

SUNYCUAD Awards for Excellence Program

Rating Sheet

10. MAGAZINES

Magazines are periodicals published two or more times a year for distribution to internal and/or external audiences. Magazines generally display more photography and illustration (frequently full pages) than newsletters. Magazines carry longer and more developed stories, editorials, and features. They are printed on matte, uncoated, or coated paper. Considered in this category are magazines published two or more times a year and sent to alumni and other external audiences. Include two or three issues representative of the past year's publishing cycle. DO NOT include postage and salaries when determining per issue cost.

Submit entries in one of the following subcategories:

a. Full-color magazines;

b. One to three-color magazines (*A full-color cover is acceptable*).

All entries must include a brief abstract (maximum of four pages) outlining the goals and objectives of the publication; number of staff; frequency of publication; average pages per issue; total annual budget; average cost per issue, including a per unit breakdown; and response/results. Do not include the cost of staff salaries or postage in budget items.

| Criteria | Rating 1-5, with 5 being highest |
|--|----------------------------------|
| Creativity/Innovation | |
| Quality of Presentation | |
| Success in meeting stated goals and objectives taking into consideration the investment of resources | |