



111 E. First St.
Geneseo IL 61254
Phone 309-944-2200
Toll Free 800-610-6063

Henry-Stark Counties 2011 TELEPHONE DIRECTORY PHOTO CONTEST

Thank you for your interest in our 2011 Telephone Directory Photo Contest. The winning photo selected in this competition will appear in the 2011 Henry-Stark Counties Directory.

Please read the following contest specifications carefully. These guidelines have been established in order to ensure fair competition for our local photographers.

1. Photo Award

The winning photo will be selected by a panel of judges. The winner will receive a \$100.00 gift certificate after appropriate photo releases are signed. All photographers will remain anonymous to the judges until after the judging is complete.

2. Deadlines and Schedule

DEADLINE FOR ALL ENTRIES
4:30 P.M.
Friday, November 19, 2010

Nov. 29-Dec. 3, 2010 Judging
Dec. 6, 2010 Notification of winner

3. Entry Specifications

All photos must be taken within the directory's service area listed below:

Henry-Stark Counties Service Area

Alpha, Andover, Annawan, Atkinson, Bishop Hill, Bradford, Broadmoor, Buda, Cambridge, Castleton, Colona, Duncan, Elmira, Galva, Geneseo, Hooppole, Kewanee, LaFayette, Lombardville, Lynn Center, Milo, Mineral, Modena, Nekoma, Neponset, Opheim, Orion, Osceola, Osco, Sheffield, Toulon, Ulah, Warner, West Jersey, Woodhull and Wyoming

Photographers are required to give written permission allowing MAX Hello Pages publication rights including but not limited to publishing in our directories, websites and other marketing methods.

If people appear in the photograph, those people must also sign a release form allowing MAX Hello Pages and its subsidiaries the use of their image.

All photos must be:

- submitted as digital photos (.jpg or .tif) on a CD* or through email,
- at least 5" x 7" at 300 dpi,
- and include an entry form for each entry.

* *CDs must have your name written on the cd. CDs will not be returned.*

TIPS:

- Portrait orientation fits allotted space better
- Photo must bleed off edge of cover. Allow for extra space around your subject.

See www.maxhelloworldpages.com for more information on how images will be placed within the cover.



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NO MORE THAN FIVE PHOTOS PER ENTRANT WILL BE JUDGED AND EACH ENTRY REQUIRES A SEPARATE ENTRY APPLICATION.

FAILURE TO FOLLOW THE PRINTED RULES MAY RESULT IN DISQUALIFICATION.

4. Entry Application

A MAX Hello Pages Entry Application must be completed and submitted for each photograph. Entries must be received by MAX Hello Pages no later than

4:30 P.M.
Friday, November 19, 2010

Please submit photo and application to:

email: ellen.moore@maxhelloworldpages.com

or mail to:

MAX Hello Pages Photo Contest
111 E. First St.
Geneseo, IL 61254

or drop off at

Geneseo Telephone Company
111 E First St., Geneseo

Please call 309-944-2200 or 800-610-6063 if you have any questions.

5. Publishing Rights

All entrants agree that the photographs submitted are the photographer's original work and are owned by the photographer.

6. Judging Criteria

Each photo will be assigned points based on the following criteria:

A. Subject Matter Representative of the Local Exchange Area..... 1- 5

The purpose for requiring subject matter representative of our service location is to immediately identify our Directory by its visual image and to celebrate our area's special beauty.

B. Acceptance by the Local Communities1- 5

In considering this criteria, judges are asked to evaluate artwork based on the total market acceptance of the photo, rather than on their own personal preferences. What would appeal to the communities as a whole?

C. Marketable Image1- 5

It is important the photo be appreciated by residents, visitors and tourists.

D. Interest Factor1- 5

How interesting is the subject matter of the photo? Does the photo grab your attention? How long does the photo hold your attention?

E. Image Quality.....1- 5

This criteria does not deal with whether the image is good, but how it will reproduce and how it will look in the layout of the Directory. The photo needs to be in sharp focus; the light and dark areas must reproduce well; the colors should be crisp.

MAX Hello Pages reserves the right to disqualify any photo deemed offensive and/or inappropriate for the Directory. This determination will be defined by MAX Hello Pages. Judges reserve the right to not select a winner if an appropriate photo is not submitted as defined by our rules and/or judges.



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Henry & Stark Counties
2011 DIRECTORY PHOTO CONTEST

Name _____

Mailing Address _____

Phone Numbers: Home _____ Other _____

Image File Name _____

Description of photo: Please include where it was taken (must be within Directory service area) and any information about the camera and lens used.

Information about photographer: Please include some biographical information about yourself. You may attach a separate sheet if needed.

RELEASE (must be signed)

I submit the above described photograph to MAX Hello Pages and its subsidiaries for use in the 2011 Henry-Stark Counties Directory and publication on the Internet. I am the owner of this photograph and have the legal right to permit its publication in the Henry-Stark Counties Directory. I hereby grant to MAX Hello Pages the unrestricted right to use reproductions of my photograph in the Directory and in associated uses (advertising, website, etc.), without compensation.

I hereby agree that if my photograph is chosen for use in the 2011 Telephone Directory, I will abide by all terms and conditions of the contest as detailed in the *Entry Specifications*.

Signed: _____

Submit entries to:

MAX Hello Pages Photo Contest
111 E First St.
Geneseo IL 61254

or email to: ellen.moore@maxhelloworld.com

**ALL ENTRIES MUST BE RECEIVED AT MAX HELLO PAGES BY
4:30 PM
FRIDAY, NOVEMBER 19, 2010**

FOR MAX HELLO PAGES USE ONLY

Date received: _____ Entry# _____ Rcvd By: _____