

2017 All Media Contest Winners

The winners are listed in no particular order. Placement of awards will be announced live at the 2018 Salute to Association Excellence.

Advertising Media Kit

The YGS Group; *AGA Mini Kit*

North American Veterinary Community (NAVC); *VetFolio Media Kit*

Association of Diving Contractors International in partnership with Naylor Association Solutions; *ADCI 2018 Media Guide*

Annual or Quarterly Magazine

GRAPHEK in partnership with Alexander Graham Bell Association for the Deaf and Hard of Hearing; *Volta Voices*

National Association of Mutual Insurance Companies; *IN Magazine*

The National Association of Subrogation Professionals (NASP); *Subrogator Magazine*

Annual Report

Dairy West; *Dairy West 2017 Industry Profile*

Pharmacy Technician Certification Board (PTCB); *Pharmacy Technician Certification Board (PTCB) Year-End Progress Report 2016*

National Confectioners Association; *NCA Annual Report*

Best Advocacy Campaign

News Media Alliance; *Campaign to Support Real News*

Meals on Wheels; *#SaveLunch*

GRAPHEK in partnership with Society for Simulation in Healthcare; *Simulation Week 2017*

Best New App

National Recreation and Park Association; *Park Path App*

GCI; *Gift Tokens®*

Book/Manual/Catalog

Oncology Nursing Society; *21st Century Nursing Leadership*

American Industrial Hygiene Association; *IH Heroes: Tales from the Field #1 "The Human Factor"*

News Media Alliance; *News Media Alliance Playbook 2017*

CD, Video, Podcast, or PSA

AIHA; *I Am IH Webseries, Season 1*

The Toy Association; *The Genius of Play™ "Dear Parents" Video Series*

Meals on Wheels; *#SaveLunch PSA*

Commemoration/Tribute

Association of State and Territorial Health Officials; *75 Ways | 75 Days: Celebrating 75 Years of State and Territorial Public Health Successes*

Society of American Military Engineers; *The Military Engineer (TME) - Vietnam Edition*

American Orthotic Prosthetic Association; *AOPA 100th Year Anniversary Commemorative Directory*

Convention Program

American Staffing Association; *Staffing World 2017 - Final Program*

KINETIK; *NAIS 2017 PoCC Convention Program*

American Society for Clinical Pharmacology and Therapeutics; *ASCPT 2017 Annual Meeting Program & Pre-Conferences*

Convention Promotion Package

New York State School Boards Association; *NYSSBA's 98th Annual Convention & Education Expo*

National Recreation and Park Association; *2017 NRPA Conference Marketing*

GRAPHEK in partnership with the Asian Americans Advancing Justice; *American Courage Annual Meeting*

Daily or Weekly Communication

American Society for Engineering Education; *Capitol Shorts Weekly Public Policy Newsletter*

New Jersey State Nurses Association (CMA Association Management); *NJSNA Promotes Nurses*

Association of State and Territorial Health Officials; *ASTHO Public Health Weekly Newsletter*

Direct Marketing Piece/Promotion

ASAE; *2018 Great Ideas Conference Mailer*

The North American Veterinary Community; *NAVC - VMX Registration Campaign*

SkillsUSA; *SkillsUSA Champions at Work Job-Ready Day One*

eLearning & Live Training

The North American Veterinary Community; *VetFolio - Online Education Platform*

National Wood Flooring Association; *Retooling a Workforce*

National Recreation and Park Association; *NRPA Conference Live 2017*

Exhibitor Sales Kit

Society for Neuroscience; *2017 Exhibit Invitation Washington DC*

Fixation Marketing; *Pack Expo International 2018*

NACE; *CORROSION 2018 Exhibitor Prospectus*

Membership Promotion Kit

American Society of Interior Designers; *ASID Student Chapter Kick-Off Kit*

National Recreation and Park Association; *Aquatic Facility Operator Membership Campaign*

EPCOR; *EPCOR 2017 Member Appreciation Month Campaign*

Monthly Newsletter or Communication

American Society of Interior Designers; *ASID Insider, Monthly Member E-Newsletter*

The YGS Group; *ILMA Compoundings Digital Edition Email*

GRAPHEK in partnership with TNC; *TNC Survey Says*

Monthly Professional Society Magazine

National Contract Management Association; *Contract Management Magazine - December 2017 Issue*

Veterans of Foreign Affairs; *June 2017 VFW Magazine*

Society for Human Resource Management; *HR Magazine*

Monthly Trade Association Magazine

National Recreation and Park Association; *Parks and Recreation Magazine*

Associated General Contractors of America in partnership with Naylor Association Solutions; *Constructor magazine (July/Aug 2017 issue)*

Consumer Technology Association; *It is Innovation (i3)*

Most Improved Magazine

International Live Events Association; *ILEA Experience Content Hub*

National Wood Flooring Association; *Hardwood Floors*

PRISM International; *inFocus Magazine (Spring)*

Promotional Items

KINETIK; *National WIC Association 2018 WIC Calendar*

National Volunteer Fire Council (NVFC); *NVFC Heart Disease Risk Factors Quick Tips*

American Association for Laboratory Animal Science (AALAS); *Technicians Are Rock Stars of Science*

Scholarly/Technical/Scientific Journal

American Society of Clinical Pharmacology and Therapeutics; *Clinical Pharmacology & Therapeutics July 2017*

Kappa Delta Pi; *The Educational Forum*

National Shellfisheries Association; *Journal of Shellfish Research*

Social Media

National Recreation and Park Association; *Meet Me at the Park Campaign*

American Society of Addiction Medicine; *Opioid Aware Chat*

Texas Medical Association; *TMA Takeover Tuesday*

Websites

Bostrom in partnership with AAAM; *AAAM Integrated Marketing Website*

The American Academy of Otolaryngic Allergy; *Radically Re-Designed AAOA Web Site*

Beaconfire Red; *INFORMS Website Redesign*