



Everything you
need to know
about Best Of..
No, really.

THE 2022 BEST OF TRAINING MANUAL



best of

READERS' CHOICE AWARDS

2 0 2 2

Winners will be contacted beginning

First week of June 2022



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Important Dates

● MATERIAL ORDER
 ● MAILOUT
 ● EBLAST DATES
 ● TO PRINTER

JUNE

SUN	MON	TUE	WED	THUR	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

JULY

SUN	MON	TUE	WED	THUR	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

AUGUST

SUN	MON	TUE	WED	THUR	FRI	SAT
1	2	3	4	5	6	7

WEEK OF JUNE 1ST

WINNER'S PACKETS WILL BEGIN HITTING BUSINESSES

- ~ **June 6th** – 1st eblast to winners
- ~ **June 9th** – 2nd eblast to winners
- ~ **June 14th** – 3rd eblast to winners
- ~ **June 16th** – 4th eblast to winners
- ~ **June 21st** – 5th eblast to winners
- ~ **June 23rd** – 6th eblast to winners
- ~ **June 28th** – 7th eblast to winners
- ~ **June 30th** – 8th eblast to winners
- ~ **July 5th** – 9th eblast to winners
- ~ **July 7th** – 10th eblast to winners
- ~ **July 12th** – 11th eblast to winners
- ~ **July 14th** – 12th eblast to winners
- ~ **July 18th** – 13th eblast to winners
- ~ **July 22nd** – FINAL eblast "48 hours left"

DATES THAT MATTER

- **July 18th** – Deadline to submit changes to how a business is listed in Best Of Showcase Special Section
- **July 22nd** – Magazine goes to press (do not give this date as an ad deadline)
- **August 2nd** – Winners will be posted online
- **August 3rd** – Eblast with digital materials sent out

Example Sales Process

1. Close sale
2. Send Best Of Contract to client via Adobe Sign (see below for information on this year's contract)
3. If a client is already on the books and buying into the Best Of Showcase Special Section, **DO NOT** use the Contract Change Form, please use the Best Of Contract.
4. Existing clients **CANNOT** upgrade to the Best Of Showcase Special Section. They must purchase in addition to their current contract.
5. Use the Insertion Order Form for ALL ads that appear in the August issue of Living Magazine.

BEST OF CONTRACT:

bestofcontract

Living Magazine
A Chansen Media Group Brand

Business Name: _____
Contact Person: _____ Mobile: _____
Mailing Address: _____
City, State, Zip: _____
Work Phone: _____ E-mail: _____

For Internal Use Only
Client Account #: _____
Input Date: _____
Category: _____

adpackage (August issue) ☐ Shout it from the Roof ☐ Make a Splash ☐ Get the Word Out

ad rate: \$ _____ edition(s) _____

à la carte (August issue) ☐ 1/4 page ☐ 1/2 page ☐ Full page ☐ Double Truck

ad rate: \$ _____ edition(s) _____

shout it from the roof package **make a splash package** **get the word out package**

- Crystal-Style Award Trophy
- Wall Plaque
- Counter Card
- Window Cling
- Digital Marketing Materials

- Wall Plaque
- Counter Card
- Window Cling
- Digital Marketing Materials

- Wall Plaque
- Counter Card
- Window Cling
- Digital Marketing Materials

special instructions

Please type EXACTLY how you would like your name or business name to appear on the Announcement products. 25 CHARACTERS PER LINE.

8"x 10" Counter Card 9"x 12" Wall Plaque 9"x 8" Crystal-Style Award

Category: _____ Category: _____ Category: _____
Market: _____ Market: _____ Market: _____
Name-Line 1: _____ Name-Line 1: _____ Name-Line 1: _____
Name-Line 2: _____ Name-Line 2: _____ Name-Line 2: _____

payment options: ☐ Credit Card ☐ Check ☐ Invoice

grand total: \$ _____

Credit Card Authorization Payment

☐ Visa ☐ MasterCard ☐ American Express

Credit Card Number: _____ Exp. Date: (mm/yyyy) _____ CID Code: _____
Card Billing Address: _____ City: _____ State: _____ Zip: _____

By signing below you authorize Chansen Media Group, Inc. to charge the credit card indicated on the Contract according to the terms outlined above. You certify that you are an authorized user of this credit card and that you will not dispute the payment with your credit card company as long as the transaction corresponds to the terms indicated on this contract.

TERMS Advertiser acknowledges that publisher reserves the right to control the look, layout and design of all printed Ad Products.

Purchaser Agrees to pay all advertising fees when due, by check or credit card. The outstanding balance of this contract is payable upon execution of this agreement. Any account not paid in full within 30 days from invoice date will be subject to a late charge of 15% per month until outstanding balance is paid.

Payment: This contract has been signed by an individual authorized to legally bind and obligate the above named business and agrees to pay for all Ad Insertions and Reservation Products on this contract in accordance with the terms and printed here on this contract. Purchaser and agent (if any) each agree to be jointly and severally responsible for full payment thereof. Failure to acknowledge or approve ad will not alter contract payment terms or obligations. A \$350.00 service charge will be applied to all returned checks.

Important: The contract must be completed and signed before service begins. I hereby warrant that I have read the Contract, received a duplicate copy and that I have full power and authority to sign for the above named company.

Purchaser's Signature: _____ Title: _____ Contract Date: _____ Living Magazine's Representative: _____
Make checks payable to: Chansen Media Group, Inc. | 6530 Alliance Drive, Suite 110 | Rockwall, TX 75087 | 800-296-6020 | Fax 214-224-0419

BEST OF PRODUCT CONTRACT:

bestofproducts
(page 1 of 2)

Living Magazine
A Chansen Media Group Brand

Business Name: _____
Contact Person: _____ Mobile: _____
Mailing Address: _____
City, State, Zip: _____
Work Phone: _____ E-mail: _____

For Internal Use Only
Client Account #: _____
Input Date: _____
Category: _____

announcement products

	Price	Qty	Shipping (per piece)
9"x 12" Wall Plaque	\$175	_____	\$22
15" x 16" One-Panel Black Wood Frame Under Glass	\$250	_____	\$35
8" x 10" Counter Card	\$40	_____	\$11
7"x 8" Crystal-Style Award	\$195	_____	\$24
3' x 5' Vinyl Victory Banner	\$175	_____	\$35
9"x 12" Window Cling	\$25	_____	\$9

best of SHOWCASE PRODUCT Package - \$495

- WINDOW CLING
- WALL PLAQUE
- COUNTER CARD
- CRYSTAL-STYLE AWARD
- ONE-PANEL FRAME

Qty: _____ Shipping: (per piece) \$81

payment options: ☐ Credit Card ☐ Check ☐ Invoice

Product Subtotal: \$ 0.00
Shipping: \$ _____
Sales Tax (a25%): \$ _____
grand total: \$ _____

Credit Card Authorization Payment

☐ Visa ☐ MasterCard ☐ American Express

Credit Card Number: _____ Exp. Date: (mm/yyyy) _____ CVV Code: _____
Card Billing Address: _____ City: _____ State: _____ Zip: _____

By signing below you authorize Chansen Media Group, Inc. to charge the credit card indicated on the Contract according to the terms outlined above. You certify that you are an authorized user of this credit card and that you will not dispute the payment with your credit card company as long as the transaction corresponds to the terms indicated on this contract.

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CATEGORY
FROM
COMPANY NAME

Category: _____
Market: _____
Name-Line 1: _____
Name-Line 2: _____

Category: _____
Market: _____
Name-Line 1: _____
Name-Line 2: _____

Category: _____
Market: _____
Name-Line 1: _____
Name-Line 2: _____

3' x 5' VINYL VICTORY BANNER

Total Quantity 0

special instructions:

Purchaser's Signature: _____

Living Magazine's Representative: _____

6/10/2022

Contract Examples and Notes

bestofcontract | Living Magazine
A Chapman Media Group Brand

Business Name: _____
Contact Person: _____
Mailing Address: _____
City, State, Zip: _____
Special Remarks: _____

For Internal Use Only
Order Account #: _____
Initial Date: _____
Category: _____

ad package (select one) ☐ Shout it from the Roof ☐ Make a Splash ☐ Get the Word Out

edition () _____

à la carte ☐ 1/4 page ☐ 1/2 page ☐ Full page ☐ Double Truck

shout it from the roof package **make a splash package** **get the word out package**

special instructions

payment options
☐ Credit Card ☐ Check ☐ Invoice **grand total** \$ _____

TERMS Attention: Acknowledges that publisher reserves the right to control the look, layout and design of all printed Ad Products. Publisher agrees to pay all advertising fees within 30 days of the date of invoice.

BEST OF CONTRACT:

ADOBE SIGN VERSION

- Select ad size or ad package, enter the rate and edition(s)
- You must enter the rate in this format:
 - xxxx (no commas, no dollar sign)
- When a package is selected, you must enter the EXACT category, market, and name as it will appear on the qualified Announcement products.
- The Adobe software will auto-populate the Grand Total.

Note: Credit card payment will make the process for ordering announcement products work more quickly.

bestofproducts | Living Magazine
(page 1 of 2)
A Chapman Media Group Brand

Business Name: _____
Contact Person: _____
Mailing Address: _____
City, State, Zip: _____
Special Remarks: _____

For Internal Use Only
Order Account #: _____
Initial Date: _____
Category: _____

announcement products

Product	Price	Qty	Shipping
9" x 12" Wall Plaque	\$175		\$22
10" x 10" One-Panel Black Wood Frame Under Glass	\$200		\$35
9" x 10" Counter Card	\$45		\$15
7" x 8" Crystal-Style Award	\$150		\$24
7" x 5" Vinyl Victory Banner	\$175		\$35
9" x 12" Window Cling	\$20		\$0

best of showcase product package - \$495

payment options
☐ Credit Card ☐ Check ☐ Invoice **grand total** \$ _____

TERMS Attention: Acknowledges that publisher reserves the right to control the look, layout and design of all printed Ad Products. Publisher agrees to pay all advertising fees within 30 days of the date of invoice.

BEST OF PRODUCT CONTRACT:

ADOBE SIGN VERSION

- Select quantity for each sold Announcement product(s) and/or Best Of Showcase product package.
- The Adobe software will automatically calculate the Product Subtotal, Shipping, Sales Tax, and Grand Total.
- All à la carte products and shipping cost are taxable at 8.25%.

Note: Credit card payment will make the process for ordering announcement products work more quickly.

Winner List

YOUR LIST WILL INCLUDE THE FOLLOWING INFORMATION:

- Region (NTX or STX)
- Rep
- Market(s)
- Category
- Previous Year Winner

This column will contain the year(s) won in that category if applicable

- Business Name
- Email Address
- Mailing Address
- Phone
- Notes

It is your responsibility to keep track of your results in the NOTES column. Please document if you sold a winner. Or if you had a no sale and why and keep track of any other follow up notes so we can track the progress of each winner.

NOTE:

The business name on your list is how the winner will be listed in the Best Of winner spread in Living Magazine's August issue and on LivingMagazine.net. **Email Lisa Austin if any changes need to be made to the client's name, business name, or website. Deadline for this is July 18th, Monday.**

Product Examples



7" X 8"
CRYSTAL-STYLE AWARD
\$195
 (SHIPPING/HANDLING \$24)



9" X 12"
WALL PLAQUE
\$175
 (SHIPPING/HANDLING \$22)



8" X 10"
COUNTER CARD
\$40
 (SHIPPING/HANDLING \$11)



3' X 5' VINYL
VICTORY BANNER
\$175
 (SHIPPING/HANDLING \$35)



9" X 12"
WINDOW CLING
\$25
 (SHIPPING/HANDLING \$9)



15"X16"
ONE-PANEL
BLACK WOOD FRAME UNDER GLASS
\$250
 (SHIPPING/HANDLING \$35)



DIGITAL MARKETING
MATERIALS COMPLIMENTARY

Best Of Standards

MAG SPREAD/ONLINE LISTING

- Format of Dr. _____ (no credentials)

ADS

- Only double trucks, full-page, half-page horizontal, and quarter-page ads are allowed in the showcase special section (**no half-page vertical or advertorials**).
- Ad already on contract cannot be moved into the showcase special section.
- **No "thank you" ads** will be allowed outside of the showcase special section.
 - If a winner chooses to run an ad outside of the showcase special section, the primary message **CANNOT** be a "thank you" to the readership.

PRODUCTS

- Only one year, one market, and one category is allowed per product (except banner)

CHARACTER LIMITS BY PRODUCT

This includes spaces, commas, and periods



BANNER

BEST CATEGORY
single category

COMPANY NAME
50 Characters Max-line 1

MARKET-single market



WALL PLAQUE

BEST CATEGORY
single category

COMPANY NAME
25 Characters Max-line 1
25 Characters Max-line 2

MARKET-single market



BLACK FRAME

BEST CATEGORY
single category

COMPANY NAME-
25 Characters Max-line 1
25 Characters Max-line 2

MARKET-single market



COUNTER CARD

BEST CATEGORY
single category

MARKET-single market



AWARD TROPHY

BEST CATEGORY
single category

COMPANY NAME-
25 Characters Max-line 1
25 Characters Max-line 2

MARKET-single market

Rules & Regulations

VOTING PERIOD. Voting begins at 12:00 A.M. CST on Friday, January 1, 2022 and ends at 11:59 P.M. CST on Monday, March 15, 2022 after which time the ballots will be closed and no further entries will be accepted.

VOTING METHOD. Voting is conducted via SurveyMonkey and is an open-ballot system. Readers can vote for any business in their respective community that fits the category list. One vote per category, per email address allowed.

PROMOTION. Living Magazine will advertise the voting period in print ads and digitally (email marketing, social media, and LivingMagazine.net), but will not promote specific businesses. Printed promotional voting materials are available upon request. To make sure every vote counts, select your preferred category and write it on the vote handout card.

WINNER SELECTION. Votes will be tabulated at the conclusion of the voting period and verified for location and accuracy with regards to the category. Current or past clients of Living Magazine will not receive preferential treatment. The community will decide who wins the 2021 Readers' Choice Awards.

WINNER ANNOUNCEMENT. Winners will be contacted at the beginning June and formally announced in the August 2022 magazine editions of Living Magazine and online at LivingMagazine.net.

AWARDS. No purchase necessary for winners to be listed in the Best Of Showcase for their community both in print and online. In addition to being listed in the Best Of Showcase, winners will receive complimentary digital marketing materials to use on their digital and social platforms. All winners are encouraged to purchase advertising and announcement products to highlight their Readers' Choice Award.

DISCLOSURE. Living Magazine's Best Of Readers' Choice Awards are electronically tabulated. The winners are determined as a direct result of the ballots received. Results do not reflect the opinion, views, or endorsement of Living Magazine.

Frequently Asked Questions

Q: WHO DO I CONTACT FOR...?

- A:
- Pricing questions – **Clint Pittman**
 - Product orders – **Lisa Austin** email only at laustin@chansenmediagroup.com
 - Winner changes (i.e. name change, out of business, wrong category, etc.) – **Lisa Austin** email only at laustin@chansenmediagroup.com
 - Assignment questions – **Clint Pittman**
 - AdobeSign (Contract) – **Teresa May** email only at tmay@chansenmediagroup.com
 - Ad direction – **Your CSM**
 - Report questions – **Lisa Austin** email only at laustin@chansenmediagroup.com
 - Payment questions – **Teresa May** email only at tmay@chansenmediagroup.com

Q: DO I USE THE CONTRACT CHANGE FORM FOR A CURRENT CLIENT ALREADY ON CONTRACT BUYING INTO BEST OF?

- A: No, please use the AdobeSign Best Of Contract.

Q: WHO GETS THE DIGITAL MARKETING MATERIALS EMAIL?

- A: The email addresses on the winners list will be added to the distribution list as well as anyone who fills out the request online. Keep in mind that if a person has previously unsubscribed from our emails and still requests Best Of materials, they will not receive the email.

Q: WHAT DO I DO IF A WINNER SAYS THEY DIDN'T RECEIVE THEIR PACKET OR EMAIL?

- A: Double check the mailing and email address on your winners list and confirm the correct address. Email **Lisa Austin** the correct address to have a new packet mailed and/or emailed.

Q: WHAT IS TAXABLE?

- A: All à la carte products and shipping is taxable – wall plaque, one-panel frame, banner, crystal-style award, window cling, and counter card.

Q: WHERE DO I GO FOR DIGITAL MARKETING MATERIALS?

- A: Best of Digital Logo, by Market is located on tools page.

living
MAGAZINE

— *best of* —

READERS' CHOICE

2022