123Print.com’s Fall 2010 Holiday Contest
Get Experience! Win Prizes!

We’re 123Print.com, an internationally-recognized web-based provider of custom-printed business and personal stationery and communication aids and we have an opportunity for you to gain first-hand internet marketing experience and win prizes!

Competing is as easy as 1-2-3...

1. Write a feature-style article about Christmas/holiday cards following our guidelines.
2. Make sure that it has at least one direct / no follow link to our Christmas Cards landing page:
   - http://www.123print.com/Christmas-Cards
3. Post the article on the web where lots of people can see it and let us know where it is.

Cash Prizes!

- Overall Best Article (as judged by 123Print employees via a point system)
  - Award Certificate and $50 Visa Gift Card
- Most Traffic driven to Christmas Cards landing page
  - Award Certificate and $50 Visa Gift Card

How to Enter...

- **READ ALL OF THE RULES AND GUIDELINES.** There’s important information to ensure you do not get disqualified from the contest.

- **You may NOT work in groups consisting of other classmates.** This is STRICTLY an individual project and a chance for YOU, as an individual, to earn extra credit for Dr. Weigold’s class – as well as a cash prize.

- Just research your topic, write your article, post your article and email a copy of it, along with a link to where it’s posted, and your complete contact information to 123@123Print.com.
  - Please include the following information in your email
    - First and Last name
    - Address you would like your prize sent to
    - Email address
    - Phone Number
    - Attach a word document of your article
    - Include the link to where your article is posted.

- You may enter more than one article – but they must have totally different content and be posted at different locations or they will not be considered!

- Articles must be posted only once.

- All articles must be posted and emailed to us by 5 pm EST on Sunday, October 31, 2010. Any entries submitted after that will NOT be considered contest entrants.
• All judgments and decisions are final and binding. Which means nothing will change if you call us, or email us long essays about why you deserve more money, after the contest has ended! Sorry guys.

• Winners will be notified via email, no later than Friday November 5th, 2010.

• If you have any questions, please email 123@123Print.com with the subject line
  ○ ATTN: U of F Contest

Article Guidelines

PLEASE READ ALL OF THE GUIDELINES!

• Articles must be your own, original creations. Beware of copyright infringement!
  ○ Use your OWN material. In paper you’re required to credit ANYTHING that isn’t your original work, right? Same idea here!
  ○ This includes designs that are not found on the 123Print website, pictures, television shows, movie clips, etc. When in doubt – JUST CREDIT ANYWAY.
  ○ If you fail to follow this IMPORTANT rule you will automatically be disqualified.

• No negativity toward 123Print or its products. No direct mention of any other brand, retailer or ecommerce site.

• Profane, political, obscene, threatening, pornographic, violent, slanderous or libelous content is not acceptable.

• A 500 word minimum is required.

• Discuss the brand and its products and include at least one direct link using the following link code `<a href="http://www.123print.com/Christmas-Cards">Personalized Christmas Cards</a>`

• Articles should contain any of the following phrases where relevant to your topic: Christmas cards, holiday cards, custom Christmas cards, custom holiday cards, photo Christmas cards, photo holiday cards, personalized Christmas cards, personalized holiday cards, make your own Christmas cards, make your own holiday cards.

• All articles submitted become property of 123Print.

Point System Used By Judges

The Overall Best Article award will be awarded based on the following point system. Best Article will be the article that scores the most out of the possible 10 points. These points and how they are awarded are not up for debate:

1.0 points for an error free article (grammar, spelling etc)
4.0 points for presentation (formatting, layout, images, multimedia)
4.0 points for creativity / humor / originality / style
1.0 points for following all of the rules
TOTAL POSSIBLE = 10 POINTS.

How You Get Extra Credit

At the end of the contest, a list of all of the applicants who entered will be sent directly to Professor Weigold. Please be aware that if you were disqualified or failed to follow the rules of the contest, you will be included on the list but it will be up to Professor Weigold to decide if extra credit is awarded or not.
Suggested Christmas/Holiday Card Topics

Here are some suggested themes and topics to consider for your article. They’re not set in stone and they’re not intended to be headlines – they’re just ideas to inspire your creativity. You can change them up, combine them or come up with your own ideas!

- Putting a personal touch on Christmas/holiday cards
- Using photo Christmas/holiday cards to reach out to distant family
- Don’t forget pets for your Christmas/holiday card photo
- Using humor in your Christmas/holiday cards
- Creating personalized Christmas/holiday cards is easier than ever
- How to make custom Christmas/holiday cards without knowing how to design
- Using personalized Christmas/holiday cards to reflect on the past year
- Explore common themes seen in Christmas/holiday card designs
- Discuss why real Christmas/holiday cards are better than email cards
- Discuss the benefits of personalized Christmas/holiday cards
- How to spend less on Christmas/holiday cards without cutting corners

Suggested Places to Post Articles

To be successful, your article must be posted to a site that a lot of people turn to for information and interacting. Besides allowing you to post an article, obviously, the site you post to must allow you to include links to sites outside of their own. This generally includes, but is not limited to:

- Blogs (Your own or others’ open to posts)
- Forums
- Wikis
- Advice and How-to Sites
- Gather.com

Do NOT Post Articles On:

Facebook
Twitter
Other Microblogging Sites (Orkut, Google Wave, Buzz)

Remember to have fun, be creative, and that this is a business – so nothing profane, political, obscene, threatening, pornographic, violent, slanderous or libelous!