

The Iowa Birth Resource Guide Cover Photo Contest*

Contest Entry: Anyone is welcome to enter as many photographs as they would like. There is a \$25 entry fee per image. Entry deadline is July 1, 2015 at midnight. Images should be emailed (hi-res not necessary at this point) to ads@iowabirth.org at any time. You should receive a confirmation email within 3 days indicating your entry was accepted.

Image Requirements: Image must be color and available in high resolution.

Audience: The intended audience for the Resource Guide is anyone and everyone. Iowa Birth Organization will select a cover that is the most appealing to, what we believe, is the widest audience. Birth, maternity, newborns, and new families will all be considered; however, keep in mind the audience when submitting your images for consideration.

Submission Process:

1. "Purchase" an entry via the IBO shop (\$25 per image entry)
2. Email your image(s), without watermark and with no other identifying information, to ads@lowaBirth.org
3. Receive a confirmation acceptance email within 3 days
4. Your image(s) will be added to an online "folder" for viewing by the judges (they will not be given the link to this folder until all entries have been uploaded – no "pre-judging").

Judging Criteria: The judges will consider the quality and subject matter of the images. The judges will also consider an image that best promotes the mission of the Iowa Birth Organization, the purpose of the resource guide project, and the intended audience for the guide.

Judging Process:

1. A panel of judges (IBO volunteers) will review all submitted entries and vote on the best image. *The person who answered the "ads" email will NOT be one of the judges, as they would be able to potentially identify the photographer.*
2. The top 3 images from this voting will then be discussed by the judges and a 1st and 2nd place image will be selected.
3. Winners will be notified via email.

Prizes:

1st Place: Image will be printed on the cover of the 2nd edition of the Iowa Birth Resource Guide with studio identification information on the inside cover. Photographer will be asked to provide an image (of their choosing, not the winning image) to become the “cover photo” for IBO’s facebook page for 3 months.

2nd place: Image will be printed on the back cover of the 2nd edition of the Iowa Birth Resource Guide with studio identification information on the inside cover.

1st and 2nd Place winners: Recognition on Iowa Birth Organizations social media sites (with an average reach of 8,000-10,000 people per week).

Once a winner is identified they will be contacted via email to discuss any alterations and adjustments they may be requested to best suit the cover. Size and image quality specifications will also be addressed during this correspondence. If these requests are not amenable to the photographer and/or the subject(s) in the image the 2nd place winner will be awarded the prize of cover image and the 3rd place image will awarded the back cover.

Image Use: Submitting an images grants Iowa Birth Organization permission to use the image (with photo credit) in the Resource Guide publication, even if the image is not selected as the winning cover image. Iowa Birth Organization asks that contest entries be used for other purposes (IBO Blogs, website, facebook – with photo credit). The 2nd edition of the Resource Guide is planned to be published for a Labor Day (2015) release.

Questions and concerns can be addressed to Mandi Hardy Hillman, President of Iowa Birth Organization, at Mandi@iowabirth.org or 515-231-1523.

** These statements are officially unofficial as they have not been reviewed by any legal counsel.*