



600 South Rock Blvd. #15
Reno, NV 89502

The National Association of Litho clubs is an organization that functions to share information and support among its members who work within many facets of the graphic arts industry. The NALC provides support for smaller community-based Litho Clubs. The clubs help to build leadership and skills among its members who strive to achieve mastery in the graphic arts industry through education and discussion.



Think of it as the Academy Awards of Printing honoring the best printing and graphic reproduction in the United States of America.



FINAL ENTRY DEADLINE
MAY 8, 2009

2009 Call for Entries

The Impression Awards
NALC's new and exciting awards program

Details. Details. Details.

ELIGIBILITY. The competition is open to any individual or firm associated with the graphic arts or advertising industries. We place no restriction on the production date of an entry as long as it has not been previously entered in this awards program.

ENTRY FEES. The entry fees are \$65 each for members and \$90 for non-members. If a piece is entered in more than one category, submit separate pieces and pay separate entry fees for each category in which the piece is to be judged.

PAYMENT. Checks should be made payable to NALC Impression Awards and payment **MUST** accompany the submitted entries in order to be judged.

Entries will not be returned unless a written request is submitted with entry.

SUBMITTING ENTRIES. Simply complete the Entry Form and make a copy. Attach one form to the entry and send the copy with your payment.

NALC Impression Awards Committee will not be responsible for incorrect awards caused by illegible or unclear Entry Forms.

JUDGING. Each entry is judged against itself and not directly against other entries. There could be no winners in a category or multiple winners. All work will be evaluated solely on its own quality, creativity and resourcefulness. Printing entries will be judged on the quality and difficulty of the graphic arts processes used; i.e. ink coverage, intensity of solids, registration, dot structure, paper usage, binding, finishing, degree of difficulty, overall visual appearance and effective communication.

The judges reserve the right to reclassify an entry to a more appropriate category.

The NALC Impression Awards Committee reserves the right to group similar entries regardless of process, product or color classifications.

CATEGORIES. Make every attempt to enter your pieces in the proper category. When making determinations about the color breakdown, consider each spot color, spot varnish, spot laminate, foil stamp and emboss as a separate color. Overall varnishes (unless overall tint varnish) and overall laminates are not a separate color. For example: 4/ color process, 1 spot PMS, spot gloss varnish and spot matte varnish would be considered as 7 colors.

AWARDS. Each entry will be considered for Gold, Silver, Bronze and Honorable Mention awards. All Gold winners will be honored at the National Association of Litho

Clubs Annual Convention. An award for each winner will be produced for the person or company or chapter submitting the entry. The cost of monolith awards are included in the entry fee. In addition, there could also be a "Best of Category" award as determined by the judges.

DUPLICATE AWARDS. Customized duplicate awards are available. Upon request, the credits may be rearranged to give prominence to the person or company to whom you will be presenting the duplicate award. Duplicate award request forms are available from NALC Impression Awards. The cost for a duplicate monolith is \$100. The duplicate paper certificate cost is \$25.

What are the NALC Impression Awards?

The Impression Awards is a national competition of superb printing and creative excellence. It is a testament honoring the people and companies involved in producing the finest printing and graphic arts products in the nation. Who should enter? Printers, designers, advertising agencies, and anyone who is a part of the graphic arts, marketing or advertising industries.

Entering is Easy

- Submit one sample of each piece you wish to enter. Please do not mount your entries.
- Place your entry in a protective plastic sleeve or envelope.
- Fill out an entry form for each piece entered and attach it to the piece. Also fill in entry information on the manifest form available at: www.graphicarts.org/impressionaward. Attach your payment to manifest form.
- Deliver or ship your entries to: G. Mason, GMAA, 280 Brinkby Ave., Suite 204, Reno, NV (775) 825-6555

Awards Presentation

Winners will be notified directly after judging. The awards presentation will take place during NALC's 64rd annual convention at The Inn On Bourbon, Ramada Plaza Hotel, 541 Bourbon St., New Orleans, Louisiana, www.innonbourbon.com. Additionally, winners will have the option of accepting their awards at their respective local club's awards dinners as scheduled. If an area does not have a local club and yields a significant winner, NALC will do everything in its power to offer a presentation specifically for you.

Winners will be posted on the NALC website: www.graphicarts.org after the convention.



Entry Categories

Printing Only

Step 1. Code by Method of Printing

- MP1 – 1/2 Web Offset
- MP2 – Web Offset
- MP3 – Sheetfed Offset (Indicate press size)
- MP4 – Flexography
- MP5 – Foil Stamping/Embossing/Debossing
- MP6 – Screenprinting
- MP7 – Digital Small Format (12x16 or less)
- MP8 – Digital Large Format (over 12x16)
- MP9 – Letterpress
- MP10 – Combination of Processes (list processes)
- MP11 – Thermography
- MP12 – Holography
- MP13 – Lenticular
- MP14 – Sublimation
- MP15 – Engraving
- MP16 – Other than above

Step 2. Code by Product

- PC1 – Annual Reports - Non-profits
- PC2 – Annual Reports - Uncoated paper only
- PC3 – Annual Reports - Coated paper only
- PC4 – Annual Reports - Coated and uncoated paper
- PC5 – Art prints
- PC6 – Bags
- PC7 – Booklets - Bound in any manner
- PC8 – Books - Art
- PC9 – Books - Hardbound
- PC10 – Books - Soft bound
- PC11 – Books - Dimensional
- PC12 – Books - Textbooks
- PC13 – Books - Yearbooks
- PC14 – Book Jackets
- PC15 – Box Wraps
- PC16 – Boxes - Corrugated, Kraft
- PC17 – Boxes - Product
- PC18 – Breadsheets - Any adv. circular larger than 11x17
- PC19 – Brochures - 4x9 rack style
- PC20 – Brochures - Larger than 4x9
- PC21 – Business Cards
- PC22 – Calendars
- PC23 – Cards - Holiday/Greeting
- PC24 – Cards - Postcards
- PC25 – Catalogs
- PC26 – Club Promotions
- PC27 – Corporate Identity - Single piece (logo)
- PC28 – Corporate Identity - Package
(For Stationery Packages use category PC65)

- PC29 – Corporate Identity - Printer's self-promotion
- PC30 – CD/Cassette Covers
- PC31 – Direct Mail - Flat
- PC32 – Direct Mail - Package
- PC33 – Direct Mail - Self-mailer
- PC34 – Direct Mail - Dimensional
- PC35 – Envelopes - Other than direct mail
- PC36 – Holograms
- PC37 – Invitations
- PC38 – Invitations - Dimensional
- PC39 – Labels (Decals, Stickers etc.)
- PC40 – Labels - Wine
- PC41 – Large format (Vinyls, Wraps, etc.)
- PC42 – Letterheads
- PC43 – Magazines
- PC44 – Magazine Inserts
- PC45 – Maps
- PC46 – Media Kits
- PC47 – Menus
- PC48 – Metal Decorating
- PC49 – Murals
- PC50 – Newsletters/House Organs
- PC51 – Newspapers
- PC52 – Newspaper Inserts
- PC53 – Packaging
- PC54 – POP - Window/Countertop/Freestanding
- PC55 – POP - Window Streamers/Banners/Posters
- PC56 – Posters
- PC57 – Presentation Folders with loose contents
- PC58 – Presentation Folders with stitched contents
- PC59 – Presentation Folders without contents
- PC60 – Programs
- PC61 – Single Sheet Flyers
- PC62 – Specialty Substrates - Printing on synthetic papers
- PC63 – Specialty Substrates - Printing on fabric
- PC64 – Specialty Substrates - Printing on vinyl
- PC65 – Stationery Packages
- PC66 – Technical Publications Fabric
- PC67 – (T-shirts etc.)
- PC99 – Miscellaneous

Step 3. Code by Color

- CC1 – 1 color
- CC2 – 2 color
- CC3 – 3 color
- CC4 – 4 color
- CC5 – 5 color
- CC6 – 6 or more colors
- CC7 – Cover in 1, 2 or 3 colors + Text in 1 or 2 colors
- CC8 – Cover in 1, 2 or 3 colors + Text in 3 or more colors

- CC9 – Cover in 4 or more colors + Text in 1 or 2 colors
- CC10 – Cover in 4+ colors. Text in 3 or more
- CC11 – Cover in 4+ colors, Text in 5 or more
- CC12 – 1 color with foil stamp and/or embossing
- CC13 – 2 colors with foil stamp and/or embossing
- CC14 – 3 colors with foil stamp and/or embossing
- CC15 – 4 or more colors with foil stamp and/or embossing
- CC99 – Miscellaneous

Binding/Finishing/Diecutting

- BF1 – Case binding
- BF2 – Mechanical/Spiral Binding
- BF3 – Perfect Binding
- BF4 – Saddlestitch Binding
- BF5 – Diecutting only
- BF6 – Foil only
- BF7 – Foil and Embossing/Debossing only
- BF8 – Embossing/Debossing only - Blind
- BF9 – Foil Stamping & Embossing/Debossing & Diecutting
- BF10 – Lamination
- BF11 – Stamping
- BF99 – Miscellaneous

Print Design Only Category Code

- PD1 – Annual Report
- PD2 – Brochure - 4x9 or less finish size
- PD3 – Brochure - larger than 4x9
- PD4 – Catalogs
- PD5 – Direct Mail - Single component
- PD6 – Direct Mail - Package
- PD7 – Direct Mail - Dimensional
- PD8 – House Organ
- PD9 – Invitation - under \$5 per unit
- PD10 – Invitation - over \$5 per unit
- PD11 – Letterhead/Stationery Package
- PD12 – Logo
- PD13 – Magazine
- PD14 – Media Kit
- PD15 – Newsletters
- PD16 – Packaging
- PD17 – Postcard
- PD18 – Poster
- PD19 – T-Shirt
- PD99 – Miscellaneous

EXAMPLE
 Method of Printing MP3 (sheetfed)
 Production Code PC25 (catalogs)
 Color Code CC3 (3 colors)
 Press Size 26 x 40



Entry Deadline 5:00 PM, Friday, May 8th, 2009
 Awards Banquet - August 1, 2009

The Inn On Bourbon, Ramada Plaza Hotel

541 Bourbon St., (corner of Bourbon & Toulouse Streets) New Orleans, LA www.innonbourbon.com



PLEASE DO NOT MOUNT YOUR ENTRIES – ENTIRES WILL NOT BE RETURNED

Entry Fees: NALC MEMBERS \$65 per entry. NON-MEMBERS \$90 per entry.

Please enclose payment with entry form(s) and manifest.

Make checks payable to: NALC Impression Awards. See below for credit card payments.
 Ship entries to: G. Mason, GMAA, 280 Brinkby Ave., Suite 204, Reno, NV 89509, 775-825-6555

Attach an Entry Form to each entry. For additional entries, copy the form below.

Also attach the Manifest Form available at: www.graphicarts.org/impressionaward

Entries must include payment. Final deadline May 8, 2009.

For more information contact Greg Mason 775-825-6555 or greg@gmaa.com

Club _____

Entered By _____

"Entered By" will appear as the "Presented To" on awards for winning entries.

Title of Entry _____

"Title of Entry" will appear as the "Presented For" on awards for winning entries.

Method of Printing _____

Production Code _____

Color Code _____

Press Size _____ Other info.: _____

This form must accompany manifest if paying by credit card.

Type of Credit Card VISA MC

Name as it appears on card _____

Card # _____

Exp. Date _____

Zip Code of Card _____

Security Code _____

Signature _____