26th Annual TOCA Communications Contest  
Sponsored by the  
Turf & Ornamental Communicators Association (TOCA)

GENERAL RULES
- Submit your entry, registration and payment all online unless noted differently below.
- Submit all entries postmarked no later than March 15, 2016.
- This contest is open to all current TOCA members.
- Entries must be articles published between Jan. 1 and Dec. 31, 2015, or collateral/ads/brochures, etc. produced and printed within the same time period.
- **Categories highlighted in yellow** must have accompanying material mailed in. Submit the entry information online, and print a corresponding entry sheet and mailing label from the site.
- Be sure your TOCA membership is current before submitting an entry. If you need to renew or join TOCA, you can do this online at [www.toca.org](http://www.toca.org). Or you can renew/join with your first contest entry. For Members: First entry is $40. For Non-members: You must become a member of TOCA before you receive log-in information to submit entries. All entries thereafter are $40 each. Checks should be made payable to the *Turf & Ornamental Communicators Association*.

**PLEASE NOTE:** The categories are separated into two sections: Publishing AND Marketing Communications

**WRITING CATEGORIES**

### PUBLISHING  (Publishing Companies Only)

Categories include:

- **PW01:** Writing for commercial publications, editorial/opinion piece
- **PW02:** Writing for commercial publications, column
- **PW03:** Writing for commercial publications (series of columns by a regular department columnist)
- **PW04:** Writing for commercial publications, ornamental feature article
- **PW05:** Writing for commercial publications, turf feature article
- **PW06:** Writing for commercial publications, product information article
- **PW07:** Writing for commercial publications, operations profile
- **PW08:** Writing for commercial publications, business management
- **PW09:** Writing for commercial publications, general feature article (e.g., personality profile, etc.)
- **PW10:** Writing for commercial publications, environmental stewardship article
- **PW11:** Writing for commercial publications, headline writing
- **PW12:** Writing for web site, original content only
- **PW13:** Writing for electronic newsletter, original content only
- **PW14:** Writing for video/CD/audiovisual presentation (script for audio tapes, film, video tape, etc.)
- **PW15:** Writing for commercial publications, series (two or more articles defined as series)
WRITING CATEGORIES (continued)

MARKETING COMMUNICATIONS (Companies/Agencies Only)

Categories Include:
MCW01: Writing for commercial publications - copywriting for a display ad
MCW02: Writing for printed newsletters, both internal and external (only one issue will be judged per entry)
MCW03: Writing for printed collateral (only one collateral piece will be judged per entry)
MCW04: Writing for printed direct response (only one direct response sample will be judged per entry)
MCW05: Writing a news release (by agency/company/association for publishing in publication)
MCW06: Writing a feature article (company/agency written and placed in commercial publication)
MCW07: Writing for company website - original content
MCW08: Writing for electronic newsletter - original content
MCW09: Special Writing Project (special one-time publications, annual reports, etc.)

PHOTOGRAPHY, VIDEO AND MULTIMEDIA CATEGORIES

PUBLISHING (Publishing Companies Only)

Categories Include:
PPVM01: Portrait/Personality (photo created by a TOCA member or freelancer commissioned by a TOCA member of individual or group of individuals)
PPVM02: Best single photo - use of stock art (anywhere in the magazine)
PPVM03: Best single photo - created by a TOCA member or freelancer commissioned by a TOCA member
PPVM04: Best use of photography, judging three issues of a magazine on their use of all types of photos to communicate and illustrate
PPVM05: Best print magazine cover (allows for stock photos, commissioned art, illustrations, typography, etc.)
PPVM06: Best CD/audiovisual presentation
PPVM07: Best short video/DVD (2 minutes or less)
PPVM08: Best long video/DVD (More than 2 minutes)
PPVM09: Best instructional video/DVD
PPVM10: Best use of editorial or opinion in video/DVD

PLEASE NOTE:
• Photos don’t have to be taken by TOCA members, just entered by a TOCA member.
• For categories PPVM06 through PPVM10, entry must be from a publishing company or, if an agency, be produced for a publishing company.)
MARKETING COMMUNICATIONS (Companies/Agencies Only)
Categories Include:
MCPVM01: Best Photograph - marketing purposes - Printed Collateral (one or more photos in a collateral piece)
MCPVM02: Best Photograph - marketing purposes - Printed Custom Publication
MCPVM03: Best CD/audiovisual presentation
MCPVM04: Best short video/DVD (2 minutes or less)
MCPVM05: Best long video/DVD (more than 2 minutes)
MCPVM06: Best instructional video/DVD
MCPVM07: Best use of editorial or opinion in video/DVD

PLEASE NOTE:
• Photos don’t have to be taken by TOCA members, just entered by a TOCA member.
• For categories MCPVM04 through MCPVM07, entry must be from a marketing communications company or other company/association that is not in the publishing business.

DESIGN

PUBLISHING (Publishing Companies Only)
Unless highlighted in yellow, submit entries online via PDF to tocacontest@gandgcomm.com.
Categories Include:
PD01: Printed Magazines – Cover Page Design
PD04: Printed Magazines – Overall Magazine Design
PD05: Electronic Publishing – Overall Company Web Design
PD06: Overall Media Kit Design

MARKETING COMMUNICATIONS (Companies/Agencies Only)
Unless highlighted in yellow, submit entries online via PDF to tocacontest@gandgcomm.com.
Categories Include:
MCD01: Printed Newsletters – Overall Newsletter Design, (Send one newsletter sample only)
MCD02: Digital Design – Web Site Design
MCD03: Digital Design – Digital Media (non-web site)
MCD04: Electronic Publishing – Overall Newsletter/Magazine Design (external and commercial)
MCD05: Electronic Publishing – Overall Company Web Design
MCD06: Printed Collateral – Overall Collateral Design
MCD07: Printed Direct Response – Overall Direct Response Design
MCD08: Printed Special Projects
MCD09: Overall Press Kits Design
MCD10: Point of Purchase Materials
MCD11: Printed Magazine/Single Page Design, Advertising
MCD12: Printed Magazine/Two-Plus Page Design, Advertising
MCD13: Printed Magazine/Less than One Page Design, Advertising
NEW MEDIA

PUBLISHING (Publishing Companies Only)
(Category entries should include, where appropriate, objectives, rationale, quantifiable measurement if possible)

Categories include:
PNM01: Podcasts (audio programs/shows produced solely as podcasts for audience by publishing company)
PNM02: Blogs (that communicate appropriate Green Industry information to audience) either a corporate, public service or industry position)
PNM03: Websites (should include screen grabs, copies of key pages and other pertinent visual and content representation of key elements involving use of a web site.)
PNM04: Innovative Use of Social Media (e.g., use of Facebook, Twitter, YouTube, LinkedIn or other social media)
PNM05: Best mobile application

MARKETING COMMUNICATIONS (Companies/Agencies Only)
Categories include:
(Category entries should include, where appropriate, objectives, rationale, quantifiable measurement if possible)
MCNM01: Podcasts (audio programs/shows produced solely as podcasts by company/association)
MCNM02: Blogs (that communicate either a corporate, public service or industry position)
MCNM03: Websites (should include screen grabs, copies of key pages and other pertinent visual and content representation of key elements involving use of a web site as part of the PR program.)
MCNM04: Most Engaging Social Campaign (e.g., use of Facebook, Twitter, YouTube, LinkedIn or other social media)
MCNM05: Best mobile application

SPECIAL PROJECTS/PROGRAMS

PUBLISHING (Publishing Companies Only)
PSP01: Best Single Issue (One issue that overall is graded on design/writing/photography/overall content)
PSP02: Writing for Special Projects (special one-time publications, annual reports, etc.)
PSP03: Best Coverage in a magazine of an on-site event (conference/tradeshow/product launches, etc.)
PSP04: Miscellaneous Special Publishing/Print Project

MARKETING COMMUNICATIONS (Companies/Agencies Only)
Categories Include:
MCSP01: Special Event (product introduction event, celebration, etc.)
MCSP02: Best Integrated Marketing Campaign (includes print, video, audio and electronic components)
MCSP03: Miscellaneous Special Marketing Communications Project