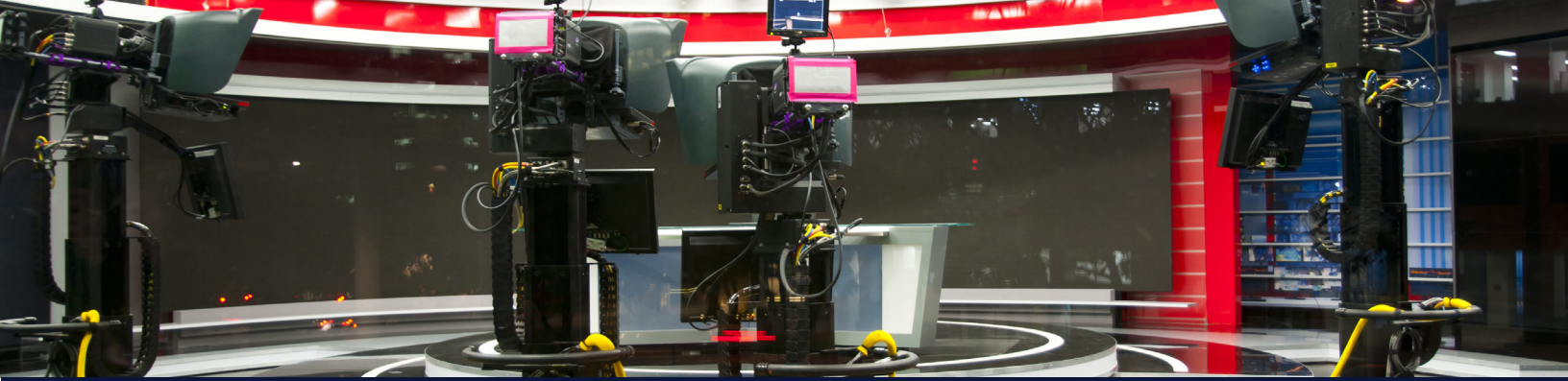
### What Judges Look For:

Judges are looking for AI-based features that improve quality, discoverability, relevance of editorial, marketing and sales content. Outcomes showing increased engagement, satisfaction. Seamless integration into products and platforms. Ethical use of AI to elevate - not replace - human creativity.

### Typical Media:

Text, images, audio, and video content generated with AI assistance. Automated summaries, takeaways, and other syntheses. Content transformations, including text-to-speech or speech-to-text. AI-assisted generation of headlines, keywords, and other metadata. Customer chatbots.





# NEWSROOM

## 19 Best Innovation in Newsroom Transformation

Best initiatives in newsrooms with measurable impact in the transformational process across different business units. This category focuses on cross-functional collaboration, strategic review, organisational design, process standards and efficiency, process automation, incentive systems, change management, remote or hybrid work, and talent management.

### What Judges Look For:

The jury is looking for integrational processes across units with measurable results in terms of changes in effectiveness (e.g., gains in output, quality, outcomes) and efficiency (e.g., savings in time, effort, money ).

### Typical Media:

Internal reports on how cooperation across different business units allows performance and change efficiencies, charts of transformational, and integrational process.

## 20 Best Use of Visual Journalism and Storytelling Tools

Either for short or long stories, in this category we focus on creative ways to transform information and data in clear visualisations which enable readers a better understanding of the topic. Explain the tools you have implemented and include the outcomes in terms of audience preferences and feedback.

### What Judges Look For:

The jury is looking for the creative use of storytelling tools and how these enrich the story or issue. Name the tools, purpose of using that particular tool, and show the outcome in a comprehensive, visual way.

### Typical Media:

Web sites screenshots, video animations, visualizations, infographics, multi-media stories, use of AR/VR embedded in the storytelling, embedded links, maps, interactive graphics.

# SEGMENTS

INMA offers two category segments for entries so that similar submissions are judged against the others: National/International Brands and Regional/Local Brands. For media groups submitting work across multiple properties, here is the rule for submission: If one or more of the brands in an entry from a media group is national, then the entry should be submitted National/International Brands. If not, then the entry should be submitted under Regional/Local Brand.

## Segment 1: National/International Brand

A single brand that is nationally focused such as a newspaper, magazine, Web site, app, radio station, TV station. This brand is often multi-platform and often has global aspirations.



## Segment 2: Regional/Local Brands

A single brand serving a city or homogenous region such as a newspaper, magazine, Web site, app, radio station, or TV station. This brand is often multi-platform.



Under which brand/company segment should you submit your entries? The key question to answer when submitting an entry: **From where did my campaign emanate? For examples on brand segments, please visit:**  
<https://www.inma.org/modules/awards2025/categories.html#segments>





# RULES

All you need to know to submit your campaign/team

## 1. Competition deadlines

- **November 4, 2024:**  
Competition opens for submissions
- **January 31, 2025:**  
Submission deadline
- **February 1-26, 2025:**  
Judging period for categories 1-20
- **March 1-15, 2025:**  
Judging period for "Best In Show"
- **March 4, 2025:**  
Finalists announced
- **May 22, 2025:**  
Winners announced at Global Media Awards Dinner at the Edison Ballroom in New York.

Please take note of the deadline date below. No extensions will be granted.  
**FRIDAY, JANUARY 31, 2025**

## 2. Who may submit entries

The INMA Global Media Awards competition is open to news media companies and entities affiliated with the news media industry. Entries must be prepared and uploaded by the news media organisation, news media organisation representative, advertising agency, or public relations firm working on the company's behalf.

## 3. Date of entries

Entries must have been executed during the **2024 CALENDAR YEAR**. If you are entering from an ongoing campaign that was entered in a previous year, you must submit new work from the campaign.

## 4. About each entry

- There should be no more than six files per entry.
- Each file must not exceed 20MB.
- Allowed file types are JPEG, PDF, MP4, MOV, GIF, PNG.
- Under "Objectives and Results", there is a 330-word limit for each field.

- Due to the file size, if you have a video campaign that has been uploaded to YouTube or an online system of this nature, you can include a direct link to the video either in the Video Link field foreseen for this purpose (after "Results"), or you can provide your link in your PDF.
- INMA recommends consolidating the entry into a single PDF if possible. Judges tend to give bonus points for simplicity in entries.
- If you used AI for this submission, please share with us how you used this technology in your process.

*Note: The system will allow certain files to be uploaded, but not all judges have the software that is capable of viewing files other than (JPG, PDF, MP4, MOV, GIF, PNG). Please convert your files to the supported formats or your campaign will not be judged in its entirety.*



# RULES

## All you need to know to submit your campaign/team

### 5. Entry segments

The objective in the “segments” is to judge like-sized and like-minded companies and brands against one another.

Entries must be submitted in one of three segments:

- **Segment 1 - National/International Brands:** Work emanating from national and global brands, Web sites, apps, and publications
- **Segment 2 - Regional/Local Brands:** Work emanating from metro-, region-, and community-focused brands, Web sites, apps, and publications

For Media Groups submitting work across multiple properties, here is the rule for submission: If one or more of the brands in an entry from a Media Group is national, then the entry should be submitted National/International Brands. If not, then the entry should be submitted under Regional/Local Brand.

### 6. Multiple entries

You may enter in as many of the 20 categories as you wish. If you are submitting an entry in more than one category, please submit it separately in each category, as it will be judged separately.

Entrants have the possibility to duplicate entries and submit them in other categories. At the end of the submission process there is the feature “Copy Entry,” which allows the duplication.

Note: A fee of US\$165 applies per submitted entry.

### 7. Disqualifications

Syndicated material or campaigns that are not specifically prepared for your company are not eligible. INMA reserves the right to disqualify any entry that fails to conform to the rules. Disqualified entries will not be judged. Fees for entries will not be returned. INMA is not responsible for materials entered in the competition.

### 8. Confidential information

**Please do not include confidential information in your entries to the INMA Global Media Awards competition.** All entries will be publicly displayed in [INMA's Best Practices Archive](#)

### 9. Copyright and right of use

Entrants agree to the terms below upon submitting an entry to the Global Media Awards:

Any submission to the INMA Global Media Awards remains the intellectual property of you or your organization. That said, by submitting, you are granting us the right to publish what you submit — photos, text, videos, etc. — for use on our websites, live events, blogs, and print programs. We do this to showcase the caliber of the submitted work, as well as to promote news media brands, INMA, and the Global Media Awards.

By submitting an entry, you represent and warrant that the entry is original work, that you have the right to submit the work as an entry in the Global Media Awards, and that you have the right to grant INMA (and INMA's partner(s) of the Global Media Awards, if any) the rights granted above.





# RULES

All you need to know to submit your campaign/team

## 10. Web browser requirements

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To make the entry process smooth within the Entry Management System, INMA strongly recommends upgrading to the latest version of the browsers below:

### **Personal Computer (PC):**

Microsoft Edge  
Firefox  
Chrome

### **Macintosh:**

Safari  
Firefox  
Chrome



**inma**  
International News Media Association

# GLOBAL MEDIA AWARDS

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# HOW TO ENTER

## Login

To begin submitting entries, visit our Web site at [www.inma.org/awards](http://www.inma.org/awards). You must create a record that includes your e-mail address, a password, and the contact information for the person who is officially submitting the entries on behalf of the company. Once you have a record, you may log in at any time and submit additional entries.

## Submission steps

Upon login, follow the prompts. The entry submission process is in sequential order (see page 12 for Web site examples):

- **Step 1:** Log in to save entry, skipping Step 2.
- **Step 2:** If not registered, create account.
- **Step 3:** Company information.
- **Step 4:** Campaign details.
- **Step 5:** Media with the entry. See file details on page 13 rules: "About each entry."
- **Step 6:** Review entry and save.

## Questions

Within the Online Entry Management System, you will have complete contest and entry information at your fingertips. This includes rules, categories, and helpful hints. If you have questions in the entry submission process, please see page 21 and 22 for frequently asked questions.

**INMA has created an Online Entry Management System that allows you to easily upload all of the necessary criteria and imagery necessary to participate in the INMA Global Media Awards.**

# HOW TO ENTER

## Step 1

Create your awards account by clicking “CREATE AN AWARDS ACCOUNT” on the right hand side. If you already have an account, log in, and skip to step 3.

The screenshot shows the homepage of the INMA Global Media Awards Entry System. At the top, there is a navigation bar with links: Home, Categories, FAQ, Winners, and Submit Entries. The main heading is "AWARDS ENTRY SYSTEM" with a subtext "Deadline for entries: January 26, 2024". Below this, there is a "Get started" section with a list of steps: 1. Upload your entries for the INMA Global Media Awards competition in minutes; 2. Login or create an awards account; 3. Follow the simple five-step process; 4. Save your progress and return to finish at any time; 5. Enter as many times as you like. A "CREATE AN AWARDS ACCOUNT" button is prominently displayed. To the right, there is a "Login to submit or review entries" section with fields for E-MAIL and PASSWORD, and a "LOGIN" button. Below this, there is a "For easy login, request a one-time login link" section with a text input field and an "E-MAIL ONE-TIME LINK" button. At the bottom, there is a section for "INMA Global Media Awards key dates:" listing several dates and events. The footer contains contact information for Raquel Melke and the copyright notice for INMA.

## Step 2

In the fields provided supply your contestant information, create your account password, and provide billing information to purchase your entry.

The screenshot shows the registration form within the INMA Global Media Awards Entry System. The form is titled "INMA Global Media Awards Entry System" and is divided into several sections. The "Contestant Information" section includes fields for First Name, Last Name, Title, and Company Name. The "Address" section includes fields for Street Address 1, Street Address 2, City, State / Province / Region, Postal / Zip Code, and Country. The "Account Information" section includes fields for Telephone, E-mail (noted as the username), Password, and Confirm Password. There is a "Create My Awards Account" button and a "Cancel" button. The "Billing Information" section includes a checkbox for "Billing information is same as Contestant Information" and fields for First Name, Last Name, Company Name, Job Title, Street Address 1, Street Address 2, City, State / Province / Region, Postal / Zip Code, and Country. The form is designed with a dark blue background and white text.



# HOW TO ENTER

## Step 3

Fill out the information requested in each field such as the news brand/company submitting the entry, the parent company and any other information requested.

The screenshot shows the 'Company Information' step of the INMA Global Media Awards Entry System. The left sidebar contains a progress bar with four steps: 1. Company Information (active), 2. Campaign Details, 3. Media With This Entry, and 4. Review Entry + Save. Below the progress bar is a green button labeled 'Save Entry + Finish Later'. The main content area is titled 'Company Information' and includes the following fields: 'News Media Brand Submitting the Entry' (with a subtext: '(This will be associated with the entry and the company name on any potential awards)'), 'Brand's Parent Company', 'Business Unit, Agency, and/or Partners' (with a subtext: '(For example, business unit within your company, PR or advertising agency)'), 'City' (with the value 'Hamm'), 'State / Province / Region' (with the value 'Rheinland Pfalz'), and 'Country' (with the value 'Germany'). At the bottom, the section 'Individuals Involved' is partially visible.

## Step 4

Supply the campaign details in the fields provided, take your time reading the instructions carefully and choose your segment.

The screenshot shows the 'Campaign Details' step of the INMA Global Media Awards Entry System. The left sidebar contains a progress bar with four steps: 1. Company Information, 2. Campaign Details (active), 3. Media With This Entry, and 4. Review Entry + Save. Below the progress bar is a green button labeled 'Save Entry + Finish Later'. The main content area is titled 'Campaign Details' and includes the following fields: 'Entry Name', 'Has this campaign been submitted in previous years?' (with a dropdown menu showing 'Yes' and 'No'), 'Excerpt' (with a subtext: '(Provide a 100-word overview of the entry)'), 'Category' (with a subtext: '(Review category descriptions and list.)'), and 'Choose a Segment'. The 'Choose a Segment' section includes a warning: 'Choose only one segment. Should you submit the same entry in different categories, keep the same segment. Under which brand/company segment should you submit your entries? The key question to answer when submitting an entry: From where did my campaign emanate?'. Below this are two radio button options: 'NATIONAL/INTERNATIONAL BRAND: A single brand that is nationally focused such as a newspaper, magazine, Web site, app, radio station, TV station. This brand is often multi-platform and often has global aspirations.' and 'REGIONAL/LOCAL BRANDS: A single brand serving a city or homogenous region such as a newspaper, magazine, Web site, app, radio station, or TV station. This brand is often multi-platform.'

# HOW TO ENTER

## Step 5

Upload media that is affiliated with your entry. Up to 6 graphics can be uploaded and 6 video links. Please provide feature and thumbnail images for the INMA site.

The screenshot shows the 'Media With This Entry' step of the INMA Global Media Awards Entry System. The left sidebar contains a navigation menu with 'Company Information', 'Campaign Details', 'Media With This Entry' (selected), and 'Review Entry + Save'. Below the menu is a 'Save Entry + Finish Later' button. The main content area is titled 'Media With This Entry' and includes instructions for adding visual/audio media. It lists accepted formats (JPG, JPEG, PDF, MP3, MP4, MOV, GIF, PNG), a maximum of 6 files, and a maximum file size of 20 MB per file. A note states that compiling one PDF with all files is a bonus for judges. Below the instructions are three rows for uploading media files, each with a 'Media File 1/6', 'Media File 2/6', and 'Media File 3/6' button. There are also buttons for 'Choose Supporting Media File 4/6', 'Choose Supporting Media File 5/6', and 'Choose Supporting Media File 6/6'. The next section is 'Step 2: Add Video Link(s) With This Entry', which includes instructions to add links/URLs to videos (e.g., YouTube, Vimeo) and to ensure the video settings are not set to private. It also notes that links must be fully qualified and begin with http:// or https://, and that only links are allowed (no space for explanatory text). Below this are five input fields for video links. The final section is 'Step 3: Add a Feature Image', which includes instructions that the image must be a .jpg, .gif, or .png, and should be 1800 x 960 pixels. Below the instructions is a 'Feature Image 1/6' button. The last section is 'Step 4: Add a Thumbnail Image', which includes instructions that the image must be a .jpg, .gif, or .png, and should be 244 pixels wide by 244 pixels tall. Below the instructions is a 'Thumbnail Image 1/6' button. At the bottom are 'Back' and 'Next' buttons.

## Step 6

Review your entry and make any edits as needed. If you are still gathering images and content for your entry, you can save and finish editing your entry up until the deadline.

The screenshot shows the 'Review Entry' step of the INMA Global Media Awards Entry System. The left sidebar contains a navigation menu with 'Company Information', 'Campaign Details', 'Media With This Entry', and 'Review Entry + Save' (selected). Below the menu is a 'Save Entry + Finish Later' button. The main content area is titled 'Review Entry' and includes sections for 'Company Information', 'Campaign Details', 'Individuals Involved', 'Campaign Details', 'Judges Eyes Only', 'Objectives', 'Results', 'Media With This Entry', and 'Media'. The 'Company Information' section includes fields for 'Name', 'Company Name', 'Brand's Parent Company', 'Hamm, Rheinland Pfalz', and 'Germany'. The 'Campaign Details' section includes fields for 'Name', 'Campaign Name', 'Excerpt', 'Excerpt', 'Category', 'Category', 'Segment', 'Segment', 'Judges Eyes Only', 'Objectives', 'Objectives', and 'Results', 'Results'. The 'Media With This Entry' section includes fields for 'Media', 'Video Links', 'Add a Video Link', 'Featured', 'Add a Feature Image', and 'Thumbnail', 'Add a Thumbnail Image'. At the bottom are 'Back' and 'Save Entry' buttons.

# HOW TO ENTER

## Step 7

Review your pending entry and add any additional ones you would like to submit into the competition. REMEMBER: Your entry is not finalized and submitted until you pay.

### INMA Global Media Awards Entry System

#### Pending Entries

Entry Title	Category	Complete	Created	Edited				choose to submit + pay
Looking after the Sun	Best Use of Print	Yes	2023-10-05	2023-10-05	<a href="#">Copy Entry</a>	<a href="#">Delete</a>	<a href="#">Edit Entry</a>	<input type="checkbox"/>
Looking after the Sun	Best New Audio/Voice Product or Feature	Yes	2023-10-05	2023-10-05	<a href="#">Copy Entry</a>	<a href="#">Delete</a>	<a href="#">Edit Entry</a>	<input type="checkbox"/>

[Add an Entry](#)

**To complete the submission process for your entries, you need to pay now.**  
Please choose your completed entries and click here [✔](#)

[Submit + Pay](#)

#### Submitted Entries

Entry #	Entry Title	Created	Submitted	Payment Type	Paid?			
3	Looking after the Sun	2023-10-03	2023-10-03	Invoiced	Not recorded	<a href="#">Edit Entry</a>	<a href="#">Duplicate</a>	<a href="#">View Invoice</a>





# JUDGING

## 1. Criteria

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Judging is based on the initiative's concept, creativity, and results.

## 2. Judging process

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The judges evaluate entries through an online Awards Entry System created by INMA that allows them to view text, video, audio, PDFs, and still images. The judges meticulously score each entry on a scale of 1-50 and leave comments. Because judging is done online using digital images, companies should take care in selecting entries that are viewable via computer screen. Small type, poor image resolution, and materials best not viewed on a computer are strongly discouraged.

## 3. Who are the judges?

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INMA will select a representative panel of 40+ highly qualified executives worldwide to judge the Global Media Awards. These judges come from media and marketing fields as well as experts in specific categories. While the judges are anonymous in the year of judging, [click here to view a list of judges from recent years.](#)

## 4. Selection of winners

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Generally, one First Place, one Second Place, and one Third Place will be awarded for each [category \(20\)](#) within each [segment \(2\)](#). In some cases, judges may omit awards or advise additional awards.

## 5. Top awards

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Judges will designate a "Best of Show" winner among First Place recipients, along with regional winners for Africa, Asia/Pacific, Europe, Latin America, Middle East, North America, and South Asia. There must be a First Place recipient from a region to qualify; otherwise, INMA may combine regions for the purpose of rewarding regional excellence.

## 6. Non-English entries

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Most judges speak and write fluent English, which is the official language of the judging process. Every effort will be made by INMA to translate non-English entries in advance of the judging. But there are no guarantees. Submitting entries in English is strongly encouraged.



# PAYMENT

## 1. Fee per entry

A non-refundable fee of US\$165 per entry is charged. Refunds or credits will not be granted once you have submitted your entries.

## 2. Payment method and instructions

Entries may be paid via credit card, bank transfer, or check:

- **Credit card:** At the conclusion of the entry submission process, you may pay online via Visa, MasterCard, or American Express.
- **Bank transfer:** Print or save a copy of your invoice at the conclusion of the entry submission process. Please transfer funds to the bank account
- **Check:** Print out your invoice at the conclusion of the entry submission process and send via check in U.S. dollars drawn on a U.S. bank, made out to Contest Coordinator, INMA.

## 3. Where to send payment

For check payments, mail/post to:

Contest Coordinator  
INMA  
P.O. Box 740186  
Dallas, Texas 75374 USA

## HELP

The staff at INMA can answer any questions you may have about the INMA Global Media Awards competition.

As the **global contest coordinator**, Raquel Meikle is available to you via e-mail, [awards@inma.org](mailto:awards@inma.org), and by telephone, +1 214 269-7485 or +49 170 3015197. Languages: English, Español, Deutsch.

If you prefer to discuss INMA Awards with your regional coordinator, please contact:

### Africa Division:

Doreen Mbaya,  
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# FREQUENTLY ASKED QUESTIONS

## **1. Who is eligible to enter the INMA Global Media Awards competition?**

The competition is open to newspapers, magazines, TV and radio stations and networks, news Web sites, online classified Web sites, and others broadly in the “news media” field. We are seeking best practices in audience, revenue, and brand growth at news media companies regardless the platform. Further questions about eligibility may be directed at [awards@inma.org](mailto:awards@inma.org).

## **2. How many words am I allowed to enter in the objectives and results fields?**

There is a 330-word limit for each field.

## **3. How many files can we upload per entry?**

The database allows 6 files per entry. However, compiling one PDF with all files is a bonus in the judges’ eyes as a better way to review and judge the entries. Please bear in mind the 20MB size limit.

## **4. How do you distinguish between a “National” brand and a “Regional” brand?**

National brands serve an entire country and not just a few geographic regions within a country. In smaller countries, virtually all news brands are national. Regional brands serve cities, communities, and regions — a fixed geography within a country.

## **5. My brand is owned by a media group. Should I submit in the National Segment or the Regional Segment?**

For Media Groups submitting work across multiple properties, here is the rule for submission: If one or more of the brands in an entry from a Media Group is national, then the entry should be submitted National/International Brands. If not, then the entry should be submitted under Regional/Local Brand.

## **6. Does INMA accept entries from non-media companies like news industry suppliers, press associations, or consultants?**

INMA takes an open-minded view of what a “media company” is. Generally, we would suggest press associations or consultants submit entries in the region they serve (national, regional). If you are a supplier or consultant representing a media company, we suggest submitting the entry under the media company’s name.

## **7. Are we able to set up multiple accounts, each representing a different department within my company where each department would have a different contact person?**

Yes, each department can submit its own entries separately and would have a unique login and password. The contact person for that specific department is listed under that unique login and password.

## **8. What time frame is involved for the initiative being submitted?**

All entries submitted must have been executed during the 2024 calendar year.

## **9. Is it required that both the creative and content is new from a previous year’s entry?**

The initiative must have been executed during the 2024 calendar year.

## **10. Can one PDF file have numerous pages contained within it?**

Yes, one file can have numerous PDF pages representing various creative elements for the campaign. Make certain the size of the file does not exceed 20MB and the sections do not exceed the 300-word limit. Consider your submission as a story consisting of an introduction, an explanatory section with the “why’s” (the challenge to overcome) and its outcome. Please don’t forget to include how you solved your challenge, which helps judges get a better picture of the internal creative process. Avoid long texts, be explicit, and to the point. Photos, videos, and audiovisual material also contribute to get the spirit of your initiative at a glance.

## **11. Once my files are uploaded, am I able to confirm the image has been uploaded and see the actual image?**

Once you have uploaded all your files, click “Review and Submit” on your screen. You will be able to review content you have entered for each entry. If you click on the hyperlink associated with your files, you will be able to view the image.

## **12. When attaching files with an online entry, do we need to attach the whole page or screen or palette on which the advertisement or initiative ran, or can we just attach the artwork?**

You can submit the whole page, just the artwork, or both if you prefer. Submit the creative that best represents your campaign.



# FREQUENTLY ASKED QUESTIONS

**13. I was able to upload a file that is not supported in the database. Will it still be judged?**

The system will allow certain files to be uploaded, but not all judges have the software that is capable of viewing files other than (JPG, PDF, MP4, WMV, MOV, GIF, PNG). Please convert your files to the supported formats, or your campaign might not be judged in its entirety.

**14. Do I need to include login details for the judges to may access my site?**

Yes. Judges will have access to your Web site to properly evaluate your entry and therefore you need to provide a special login. There's a special box in your Awards Account foreseen for this purpose. This login will be only available for judges to judge entries. It won't be made public.

**15. Do I have to be a member of INMA to submit entries in the awards competition?**

No, anyone can submit entries in the competition.

**16. What is the cut-off time on the deadline date? Can I still submit my entries on the deadline date or must I submit my entries by close of business the day before?**

Entries must be submitted by your close of business on the deadline date of Friday, January 31, 2025 regardless of your time zone.

**17. What is the cost to submit an entry?**

The per-entry price is US\$165.

**18. The "Bill To" information on my invoice is not correct. How do I ensure the proper "Bill To" company information is listed?**

When submitting your entry, you will automatically receive your Global Media Awards participation invoice per e-mail. This invoice is also available in your Awards account. To receive an updated invoice, please e-mail INMA at [awards@inma.org](mailto:awards@inma.org) and provide the correct "Bill To" information (company name, address, and tax ID). You will then receive a corrected invoice by e-mail.

**19. For entries that require the objectives and results to be translated into English, how do we ensure INMA receives these translations for each campaign?**

Please document your objectives and results in English and send them by e-mail to [awards@inma.org](mailto:awards@inma.org). You must reference your company name, entry name, and entry number(s) in the document.

**20. Last but not least, best of luck with your submissions!**