

# PubWest Book Design Awards

## A Competition Reflecting the Best of Book Design and Production

PubWest Book Design Awards were developed to recognize superior design and outstanding production quality of books throughout North America. As we celebrate our 41st annual awards, PubWest invites you to submit your 2017 titles.

## FOUR E-CATEGORIES!

Now accepting submissions of standard and enhanced eBooks as well as book apps.

Winning an industry book award can be used as an effective marketing tool to boost sales and invigorate publicity. Your books don't have the opportunity to be recognized, unless you enter.



All entries and fees must be received no later than April 2018

[www.pubwest.org](http://www.pubwest.org)

## Entry Eligibility

- Entries are open to all publishers in North America, along with the designers, typographers, and printers supporting them.
- Books must have been published or produced between January 1, 2017, and December 31, 2017.
- Books may be soft- or hardcover and must have at least 64 pages (except for the Children's/Young Adult, How-to, and Gift/Holiday/Specialty categories).
- Entries in the Jacket/Cover Design categories must be submitted as a jacket or cover on the finished book—no separate/unattached jackets or covers will be accepted.
- Books will be judged for overall design and production quality.

## Rules for Entry

1. An individual title may be entered in no more than three categories.
2. A separate book must be submitted for EACH CATEGORY entered.
3. An entry fee of \$75 for PubWest members (publisher and associate members) must be paid for each submission. A \$50 fee will be assessed for each additional category for the same title. Fees for nonmembers will be \$100 per entry with a \$75 fee for additional categories for the same title.
4. All entries and fees must be **RECEIVED** no later than April 2018. Please submit your best edition(s). Books will be judged for overall design and production quality.
5. After completing the entry form, print a copy and place it inside the front cover of each submission. If you are submitting a title in more than one category, include a copy of the entry form in each book. Be sure to complete the payment form and include it along with full payment in the package. Please submit eBooks and apps on a CD/DVD or provide promo codes for downloading.
6. Ship entries and all forms to:  
PubWest Design Awards  
Attn: Kent Watson, Executive Director  
17501 Hill Way  
Lake Oswego, OR 97035  
(503) 901-9865  
Items submitted for judging will not be returned.

## Judging

A diverse panel of interdisciplinary judges will review each submission. Judges will be selected from industry professionals with book design and production expertise.

Entries will be judged on format, layout, typography, jacket, materials, and production quality. Judges are presented with uniform criteria for evaluating each category. Apps and eBooks will be judged on a variety of devices includes iPad, Nook, and Kindle eReaders.

Judges reserve the right to select the Judges' Choice award at their sole discretion.

## Awards

A pool of finalist entries for each of the categories will be determined, from which three levels of awards may be chosen (Gold, Silver, and Bronze). Publishers will be notified after completion of the final judging. Winning entries may be displayed at regional and national trade shows and other events throughout the year by PubWest. Press releases will be sent to the regional and trade press.

Please contact the PubWest office for information about this event: [executivedirector@pubwest.org](mailto:executivedirector@pubwest.org).

# PubWest Book Design Awards Categories for 2018

## **1. Adult Trade Book—Illustrated**

The illustrations are a primary focus of the book, with the text playing an equal or secondary role. Note: Please submit non-art books in this category.

## **2. Adult Trade Book—Non-illustrated**

Examples include, but are not limited to, traditional 6" x 9" or similar-size tomes that are primarily text and are meant to be read cover to cover, including fiction and nonfiction. If images are included, they should be limited to illustrations for chapter openers, occasional photos or artwork throughout text, and/or special sections.

## **3. Children's/Young Adult Book—Illustrated**

Books should be profusely illustrated and are not limited to a page count restriction. The images should be the focus of the book and the text should be limited to no more than 25% of the book.

## **4. Children's/Young Adult Book—Non-illustrated**

A children's or young adult book that is primarily text (at least 75%) and may contain illustrations for chapter openers, occasional photos or artwork throughout text, and/or special sections.

## **NEW 5. Children's Book-Wordless**

A children's book in which the narrative is told solely through illustrations.

## **6. Academic/Non-Trade Book**

Books should be intended first and foremost for students or to be used in an academic setting. However, they may have trade appeal as well. Entries should include basic elements such as reference sections, footnotes, and bibliographies.

## **7. Guide/Travel Book**

Examples include identification guides on a variety of topics as well as field and travel guides.

## **8. How-to/Crafts Book**

Examples include books that are intended to instruct readers on different methods and techniques relative to a specific project/craft.

## **9. Cookbook**

Entries in this category should have the intent of aiding readers in cooking or preparing food. Books can be one- to four-color and may or may not include illustrations/photography.

## **10. Photography Book**

A book whose subject matter is photography.

## **11. Art Book**

A book whose subject matter is fine art.

## **12. Sports/Fitness/Recreation Book**

Any book whose subject is a specific sport, general fitness, or recreation activities, geared to athletes or general-interest readers. Books can be instructional, informational, or historical in content. There is no restriction on the ratio of photography/artwork to text.

## **13. Reference Book**

Books in this category are generally one- and two-color works whose purpose for publication is to provide information in an organized manner. Reference books are generally not read cover to cover but are referred to when a reader is looking for specific information. Examples include almanacs, directories, and handbooks.

## **14. Short Stories/Poetry/Anthologies**

Entries in this category generally contain collections of writings by either a single author or multiple authors. Front and back matter may include contributor biographies, further readings, chronologies, and permissions.

## **15. Gift/Holiday/Specialty Book**

Entries in this category are generally books that have unique subject matter, design elements, and bindery that are not standard to trade books.

## **16. Historical/Biographical Book**

Entries should exhibit an appropriate balance of text and supporting graphics in order to thoroughly describe the subject matter of the book.

## **17. Graphic Album—New Material**

A graphic album (sometimes referred to as a graphic novel) consists of a story told with graphics or images, much like a comic book with a number of panels on each page and text within the image panels. This category is for books with material appearing for the first time.

## **18. Graphic Album—Previously Published Material**

A graphic album (sometimes referred to as a graphic novel) consists of a story told with graphics or images, much like a comic book with a number of panels on each page and text within the image panels. This category is for books with material that has been previously published in another format, such as a comic book or a newspaper, and is collected in one volume for the first time.

## **19. Jacket/Cover Design — Small Format (6 x 9 inches or smaller)**

Books of any genre/category with strong shelf appeal and use of design, photography, artwork, and/or typography to enhance the subject matter.

## **20. Jacket/Cover Design — Large Format (larger than 6 x 9 inches)**

Books of any genre/category with strong shelf appeal and use of design, photography, artwork, and/or typography to enhance the subject matter.

**21. Special Edition** – Special bound, small run books that aren't typically available in the traditional trade market: limited editions, corporate or organizational history/promotional publications. The books in this category generally sell for high dollar and have few budget constraints.

# FOUR E-BOOK CATEGORIES!

(Digital editions must be released in calendar year 2017.)

## 22. E-Book

Fixed Layout: Books of any genre/category that are produced with fixed layout technology. May include sound, video and animation.

## 23. E-Book

Standard: Books of any genre/category that have reflowable text/graphics.

## 24. Book Apps

Books of any genre/category that are available as apps as opposed to other eBook formats. The app must function as a publication.

## 25. Fixed Layout Children's E-Books

Children's books that are presented in fixed layout technology, which may include read-along animation, other animation, sound, or video.



## About PubWest

Our association is a trade organization established in 1977 as the Rocky Mountain Book Publishers Association, a professional group to serve the needs of its members and as a forum for the discussion of publishing issues. Our membership ranges from small independent presses to publishing companies with worldwide operations. Our associate members include printers, designers, binderies, and publishing freelancers. Membership is based primarily in the western United States and Canada.

Click here to learn more about PubWest and the benefits of joining today.

[www.pubwest.org](http://www.pubwest.org)

# PAYMENT FORM

Please complete the fields below regarding your submission:

Publisher of Entry \_\_\_\_\_

Person Submitting Entry \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State/Province, Zip/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

## PubWest Membership

PubWest Member: \_\_\_\_\_ Yes \_\_\_\_\_ No

[Click here for more information on how you can join PubWest.](#)

## Entry Information

**We are offering a four-for-three deal: submit three books, and a fourth entry is free!**

# \_\_\_\_\_ of initial categories entered x (\$75 members or \$100 for nonmembers)

# \_\_\_\_\_ of additional categories entered x (\$50 members or \$75 for nonmembers)

# \_\_\_\_\_ **A four-for-three deal.** If a publisher submits three titles, then the publisher can submit a fourth title at **no charge**.

Total Amount Due \$ \_\_\_\_\_

## Payment Information

Payment Type: \_\_\_\_\_ Credit Card (Visa, Mastercard, American Express, or Discover) \_\_\_\_\_ Check payable to PubWest

Credit Card Number \_\_\_\_\_ Expiration (mm/yy) \_\_\_\_\_

Signature \_\_\_\_\_ Security Code (3-digits) \_\_\_\_\_

Print Name \_\_\_\_\_

## Certification

I declare that the title(s) I am submitting meet the entry requirements for the 2017 PubWest Book Design Awards as described in the Call for Entries. I certify that the entry has been published or produced between January 1, 2017 and December 31, 2017.

Signature \_\_\_\_\_

Print Name \_\_\_\_\_ Date \_\_\_\_\_

**All entries and fees must be received no later than April 2018**

# SUBMISSION ENTRY FORM

*Please complete the fields below regarding your submission:*

Publisher of Entry \_\_\_\_\_

Person Submitting Entry \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State/Province, Zip/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Web address \_\_\_\_\_

## ENTRY INFORMATION

*Enter text carefully; this is how it will appear in press releases, publicity, correspondence, etc.*

Category (name and number) \_\_\_\_\_

Title of Entry \_\_\_\_\_

Author \_\_\_\_\_

Retail Price \_\_\_\_\_ ISBN 13 \_\_\_\_\_

Editor \_\_\_\_\_

Designer \_\_\_\_\_

Production Manager \_\_\_\_\_

Artist/Illustrator \_\_\_\_\_

Photographer \_\_\_\_\_

Printer \_\_\_\_\_

Bindery \_\_\_\_\_

**NOTE:** If the editorial or marketing mission or budget for this entry presented unique design considerations or constraints that you would like to share with the evaluating judges, please include a short statement (75 words or less).

Step 1. Complete entry form using the interactive forms in Acrobat for each category entered.

Step 2. Print completed entry form to include inside the front cover of each book.

Step 3. Fill out payment information and include it in the box with your submissions.

Step 4. Send books, forms, and fees to:

**PubWest Book Design Awards**

**Attn: Kent Watson, Executive Director**

**17501 Hill Way**

**Lake Oswego, OR 97035**

Step 5. Digital submissions for eBooks and Apps – Either submit the files on clearly marked CD/DVD or send promo codes for us to download your title(s) directly from an on-line retailer such as Apple's iBookstore.

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