## Living Magazine best of Readers' choice 2022

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

THE 2022 BEST OF TRAINING MANUAL



### Winners will be contacted beginning

### First week of June 2022



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### Important Dates

EBLAST DATES

MAILOUT

			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 12 14 10 11 13 15 16 17 19 21 23 18 20 22  $24/_{31}$ 25 26 27 29 28 30

**TO PRINTER** 

#### 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.

Business Name:			For Internal Use Only
Mailing Address:	Mobile:		Client Account # Input Date:
City. State. Zip:			Category:
Work Phone:	E-mail:		
dpackage (August issue)	☐Shout it from the Roof	Make a Splash	Get the Word Out
adrate:s	editio	<b>on</b> (s)	
la carte (August issue)	□ 1/4 page □ 1/2 p		Double Truck
adrate: s	editio		
	package make a splas		t the word out package
Crystal-Style Award Trophy	• Wall Plaque		Wall Plaque
Wall Plaque	Counter Card		Counter Card
Counter Card	Window Cling		Window Cling
Window Cling Digital Marketing Materials	<ul> <li>Digital Marketing Mat</li> </ul>	ierials • 1	Digital Marketing Materials
pecialinstructions:			
Please type EXACTLY how you w	vould like your name or business name t	to appear on the Announcement	products. 25 CHARACTERS PER LINE.
"x 10" Counter Card	9"x 12" Wall Plaqu	ue	9"x 8" Crystal-Style Award
ategory	Category		Category
farket	Market		Market
	Name-Line 1		Name-Line 1
	Name-Line 2		Name-Line 2
paymentoptions:		grand	
Credit Card Check	ment (Please select the appropriate option.	. Please retain a copy of this comple	ted form for your records and receipt)
🗆 Visa		Exp. Date	CD Code
MasterCard Credit C     American Express Nun		(PE(/YYYY)	CD Cole
Card Billing Address:		City:	State: Zip:
By signing below, you authorize Charsen Media ( of this credit card and that you will not dispute th	Sroup, Inc. to charge the credit card indicated on this re payment with your credit card company; so long as	Contract according to the terms outlined a a the transaction corresponds to the terms	above. You certify that you are an authorized user indicated on this contract.
	ges that publisher reserves the right to control		
Any account not paid in full within 30 days	from invoice date will be subject to a late cha	arge of 15% per month until outstand	
	ct in accordance with the terms and printed	here on this contract. Purchaser an	ness and signee to pay for all Ad Insertions id agent (if any) each agree to be jointly and is or obligations. A \$3500 service charge wi
and Recognition Products on this contra- everally responsible for full payment the		hereby warrant that I have read th	e Contract, received a duplicate copy and
nd Recognition Products on this contrai everally responsible for full payment the re applied to all returned checks. mportant: The contract must be compl	leted and signed before service begins. I it lign for the above named company.		
severally responsible for full payment the be applied to all returned checks.	leted and signed before service begins. I h sign for the above named company.	Contract Date	ving Magazine's Representative

#### **BEST OF CONTRACT:**

lusiness Name:			For Internal Use Only
	Mobile:		nt Account #
lailing Address:			ut Date:
ity, State, Zip:		Cat	egory.
ork Phone:	E-mait		
nnouncement products	Price	Qtv	Shipping
9"x 12" Wall Plaque	\$175	4.9	(per piece) \$22
15" x 16" One-Panel Black Wood Fra			\$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	- WINDOW CLING		Shipping
SHOWCASE PRODUCT	- WALL PLAQUE - COUNTER CARD	Qty	(per package)
Package – \$495	- CRYSTAL-STYLE AWARD - ONE-PANEL FRAME		\$81
Credit Card Check Invoice		Product Subtotal \$ Shipping \$ Sales Tax (825%) \$ Indtotal: \$	
Credit Card Check Credit Card Authorization Payment Visa Visa Oredit Card Authorization Card		Shipping \$ Sales Tax (825%) \$	
Credit Card Creck Creck Invoice Visa MasterCard MasterCard MasterCard Number Number	Rease select the appropriate option. Please ret	Shipping \$ Sales Tax (425%) \$ Ind total: \$ ration of the constant of the	n for your records and recept)
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Control C	Chy     C	Shipping \$ Sales Tax usure \$ Tax to the second seco	Provide a deplication of the second deplica

**BEST OF PRODUCT CONTRACT:** 

# **Contract Examples and Notes**

Lusiness Name:			F	For Internal Use Only
Contact Person:		Nobile:		lient Account #
telling Address:				rput Date:
ity, State, Zip:				Category
Vark Phone:		E-mat		
doackage www.	- Different it from	the Prof	ake a Splash	Get the Word Out
adrate: s		edition		
la carte (August Issue)	1/4 page	□ 1/2 page	Full page	Double Truck
adrate: s		edition(s)		
out it from the roo				the word out package
Crystal-Style Award Trophy		ге а эргазні раси ГРафи		The word out package
Wall Plaque		arter Card		anter Card
Counter Card Window Cing		ndow Cling ital Marketina Materials		ndow Cling ital Marketing Materials
Window Cling Digital Marketing Materials	· 04	its Marading Materials	· 54	car Manadong Haberlan
"x 10" Counter Card	9°x	12" Wall Plaque	9	oducte. 25 CHARACTERS FER LINE. "x 8" Crystal-Style Award
"x 10" Counter Card	u would like your name or 97x Con Mak	12" Wall Plaque	9	
Please type EXACTLY how yo "x 10" Counter Card MODY	u would like your name or Pro Con Tool Nor	12" Wall Plaque 007 K e-the1	9 	"x 8" Crystal-Style Award
Tx 10" Counter Card	u would like your name or 9% Con 70% 70%	12" Wall Plaque 097 e e Cite 1 e Cite 2	9 	"x 8" Crystal-Style Award
Px 10" Counter Card	u would like your name or 97x Cose Not Not	12" Wall Plaque 097 e e Cite 1 e Cite 2	9 N N	*x 8* Crystal-Style Award
Tx 10" Counter Card	would like your name or	12* Wall Plaque	9 	*x 8* Crystal-Style Award
"x 10" Counter Card Mapoy and paymentoptions: Credit Card Chino(20100 P) When	a would like your name or "" Con Non Non Non Non Non Non Non N	12* Wall Plaque	grand:	Tx B" Crystal-Style Award Moyory
Tx 10° Counter Card	would like your name or	12* Wall Plaque	9 N N	*x 8* Crystal-Style Award
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Tx 10° Counter Card	a would like your name or  Size  Case  Paid  Paid Paid	12* Wall Plaque	grand	Tx B" Crystal-Style Award Moyory
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rx 30° Counter Card moyo moyo payment op tions: one payment op tions: one card Card Autorization Visa MaterCard Autorization Visa Card Express Card Express Card Express Card Express TERNS Autorization op tions TERNS Autorization op tions	would like your name of	12* Wall Plaque 90% 4 4 5 6 6 6 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	Grand     G	*z         8* Crystal-Style Award           mony
na 10° Counter Card Molory	voud like your news of     voud like your news of     voud     voud like your news of     voud     voud	12" Wall Plaque (%) (%) (%) (%) (%) (%) (%) (%) (%) (%)	C. C. N. N. Second C. Cash Date Cash D	*s B* Crystal-Style Award Mory
Tor Counter Card		12* Wall Plaque     (//	grand : Grand : Second :	***         ************************************
** 10° Counter Card Mary - Bary - Bary - Bary - Bary - Count Card Devices - Count	Constant and the second s	12" Wall Plaque 90	Control of the c	***         0***Crystals-Style Ausord           ***         0***Crystals-Style Ausord           ***
** 10° Counter Card Mary - Bary - Bary - Bary - Bary - Count Card Devices - Count	Constant and the second s	12" Wall Plaque 90	Control of the c	***         ************************************

#### **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.

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ban App		Mobile		
Anno			inp.	d Date:
DUDICENTLY OF DUP AND		E-mail		3.77
15" Work Product     Product     Product     Product     Product       16" Construct     100     100     100       16" Construct     100     100     100<				
	ouncement products	Price	Qty	
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Provide Stand Sta				\$25
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	SHOWCASE PRODUCT	- WALL PLAQUE - COUNTER CARD - CRYSTAL-STYLE AWARD	Qty	
	edit Card heck voice it Card Authorization Payment isa isaterCard Cest Card	g 	Product Subtotal \$ Shipping \$ Sales Tax (cov) \$	0.00
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2 X & VINITA VICTORY RANNER TOTAL CHE 2 TOTAL GUARTILITY 0				
Total Quantity				
special instructions:	3" X 5" VINYL VICTORY BANNER			

#### **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 á 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



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



AWARD TROPHY 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



**COUNTER CARD** 

BEST CATEGORY

single category

MARKET-single market

Thank you

for voting us BEST CATEGORY

# **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.

