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[www.ApexAwards.com](http://www.ApexAwards.com)



**DEADLINE:**  
**March 31, 2011**

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

# 130 AWARD CATEGORIES

**INCLUDING:**

- Newsletters ■ Magazines ■ Web Sites
- Campaigns ■ Brochures ■ Photography
- Writing ■ Intranets ■ E-Mail Newsletters
- Design ■ Annual Reports ■ Graphics
- Blogs ■ Advertising ■ 'Green' Topics
- Custom Publishing ■ Video ■ Social Media

**SO MANY CHANCES TO WIN !!** [www.ApexAwards.com](http://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 Awards Issue of *Writing That Works*.
- ✓ All APEX Award winners receive "APEX 2011 WINNER" Logo Repro Sheets to use in their own publications and Web sites.



## **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 communications experts to confirm what a good job you do producing 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 2011 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 2011 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 newsletter, Web site or blog!

### ***Your chances to win are the best ever***

130 APEX AWARD categories (several new 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  
Communications Concepts, Inc.

### ***The Twenty-Third Annual Awards for Publication Excellence***

Sponsored by the Editors of Writing That Works: The Business Communications Report  
Published by Communications Concepts, Inc., 7481 Huntsman Blvd., #720, Springfield, VA 22153-1648  
Phone: 703/643-2200 Fax: 703/643-2329 E-mail: [info@ApexAwards.com](mailto:info@ApexAwards.com) Web site: [www.ApexAwards.com](http://www.ApexAwards.com)

# Gain recognition and support for your best publications ...



## How APEX 2011 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.

### 3. Winning Entries

One Grand Award plaque or Award of Excellence certificate will be presented for each winning entry.

Award winners 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 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 in *Writing That Works*, other Concepts publications and on our Web site, [www.ApexAwards.com](http://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 31, 2011 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 31st, as long as they are postmarked or shipped by then.

## Look who's won APEX awards...

\*Stratton Publishing & Marketing Inc... \*Steven Clark, Executive Editor, The Walt Disney Company... \*Public Affairs & Communications Department, EmblemHealth... \*JEVS Human Services... \*Dryden Flight Research Center, Code T... \*Maria Dagnis, Editor, Employer's Advocacy Council... \*T. Rowe Price... \*Gil Press, Editor-In-Chief, EMC Corporation... \*Michelle Shaffran, Retailer Education & Training, Ford Motor Company... \*The Polby Company... \*Lora Morgenstern, Art Director, Time Inc... \*David Famiano, Editor, Wiley... \*Spectrum Retirement Communities, LLC, Wiesner Media Custom Publishing... \*Lisa Junker, Editor-In-Chief, ASAE & The Center for Association Leadership... \*All Hands Magazine, Defense Media Activity, Anacostia... \*Mary Koik, Editor, Civil War Preservation Trust... \*Michelle Franzen Martin, Editor, & Sarah Freeman, Managing Editor, Wayne State University Alumni Association... \*SLACK Inc... \*Lisa Hoffman, Editor, Emergency Medicine News... \*John Elsasser, Editor-In-Chief, The Public Relations Society of America... \*Sandia Lab News Team, Sandia National Laboratories... \*HR Communications, City of Houston... \*Alfred Hall, Art Director, College of Charleston... \*Justin Lopinot, Associate, Standing Partnership... \*Elizabeth Fordham, Founding Principal, Quill & Ink... \*Student Life & Administrative Services, Drexel University... \*Kathleen Wall, Creative Director, NorthEast Treatment Centers... \*The Port Authority of New York & New Jersey... \*Michelle Anysz, Communications & Marketing Director, Girl Scouts - North Carolina Coastal Pines... \*Carla Pereira, Communications Officer, Peel District School Board... \*Doris Winters, Art Director, Dawna Tessier, Graphic Designer, Tim Talevich, Managing Editor, Costco... \*Diane Montana, AVP Creative Services, Jackson National Life Insurance... \*Peabody Energy... \*Cary Jordan, Editorial Director, Stamats, Inc... \*Retirement Learning Center... \*Janice Boman, Strategic Advisor, Seattle City Light... \*Gabriella Daley Klatt, American Correctional Association... \*Elizabeth Ross, St. Luke's Hospital... \*Publications Staff, University of Medicine & Dentistry of New Jersey... \*Sea Grant Communications, Oregon Sea Grant... \*Aon Tampa Communications, OPI Practice, Aon Consulting... \*CAWOOD... \*EpiAnywhere Team, JBS International, Inc., Looking Glass Analytics... \*Kshiti Nerurkar, President, Tata Interactive Systems... \*Frank Roche, Managing Partner, IFRACTAL... \*MAVI Interactive LLC... \*Lisa DiMonte, CEO, MyLegal.com... \*Keyana Tennant, IEEE Women in Engineering Program Manager & Associate Editor, IEEE... \*Karla Kreblein, M.A., Director of Programs and Tania Connaughton-Espino, Latino Program Manager, North Carolina Healthy Start Foundation... \*Society for Technical Communication... \*Robyn Godfrey, Account Manager, Ariad Custom Communications... \*Rich Arden, Sr. Manager, Photo & Multimedia, ESPN... \*Kevin Habel, Art Director, TMG... \*Consumer Marketing, UnitedHealthcare... \*Corporate Communications, Graybar... \*Mary Pat Byrne, President, WebEd, Inc... \*St. Anthony's Hospital... \*Arthritis Today, Arthritis Foundation... \*Gretchen Holmberg, Director, Public Relations, La Rabida Children's Hospital... \*Health Information Group, Georgetown University... \*Marc Sirockman, General Manager, Aircraft Health Education... \*Nicole Durham, Communication Consultant, Great-West Retirement Services... \*Andreau Blanchard, Project Lead, Mercer... \*Transamerica Retirement Services... \*The Vanguard Group, Inc... \*B. James Brading Group... \*Mike Bourgeois, Founder & Owner, Bourgeois Enterprises... \*Certified General Accountants of Ontario and M-Marketing... \*Deborah Kirchner, Director of Communications, Millikin University... \*Kristin Quinn, Managing Editor, Print Services and Distribution Association... \*Marketing Department, Jefferson National... \*The Green Sheet... \*John Von Brachel, Director of Content Development, Merrill Lynch... \*The Marcus Group, Inc... \*Joan Richardson, Editor-In-Chief, Phi Delta Kappa... \*Daniel A. Sesil, P.E., M.ASCE, Douglas P. Gonzalez, P.E., M.ASCE, Matthew D. Melrose, P.E., American Society of Civil Engineers/Civil Engineering Magazine... \*Liz Spittler, Managing Editor, American Dietetic Association... \*Thad Plumley, Director of Publications, National Ground Water Association... \*Gary Passama, President/CEO, NorthBay Healthcare... \*Charlotte Thomas, Contributor, Society of Women Engineers... \*Communications Team, Upper Canada District School Board... \*Jean Fitzgerald, Managing Director, Bank of America... \*Warren Miller, Editor, and Karen Kramer, Graphic Designer, Berger Group Holdings, Inc... \*Pace Communications, AAA Northern California, Nevada & Utah... \*Custom Publishing, SPH Magazines Pte Ltd... \*Participant Marketing, Alere... \*Gary Halpern, The PhotoMediaGroup, Inc... \*Robert Cao-Ba, Art Director, Arizona State University Alumni Association... \*Rose Richey, Art Director, Military Officers Association of America... \*Isabella Mathews, Designer, Julie Fournier, Designer, National Association of REALTORS... \*Jeff Ortiz, Art Director, IAPMO... \*Susan Hawkins, Public Affairs Manager, Lake County Forest Preserves... \*D Custom... \*Robert Boston, Art Director, Health Advocate, Inc... \*NFL/H.O. Zimman, Inc... \*Jillian Perkins, Communication Manager, Armerich Massena, Inc... \*Robert F. Black, Deputy Executive Director, American Society for Engineering Education... \*South Florida Water Management District... \*Deborah Burzynski, Director, Communications, Children's Health Fund... \*Joelle Hahn, Sr. Marketing Specialist, Northwest Federal Credit Union...

**APEX award winners receive "APEX 2011 WINNER" logo repro stats to display in their own publications.**



# Choose your APEX 2011 categories! Many chances to win!

## ► Newsletters

1. Print (*entire issue—content & design*)
2. Electronic & Web (*entire issue*)
3. E-Mail (*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, 2010 on*)
10. Most Improved (*send one "before" [1/1/07 on] and one "after" [1/1/10 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 & Web
14. Custom-Published
15. Writing (*entire issue*)
16. Design & Layout (*entire issue*)
17. 1–2 Person-Produced
18. Magazine Series (*includes up to three 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 & Web
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. Corporate Capability & Identity 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 & Video

51. Education & Training
52. Marketing & PR
53. Public Service (*incl. public information, charitable & community improvement*)
54. Electronic & Web Publications
55. Multimedia & Interactive
56. Slide Shows (*includes PowerPoint*)
57. Web Video (*includes YouTube & similar*)
58. Blogs, Forums & Wikis
59. Apps & Social Media
60. 'Green' (*includes energy, environment, climate & eco-friendly topics*)
61. Special Purpose

## ► Web & Intranet Sites

62. Web Sites (*entire site*)
63. Intranet Sites (*entire site*)
64. Home Pages
65. Microsites & Individual Web Pages
66. Site Content & Writing
67. Site Design & Illustration
68. 1–2 Person-Produced (*one or two people write most copy, edit and lay out the site*)
69. Special Purpose
70. New
71. Most Improved

## ► Campaigns, Programs & Plans

72. Education & Training
73. Marketing & PR
74. Public Service (*incl. public information, charitable & community improvement*)
75. Employee & Benefit Communications
76. Membership & Customer
77. Financial & Investment
78. Health & Medical
79. Meeting & Event (*includes conferences*)
80. Government Agency
81. Total Publication Programs (*send representative samples of the range of your publications*)
82. 'Green'
83. Special Purpose

## ► Writing

84. Education & Training
85. Marketing & PR
86. Public Service (*incl. public information, charitable & community improvement*)
87. Media Kits, News Releases & Publicity
88. Web Writing
89. Feature Writing
90. Feature Series (*series of feature articles*)
91. How-to Writing
92. How-to Series (*series of how-to articles*)
93. News Writing
94. News Series (*series of news articles*)
95. Interviews & Personal Profiles
96. Regular Departments & Columns (*send tear sheets from up to three issues*)
97. Editorial & Advocacy Writing (*includes letters to the editor*)
98. Financial & Investment Writing
99. Health & Medical Writing
100. Speech & Script Writing

101. Sports Writing
102. Technical Writing (*includes tutorials, help files and FAQs*)
103. Technology & Science Writing
104. 'Green' Writing
105. Writing Series (*series of articles*)
106. Special Purpose (*incl. reports and manuals*)
107. Best Rewrites (*send before and after*)

## ► Design & Illustration

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

## ► One-of-a-Kind Publications

121. Print
122. Electronic & Web
123. Custom-Published
124. Marketing & PR
125. Public Service (*incl. public information, charitable & community improvement*)
126. Health & Medical Publications
127. Emergency & Public Safety
128. Government (*city, county, state, national and international*)
129. Technology & Science
130. 'Green'

## Use one of these ways to send:

### ■ Video:

1. Send DVDs or videotapes (1/2" VHS).
2. Type or **clearly (!)** print the URL for your video on your entry form if your video is accessible on the Web.

### ■ Electronic Publications:

1. Type or **clearly (!)** print the URL for your electronic publication on your entry form if it's accessible on the Web.
2. Send a DVD with your entry form.
3. Send a **hardcopy printout** with your entry form.

### ■ Web sites:

1. Type or **clearly** print your site's URL (e.g., [www.apexawards.com](http://www.apexawards.com)) on the entry form.

Please also attach a screen shot or printout of your Web or intranet site's home page (so we'll make sure we've accessed the right site).

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

2. Send a **PDF or Web Archive on a disc with your entry form.**

3. Send **hardcopy printouts of your Web publication** with your entry form. If a Web site, send hardcopy printouts/screenshots of your home page and **representative** sub-pages.

(Options 2 and 3 also are useful if your site's firewall blocks public access.)

► Entries must be postmarked no later than **March 31, 2011.**

