

Best in Media / IPC Entry Guidelines:

Suggested use of these types of files:

- Video: Broadcast videos primarily in the Television Divisions / Categories
- Audio: Broadcast audio primarily in the Radio Divisions / Categories
- Images: Photography entries, additional images to support other entries
- PDF: Print, Publication or Public Relations: This can be a single OR multi-page PDF file that contains an ARTICLE (with pictures if desired) where the entry is showing creative content that is specifically meant to be read.
- Flip Book: Print, Publication or Public Relations: Sites like Issuu.com (recommended) are normally free and allow the judges to view your entry as if they had the actual printed version in their hands. It helps to show layout, jump pages along with the content of the article. The site MUST NOT require a log in for the judges to view.
- URL: Website, Social Media or Articles: Categories that are website specific, social media specific OR are linked to an ARTICLE you are submitting. This can be used as an option to uploading a PDF. Note: If you are using a URL for viewing an article, the link MUST take the judge to the exact article without the need to scroll or clicks