

The Aveda Environmental Award

ENTRY FORM

Deadline: November 30, 2007

Please submit each entry on a separate entry form.

WHAT IS THE AVEDA ENVIRONMENTAL AWARD?

The Environmental Awards are open to all print magazines—consumer, b-to-b, association, and nonprofit. This is a unique competition in which magazines are evaluated on their environmental policies and practices. Entrants are judged on how well they incorporate environmental sustainability into their production processes.

WHO IS ELIGIBLE?

All magazines published more than twice yearly are eligible.

CATEGORIES

Awards will be given to the publications demonstrating the best overall environmental improvement and performance in three categories: **1) Smaller Circulation Magazine - less than 250,000, 2) Largest Impact - greater than 250,000, and 3) Long-Time Leader**

ENTRY FEE

There is a processing fee of \$75 for the first entry, and \$50 for each additional entry from a publisher. **All entries and payments MUST be received by November 30, 2007.** Any entry submitted without full payment or with declined or invalid credit cards will NOT be processed. AMEX, MasterCard, or VISA credit cards are accepted. If paying by check, please include your magazine name and "Aveda Award" on the check and make checks payable to: Co-op America. Send checks to:
Co-op America, 1612 K St. NW, Ste. 600, Washington, DC 20006, ATTN: Jennifer Gerholdt, Aveda Awards

HOW TO ENTER

Complete this application and either e-mail it back, or fax the entry form along with payment and the following supporting materials:

- Paper procurement policy and Company Environmental Policy (recommended)
 - A TIFF image of your magazine's cover
 - Supplier Chain of Custody documentation (recommended)
- Send to: Aveda_Awards@coopamerica.org or 303-484-6670 (fax)**

JUDGES

The judges have more than 60 years combined experience in the publishing, environmental, and paper professions. Each is extremely knowledgeable about the industry and related environmental issues. (Aveda will not be involved in the judging.)

FINALISTS

Finalists will be notified in early December. Notification will be sent to the individual listed as the Contact Name on the entry form. All finalists must submit a TIFF image of their magazine cover. Judges reserve the right not to award a prize in a particular category as they see fit. Winners will be announced in early January 2008 in news releases to the mainstream media, in major marketing newsletters and newswires, and potentially in a major bookstore chain promotion.

QUESTIONS

For more information, call Frank Locantore at 303-454-3360 or email Aveda_Awards@coopamerica.org. Fax 303-484-6670.

For which category are you applying? Please check one.

- Smaller circulation (<250,000)
- Greatest Impact
- Long-Time Leader

Note: In cases where magazines competing for the Aveda Environmental Award are virtually identical in environmental characteristics and policies, the award would go to the publication/company that has submitted the strongest written procurement statement/policy.

Entries will not be processed without payment.

Questions: Frank Locantore at 303-454-3360 or Aveda_Awards@coopamerica.org.

For more information about environmentally responsible magazine paper and production, visit www.MagazinePAPER.org

Please complete ALL information on this form. Submit entry with payment via e-mail or fax no later than November 30, 2007, along with all supporting materials. Information will be viewed by judges only. Thank you and good luck.

CONTACT NAME _____ TITLE _____

ADDRESS _____ CITY/STATE/ZIP _____

PHONE _____ E-MAIL _____

NAME OF ENTERING MAGAZINE AND PUBLISHING COMPANY _____

I understand that my entry and supporting materials/magazines will not be returned and that entry fees are non-refundable. Entries may be used in future Aveda Environmental Awards exhibitions or promotions. Refunds will not be given for inaccurate entries though we will make every attempt to correct mistakes.

SIGNATURE _____ DATE _____

- By checking this box, I authorize Co-op America to charge my (check one):
- AMEX MasterCard Visa (or call in cc payment to Frank at 303-454-3360)

CARD NUMBER _____ EXP. DATE _____

The **AVEDA** Environmental Award **ENTRY FORM**

Please submit each entry on a separate entry form.

Instructions

- The sections listed below include many vital components for an environmentally responsible paper use policy, but if you employ other methods that you wish to highlight, please do so in a separate document. The Web-based Paper Calculator at www.papercalculator.org (developed by Environmental Defense) may help you explain your environmental savings.
- If you can't answer some of the following questions, try checking with your paper supplier/producer or printer or contact Frank Locantore at Aveda_Awards@coopamerica.org or 303-454-3360. (You may not be able to answer all questions, but the more thorough the description of your environmental achievements and policies, the better for judges to compare the entrants.)
- You will receive an e-mail response indicating that your application has been received. If you do not receive an e-mail in the first 24 hours after sending in your application, please call Frank Locantore at 303-454-3360.

I Efficient and Responsible Paper Use

A. Reducing overall demand for virgin wood fiber

Briefly explain how your publication reduces the overall amount of text paper used. If your cover stock is different from your interior pages, please explain them separately.

- Please provide information about your text paper's specifications
 - What is the total volume of text paper used annually (by weight)? _____
 - What is the text paper's basis weight _____
 - Has the basis weight changed in 2007? If so, what was it previously? _____
 - Is it a coated paper? Yes No
 - Is it "Freesheet," or "Groundwood"
- What percentage of your text paper contains recycled content? _____ What percent is post-consumer recycled paper? _____
- Specify the percentage use of any other recovered material use, such as agricultural residue. _____
- Specify if you have reduced your overall paper consumption by converting readers to online, reducing trim size, etc. _____

For verification, please answer:

What is the name of the mill(s) that supply your publication papers? _____

What is the name of your publication paper stock for both cover and text paper? _____

Printer and printer's city? _____

B. Responsible fiber sourcing

Some tree fiber is harvested more responsibly than others. If applicable, please check the boxes below that accurately reflect the certification process for your paper's fiber.

1. Specify the Forest Stewardship Council (FSC) label _____ and state the certification percentage _____%
2. Specify other certification scheme _____ and state the certification percentage _____%

II Responsible Production

The mills that supply your paper and the printers that produce your publication do so to your specifications. Some facilities have greater pollution controls and environmental commitments than others.

- How is your paper "bleached?" Please check the appropriate boxes. If more than one process below applies, please indicate how; e.g.: "PCF for the post-consumer recycled content, and Enhanced ECF w/ Ozone for virgin fiber content."
 - Processed Chlorine-Free (PCF) _____
 - Totally Chlorine-Free (TCF) _____
 - Enhanced Elemental Chlorine-Free (EECF) _____
 - EECF with Ozone or Hydrogen Peroxide _____
 - EECF with Extended or Oxygen Delignification _____
 - Elemental Chlorine Free _____
 - Other method (please specify) _____
- Specify any percentages of renewable energy used by your paper producer and printer during your magazine's production process.
 - Solar: paper mill: _____%; printer: _____%
 - Wind: paper mill: _____%; printer: _____%
 - Other _____: paper mill: _____%; printer: _____%
- What type of coating (glossy finish), do you use? None Aqueous Varnish UV
- Does your printer capture its VOC emissions? Yes No
What percentage? _____%
- List any heavy metals in your inks: _____
What percentage of the inks you use are based on Soy/vegetable _____% Petroleum _____%
- If your paper supplier or printer have any other outstanding environmental practices or achievements, please include them in a separate attachment. Examples include awards/ recognition, written policies, etc..

III Education and Market Development

Please explain any other steps that your publication takes to be an environmental leader and attach as separate documents. Examples include:

- Does your publication have paper procurement policies? If so, please attach.
- How have you communicated to your staff and readers your environmental commitments?
- How have you communicated to your supply chain and partners your environmental commitments?