

State Directory of the Year Entry Form

Three awards will be presented to a partnering state association. There will be an award for the small (50 members or less), medium (51-150 members) and large (more than 150 members) directories of the year. This award is judged on appearance, readability, use of graphics, artwork and ease of use.

To enter, submit three (3) copies of your state directory, as well as the completed form.

Submission deadline: August 31st

State Association Name: _____

Contact Person: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Email:** _____

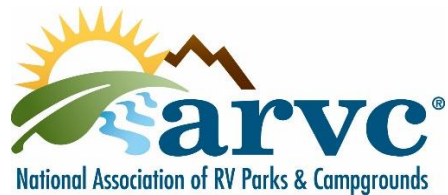
Quantity of directories printed each year: _____

Type of Distribution: Mail _____ Email _____ Website _____

Is your directory accessible on a phone _____ or tablet _____?

Please answer all questions below:

In the past year has your directory's appearance been updated to reflect industry trends? (For example; added infographics, maps, linked mobile app, interactive online components, etc.) Please describe below.



In the past year have you engaged your membership in a survey or meeting to determine the success of the directory? If so, in what ways have you updated your directory to reflect the needs of your membership?

Below you will find the weight of each category in the judging process:

Ease of Use – (15%)

Well organized, easy for user to find needed information regardless of starting point (city, region, campground name); easy-to-use format that's convenient to take on the road

Effective Use of Maps – (15%)

Inclusion of a state overview map and maps for specific regions and/or campgrounds

Useful Consumer Resources – (15%)

Guides to local and state events, regional/city highlights and attractions, emergency roadside and maintenance contacts, coupons and special offers, local shopping guides

Overall Design – (15%)

The directory's visual appeal to consumers

Online Functionality – (15%)

Availability of directory content online with interactive features such as links and videos

Breadth of distribution – (15%)

Quantity of directories printed each year and the channels used to distribute them

Mobile application – (10%)

Ease of access to directory content on a smart phone or tablet