

NORTH AMERICAN TRAVEL JOURNALISTS ASSOCIATION



27th Annual AWARDS COMPETITION

GUIDELINES & ENTRY FORM

OBJECTIVE & INVITATION

The North American Travel Journalists Association (NATJA) supports professional travel journalism and honors the excellence of destination marketing throughout the world with its annual awards competition, now in its 27th year. The NATJA Awards Competition recognizes the best of the best from travel media (writers, photographers, broadcast journalists, bloggers, podcasters, travel websites) and travel promotion submitted by travel journalists, publications, public relations agencies and destination marketing organizations (DMOs/CVBs) from the United States, Canada, Mexico and internationally.

Travel industry and travel media professionals who meet the above qualifiers are invited to participate in this year's competition.

You can find more information, including a list of prizes for media, on our website at www.natja.org/awards.

GENERAL GUIDELINES

1. **Entries must have been FIRST published or distributed between SEPTEMBER 1, 2017 and AUGUST 31, 2018.** Content that was previously submitted in a NATJA Awards Competition, but has been re-purposed for another publication does not qualify for the 2018 NATJA Awards.
2. **NATJA members' membership must be in good standing through March 1, 2019 to be eligible for an award and/or prize.**
3. There is no limit to the number of entries you may submit, as long as all entries are properly identified, and an entry fee is paid for each entry per category.
4. The submitter may only enter an article or photograph in either a print or online category of the same name, i.e. Culinary Travel. Duplicate submissions in print and online categories will not be accepted.
5. Everyone can submit entries using the entry form starting on Page 6 of the downloadable Guidelines & Entry Form. Online submissions are also accepted through the NATJA website at www.natja.org/awards.
6. A fee is required per entry, per category, per the FEES schedule on Page 2 of the downloadable Entry Guidelines & Form or on the Entry Fees page on the website. NATJA members receive special entry fees.
7. Review each category and ensure that the content meets the qualifications for the category/ies in which it is being submitted. Content not appropriate to the category/ies may be disqualified from the competition at the discretion of the judges.
8. **Once submitted, there are no refunds.**
9. Publications and individuals submitting entries on behalf of a journalist/photographer **MUST** provide contact information for the journalist/photographer in the JOURNALIST AND/OR PHOTOGRAPHER INFORMATION section.
10. Publications that are NATJA publication members in good standing may submit up to five (5) entries by staff journalists/photographers at the NATJA media member rate.
11. Publications or their editors who are media members of the North American Travel Journalists Assoc. (NATJA) may not submit on behalf of writers who are not dues paying members of NATJA at the "NATJA Media Member" rate. However, they can submit on behalf of writers who are NATJA dues paying members at the member rate.
12. **NATJA Media Members may only submit content with their own byline at the NATJA Media Member rate.**
13. Foreign publication submissions must be translated into the English language.
14. By submission, submitter grants NATJA permission to publish the submission, in whole or part, in conjunction with any publication noting, commenting on or discussing the NATJA Awards Competition winners. In any such publication, credit shall be noted as provided on the entry form.
15. Once entry and all corresponding materials are submitted, NATJA will confirm receipt of entry submission via email.

DOWNLOADABLE ENTRY FORM GUIDELINES

1. Members and non-members can submit to the NATJA Awards Competition using the downloadable Guidelines & Entry Form (PDF).
2. **Photocopies of stories and the entry form are acceptable.**

2018 NATJA AWARDS COMPETITION ENTRY GUIDELINES CONT'D...

3. Please write **LEGIBLY** when filling out the form. Information provided on the form by the submitter will be reflected when winners and finalists are announced.
4. Each entry must provide contact information for the submitter and the journalist/photographer, if different than the person submitting.
5. All applicable Entry Information must be provided on the entry form.
6. Each entry must identify a single category name and number.
7. Please enter **ONLY ONE SUBMISSION ON EACH ENTRY FORM**. For additional entries, please use additional entry forms.
8. Online content **MUST** include either a hard copy of the article, photograph, podcast (on CD or flash/USB drive), video (on DVD or flash/USB drive), OR a **direct link** to the content (i.e. www.mywebsite.com/article1.html). Failure to provide either a hard copy or a direct link may result in disqualification of the entry. Please use short link services such as bit.ly or goo.gl for long URLs.
9. Photography submissions should include a tearsheet (or print out for online publications) of the article/publication in which the photograph originally appeared. NATJA strongly recommends that photography entries be submitted as originally published and as good quality prints. Submission of photography without reference to the article or publication in which it originally appeared may be subject to disqualification.
10. Once the entry form is completed and all materials are gathered, the submission can be sent to NATJA via mail or a carrier such as FedEx or UPS. If submitting more than one entry, you can send all entries and materials in one package. NATJA strongly recommends tracking your package to ensure its timely delivery.

ONLINE ENTRY FORM GUIDELINES

1. Online submission is open to members and non-members. Non-members will have to create an account on the NATJA website. Creating an account on the NATJA website does not constitute membership into the organization.
2. **Scanned photocopies of articles are acceptable.**
3. Each entry must provide contact information for the submitter and the journalist, if different than the person submitting.
4. When submitting online, please enter **ONE BODY OF WORK** per online entry form. In other words, one article can be submitted in multiple categories when submitting the entry online. You must checkout at the end of the form in order to submit additional entries.
5. Online content can be submitted as a **direct link** to the entry (i.e. www.mywebsite.com/article1.html) or a single PDF document. Failure to provide either a PDF or a direct link may result in disqualification of the entry. Please use short link services such as bit.ly for long URLs.
6. Printed content can be submitted as a PDF scan or tearsheet.
7. Photography submissions must include a JPG or PDF scan of the article/publication where the image appeared. Scanned tearsheets and photos should be at minimum 150 dpi and 2000 pixels on the longest side. Digital photography submissions **must** include a link to article or post in which the photo was published, and can include a direct link or upload of the photo.
8. Once your entry is ready to submit, you will proceed to the checkout page to complete the submission process. You must check out for each entry form that you fill out. If you have multiple entries, you can request a consolidated invoice by emailing awards@natja.org.
9. To submit more entries online, you will need to fill out the form again and proceed through the payment process for each body of work that you wish to submit. You may submit an unlimited number of online forms.

ENTRY FEE SCHEDULE

NATJA MEMBERS

Categories 100 - 105, 120 - 192 & 302: \$35 USD per entry per category**

Categories 200 - 203: First entry is complimentary for CVB/DMO members only. Regular fee or for additional entries, cost is \$50 USD per entry per category

Category 300: \$150 USD per entry, only one issue per entry

Category 301: \$50 USD per entry

NON-MEMBERS

Categories 100 - 105, 120 - 192 & 302: \$85 USD per entry per category**

Categories 200 - 203: \$200 USD per entry per category

Category 300: \$200 USD per entry, only one issue per entry

Category 301: \$100 USD per entry per category

**Additional Fees

MEMBERS: Articles with more than one Byline: \$60 USD per entry per category for 2 or more journalists in the byline, where at least one person in the byline is a NATJA member in good standing.

NON-MEMBERS: Articles with more than one Byline: \$120 USD per entry per category for 2 or more journalists in the byline.

MEMBERSHIP OPTIONS

You do not have to be a NATJA Member in order to be eligible to submit to the NATJA Awards Competition. However, only current members in good standing are eligible for the discounted entry fee.

JOINING NATJA

New applicants, upon approval, will be eligible to receive one complimentary submission into the competition. This special applies to new members only during the competition, from August 1 to September 30. To join NATJA, you can go online at www.natja.org/join and fill out the application.

ENTRY DEADLINE

Postmark deadline for all submissions: SEPTEMBER 30, 2018. Mailed-in entries must be postmarked by this date. Online entry submission will be open until 11:59pm Pacific Time.

JUDGING

All categories will be judged by a panel of individuals selected by NATJA. The panel will be comprised of working media professionals, retired travel journalists, educators, and industry professionals. The judging panel may select more than one award per category, but reserve the right not to award in any given category.

From the entire field of entries, the judging panel and/or the NATJA Advisory Board are empowered to select two journalist entries and two photographer entries as Best Overall for the Grand Prize award.

ENTRY/AWARD NOTE

In the event of errors, discrepancies, challenges, or other issues, the panel of judges and/or NATJA Advisory Board will have full rights and authority to make any appropriate decision, changes, or adjustments to entries, categories or awards.

ANNOUNCEMENT OF WINNERS

Winners will be announced in February 2019. Award distribution will be at the sole discretion of the judges panel and/or the NATJA Advisory Board.

PRIZES & RECOGNITION

- The winners announcement is circulated to all competition entrants, in addition to media outlets, NATJA members, and mailing lists.
- Prizes are awarded as: Grand Prize for overall outstanding accomplishment across the competition; Gold Prize, awarded per category; Silver Prize, awarded per category; Bronze Prize, awarded per category. Finalists will also receive a certificate.
- At the discretion of the judges, Finalists may also be named for individual categories.
- All winners are permitted to display the NATJA "Winner's Seal" on reprints, dust jackets, covers, and websites/blogs.
- Grand Prize winners for Journalism and Photography as well as Gold Prize winners in media categories (categories 100 - 192) are eligible to select a bonus destination prize. The list of bonus destination prizes is available at www.natja.org/awards-prizes. Please note that the list is subject to changes.
- Bonus destination prizes will be valid for use February 1, 2019 through February 1, 2020. Seasonal and black out dates may apply.
- No more than two destination prizes may be awarded for multiple Gold Prize or Grand Prize winners.
- The final list of available bonus destination prizes will be sent via email to Grand Prize and Gold Prize winners after the winners announcement release.
- Winner certificates and bonus destination prizes are distributed by mail. Recipients must provide NATJA with current mailing address information. NATJA is not responsible for misdelivered awards.

Frequently Asked Questions

1. Why do you charge a submission fee for the awards competition?

All of the fees collected for the awards competition go towards the administration of the awards competition.

2. I am submitting multiple entries into the competition. Do I need to mail each entry separately? Should a separate check be included with each entry?

Multiple entries can be mailed in one package. Each entry must have its own entry form. Fees for multiple submissions can be paid on one (1) check or one (1) credit card charge. You can also submit online at www.natja.org/awards.

3. I live in Canada. Can I send a check in Canadian dollars?

Submission fees are in U.S. dollars. If your only banking option is a Canadian-based check, you must add a \$5 conversion fee per check. This fee does not apply to credit card charges.

4. Are photocopies of articles and/or the entry form acceptable?

Yes, we do accept photocopies of articles and the entry form. Photography entries must be submitted as published (for print publication) or as good quality prints, along with a copy of the article in which they appeared.

5. I am an international journalist, publication, or CVB/DMO. Can I submit to the awards competition?

Yes, international submissions are welcome. Please keep in mind that stories and marketing material must be written in English in order for the content to be judged properly.

2018 NATJA AWARDS CATEGORIES

All submissions must have been FIRST published, distributed, broadcasted, and/or released between September 1, 2017 and August 31, 2018. Please be advised that judges reserve the right to not award in any given category.

MEDIA SUBMISSIONS: JOURNALISTS, AUTHORS, PHOTOGRAPHERS, ARTISTS

GENERAL TRAVEL ARTICLES

- 100 **Destination Travel, Newspaper.** Article on a travel destination that was published in a print newspaper, with either a domestic or international circulation.
- 101 **Destination Travel, Magazine.** Article on a travel destination that was published in a print magazine, with either a domestic or international circulation.
- 102 **Destination Travel, Online Publication.** Article on a travel destination that was published in a digital magazine or other online publication, such as a travel blog or journalism/publication website.
- 103 **Illustrated Story, Print Publication.** Travel article with text and photography by the same person/journalist, published in a print publication, i.e. newspaper or magazine.
- 104 **Illustrated Story, Online Publication.** Travel article with text and photography by the same person/journalist, published in a digital magazine or other online publication, such as a travel blog or journalism/publication website.
- 105 **Long-Form Narrative.** Narrative that tells a travel story, published in either a print or online publication. Minimum of 1500 words.

SPECIAL FOCUS TRAVEL ARTICLES — PRINT

For articles published in a newspaper, magazine, or other printed media.

- 120 **Lifestyle, Personality and Profiles.** Travel article focused on a destination's lifestyle, or on profiling a person or group of people.
- 121 **Luxury & Resort Travel.** Travel article focused on luxury and/or high-end travel, activities, or properties, such as resorts and other exclusive properties.
- 122 **Sports, Recreation and Adventure.** Travel article focused on sports, recreation or adventure.
- 123 **Cruises.** Travel article focused on a cruise or cruising.
- 124 **Historical Travel.** Travel article focused on a destination's history or a historical site/event.
- 125 **60+ Travel.** Travel article focused on older adults or their travel lifestyle.

- 126 **Family Travel.** Article focused on family travel.
- 127 **Culinary Travel.** Travel article focused on food, wine, beer or spirits and/or a culinary destination or activity.
- 128 **Cultural Travel.** Travel article focused on a destination and its culture or the Arts.
- 129 **Eco, Environmental, or Volunteer Travel.** Article focused on the environment, green travel or travel that helps communities through programs involving visitors.
- 130 **Health and Wellness Travel.** Article focused on travel for health, wellness, self-improvement and/or transformative travel.

SPECIAL FOCUS TRAVEL ARTICLES — ONLINE

For articles published online/digitally on a website, publication or blog.

- 140 **Lifestyle, Personality and Profiles.** Travel article focused on a destination's lifestyle, or on profiling a person or group of people.
- 141 **Luxury & Resort Travel.** Travel article focused on luxury and/or high-end travel, activities, or properties, such as resorts and other exclusive properties.
- 142 **Sports, Recreation and Adventure.** Travel article focused on sports, recreation or adventure.
- 143 **Cruises.** Travel article focused on a cruise or cruising.
- 144 **Historical Travel.** Travel article focused on a destination's history or a historical site/event.
- 145 **60+ Travel.** Travel article focused on older adults or their travel lifestyle.
- 146 **Family Travel.** Travel article focused on family travel.
- 147 **Culinary Travel.** Travel article focused on food, wine, beer or spirits and/or a culinary destination or activity.
- 148 **Cultural Travel.** Travel article focused on a destination and its culture or the Arts.
- 149 **Eco, Environmental or Volunteer Travel.** Article focused on the environment or green travel or travel that helps communities through programs involving visitors.
- 150 **Health and Wellness Travel.** Article focused on a travel for health, wellness, self-improvement and/or transformative travel.

VIDEO/AUDIO

For video and audio that has broadcast or streamed online.

- 160 **Travel Video.** Program focused on the traveler or the travel experience. Video must have been broadcast on network or cable television, or streamed on a website or streaming service.
- 161 **Travel Documentary - Long-Form.** Documentary focused on a destination, its people or culture, or travel experience and/or issue. Must be 20 minutes or more in length. Documentary must have been broadcast on network or cable television, or streamed on a website or streaming service.
- 161A **Travel Documentary - Short-Form.** Documentary focused on a destination, its people or culture, or travel experience or issue. Must be less than 20 minutes in length. Documentary must have been broadcast on network or cable television, or streamed on a website or streaming service.
- 162 **Travel Web Series.** Informative travel web series with a minimum of 3 episodes in its catalog. Please submit only one episode for consideration.
- 163 **Travel Podcast.** Program focused on the traveler or the travel experience that was broadcast as a podcast. Please submit only one episode for consideration.

PHOTOGRAPHY, ILLUSTRATION — PRINT Review Guidelines for instructions on submitting in Photography categories.

- 170 **Cover Photo, Illustration.** Cover photograph/illustration for a print publication. **Limited to one photo per entry submission.**
- 171 **Landscape, Seascape.** Photograph/illustration in which the main subject is a landscape, seascape or similar subject published in a print publication or book. **Limited to one photo per entry submission.**
- 172 **Portrait, People.** Photograph/illustration in which the main subject is a person or group of people or similar subject published in a print publication or book. **Limited to one photo per entry submission.**
- 173 **Architecture.** Photograph/illustration in which the main subject is architectural or similar subject published in a print publication or book. **Limited to one photo per entry submission.**
- 174 **Nature.** Photograph/illustration in which the main subject is plant or animal life

2018 NATJA AWARDS CATEGORIES, cont'd...

All submissions must have been **FIRST** published, distributed, broadcasted, and/or released between September 1, 2017 and August 31, 2018. Please be advised that judges reserve the right to not award in any given category.

or similar subject, published in a print publication or book. **Limited to one photo per entry submission.**

175 **Photo Essay.** Collection of travel photographs/illustrations (by a single photographer/artist) that best represent a destination or travel experience published in a print publication.

176 **Arts & Culture.** Photo/illustration whose focus is demonstrating the Arts, cultural travel, or the humanities, in a print publication. **One or more photos per entry submission.**

PHOTOGRAPHY, ILLUSTRATION — ONLINE

Review Guidelines for instructions on submitting in Photography categories.

180 **Featured Photo, Illustration.** Featured or main photograph/illustration for a travel-related online article. **Limited to one photo per entry submission.**

181 **Landscape, Seascape.** Photograph/illustration in which the main subject is a landscape, seascape or similar subject published in an online publication or book. **Limited to one photo per entry submission.**

182 **Portrait, People.** Photograph/illustration in which the main subject is a person or group of people or similar subject published in a digital publication, website, or blog. **Limited to one photo per entry submission.**

183 **Architecture.** Photograph/illustration in which the main subject is architectural or similar subject published in an online/digital publication or book. **Limited to one photo per entry submission.**

184 **Nature.** Photograph/illustration in which the main subject is plant or animal life or similar subject, published in an online/digital publication or book. **Limited to one photo per entry submission.**

185 **Photo Essay.** Collection or slideshow of travel photographs/illustrations (by a single photographer/artist) that best represent a destination or travel experience published in an online/digital publication.

186 **Arts & Culture.** Photo/illustration whose focus is demonstrating the Arts, cultural travel, or the humanities, published in an online/digital publication. **One or more photos per entry submission.**

MISCELLANEOUS

190 **Travel Book or Guide.** Book focused on a travel experience or guide focused on providing necessary information to travelers to a specific destination. May be principally photography or text.

191 **Trade Travel Article.** Travel article written for or about the travel industry.

192 **Travel Tips & Advice.** Consumer-focused advice including tips, how-tos, and recommendations.

ORGANIZATION SUBMISSIONS: CVBS, DMOS, PR AGENCIES

200 **Visitors' Guide (Printed or Digital) or Website.** Guide or website that uses creative strategies to attract the audience to visit the destination. Published by a CVB, DMO or PR Agency.

201 **Destination Video.** Includes promotional online videos and television spots. Produced by a CVB, DMO or PR Agency.

202 **Social Media or Marketing Campaign - Budget under \$500,000.** Marketing campaign that generated media coverage or user engagement/participation on social media.

202A **Social Media or Marketing Campaign - Budget over \$500,000.** Marketing campaign that generated media coverage or user engagement/participation on social media.

203 **Big Idea.** Creative strategies that successfully addressed a specific challenge for a destination. Results generated significant media coverage, increased revenue and/or tourism for the destination.

PRINT PUBLICATION SUBMISSIONS

300 **Travel Magazine.** For in-flight or general circulation magazine. Submit only one issue per entry.

ONLINE PUBLICATION SUBMISSIONS

301 **Online Travel Magazine.** Website or digital magazine directed to travelers or focused on the travel experience. The magazine should be substantially informational.

302 **Independent Travel Blog.** Travel blog/website focused on presenting opinion and commentary and/or travel information and advice. The blog should have substantial new material. A blog is considered independent if it is not affiliated with a major publication or major corporate entity and it is owned and operated by individual(s). Please submit an entire website, not individual articles.

2018 NATJA AWARDS COMPETITION ENTRY FORM

For office use only

Entry #: _____

STEP ONE - CONTACT INFORMATION

Please complete this section. The person listed below will be contacted should this entry place in the competition. Please write legibly.

First Name _____ Last Name _____

Publication/Company (if any) _____

Address _____

City _____ State/Prov. _____ Country _____ Postal Code _____

Phone _____ Email Address _____

STEP TWO - ENTRY INFORMATION

Please provide the following information for each of your entries. One form per entry/per category. You must select one category per entry (see category listing on page 4). One entry may be entered into multiple categories, but each submission is subject to an entry fee (e.g. one submission is entered in 3 different categories = \$35 X 3 = \$105 total). **Photocopied submissions of work are acceptable.**

Category Number: _____ Category Name: _____

Title (of article, photo, program etc.): _____

Name of Publication: _____ Date Published: _____

Provide a short description on the topic of the entry.

Entry Description: _____

If your entry is available online, please enter the URL or URLs below. Short links (such as bit.ly or goo.gl) are preferred. URLs must be publicly accessible at all times. If the work is not publicly or easily accessible, please provide either a hard copy or a PDF of the entry.

URL Link/s: _____

JOURNALIST AND/OR PHOTOGRAPHER INFORMATION

Fill this section only if you are submitting this entry on behalf of another writer or photographer. For example, you are the editor of a magazine and you are submitting a story written by a staff or freelance writer, enter the requested information below.

First Name _____ Last Name _____

Phone _____ Email Address _____

This journalist and/or photographer is a part of our publication's staff OR has their own individual NATJA membership.

By signing below, I agree I have read and understand the rules and judging criteria for the NATJA Awards Competition. I understand that if I am a NATJA member, my membership must remain in good standing through March 1, 2019 in order to be eligible for an award. I understand entries are non-returnable and fees are non-refundable.

Signature: _____ Date: _____

STEP THREE - MEMBERSHIP

Current NATJA members, please confirm your membership status below.

- I am a current NATJA member and qualify for the reduced pricing to submit to the Awards Competition. I understand I must remain in good standing with my membership through March 1, 2019 to be eligible to receive an award.

Membership Renewal Options

- I would like to renew my NATJA membership. Enclosed is my renewal payment of (select one): \$150USD for Media \$500USD for CVB/DMO/Publication
- I would like to renew my NATJA membership and take advantage of the quarterly installment plan. Enclosed is my first renewal payment of (select one): \$37.50USD for Media \$125USD for CVB/DMO/Publication

Non-Members

NATJA membership is not required to submit to the Awards Competition. If you are interested in becoming a member, please apply online at www.natja.org/join. If you would like more information, please check off the box below.

- Please email me information regarding NATJA membership to the email provided on the first page of the entry form.

STEP FOUR - FEES

- | | |
|--|--|
| <p><input type="checkbox"/> NATJA Member
Categories 100 - 105, 120 - 192 & 302
\$35 USD per entry/per category</p> <p><input type="checkbox"/> NATJA Member - More than One Byline
Where at least one journalist is a NATJA Media Member
\$60 USD per entry per category for 2 or more journalists in the byline</p> <p><input type="checkbox"/> Media Non-Member
Categories 100 - 105, 120 - 192 & 302
\$85 USD per entry/per category</p> <p><input type="checkbox"/> Media Non-Member: More Than One Byline
\$120 USD per entry/per category for 2 or more journalists in the byline</p> <p><input type="checkbox"/> NATJA Member: Online Publication Category
Category 301: \$50 USD per entry/per category</p> <p><input type="checkbox"/> Non-Member: Online Publication Category
Category 301: \$100 USD per entry/per category</p> <p><input type="checkbox"/> NATJA Member
Print Publication Categories: \$150 USD per entry/per category</p> | <p><input type="checkbox"/> NATJA CVB/DMO/PR Member - 1st Entry
Categories 200 - 203: COMPLIMENTARY</p> <p><input type="checkbox"/> NATJA CVB/DMO/PR Member - Additional Entries
Categories 200 - 203: \$50 per entry/per category</p> <p><input type="checkbox"/> Other Non-Member
CVB/DMO/PR/Print Publication Categories
\$200 USD per entry/per category</p> <p><input type="checkbox"/> Complimentary Entry
<input type="checkbox"/> I have a code to claim my complimentary entry: _____
<input type="checkbox"/> I joined NATJA between Aug. 1 - Sept. 30 and would like to claim this as my complimentary entry.</p> |
|--|--|

STEP FIVE - PAYMENT OPTIONS

- Check or Money Order (Make payable to "North American Travel Journalists Association")** Visa Mastercard American Express Discover
** **Canadian Checks:** Please add \$5 conversion fee per check

Credit Card #: _____ Exp. Date: _____ Security Code: _____

Name on Card: _____

Billing Address: _____

City _____ State/Prov. _____ Postal Code _____

Email (where receipt should be sent) _____

- I understand my credit card will be charged based on on the number of entries and my paid active status in NATJA. If I have opted to join NATJA or renew my membership, my credit card will be charged accordingly.

Signature: _____ Date: _____

STEP SIX - SEND YOUR ENTRY, FORM & PAYMENT TO

VIA MAIL: North American Travel Journalists Association VIA EMAIL: awards@natja.org
3579 E. Foothill Blvd., #744
Pasadena, CA 91107

For questions, please contact the NATJA office at (626) 376-9754 or email awards@natja.org.

Deadline to Submit: September 30, 2018