

**2003**  
**Retail Advertising**  
**NJPA Better Newspaper Contest Results**

**DAILY – OVER 60,000**

**R-1 Best Single Ad - Black & White, smaller than 16" S.A.U.**

**First Place**

"Free Form Is Classic"

Marina Mulholland, Sales Representative

Lisa Zaccone, Artist

The Record (Bergen County, N.J.), Hackensack

**Second Place**

"Spring Revival"

John Lascari, Sales Representative

Barbara Bucher, Artist

The Record (Bergen County, N.J.), Hackensack

**Third Place**

"Sheer Elegance"

Bob Kopec, Sales Representative

Lisa Zaccone, Artist

The Record (Bergen County, N.J.), Hackensack

**DAILY – UNDER 60,000**

**First Place**

"Dorfner Family Medicine"

Faye Sampson, Sales Representative

Ken Carn, Artist

Burlington County Times, Willingboro

**Second Place**

"Images"

Joy Destories, Sales Representative

Chris Carnese, Artist

Courier News, Bridgewater

**Third Place**

"Serova School of Dance"

Gina Frio, Sales Representative

Chris Carnese, Artist

Courier News, Bridgewater

**WEEKLY**

**R-1 Best Single Ad - Black & White, smaller than 16" S.A.U.**

**First Place**

"Hand Painted Furniture & Design"

Lee Polidori, Sales Representative

Wayne Gallagher, Artist

Ocean City Sentinel,

Sample Media, Inc.

**Second Place**

"Rowma: Canali"

Nancy Katz Perlmutter, Sales Representative

Grisel Cardona, Karen Trachtenberg, Artists

West Essex Tribune, Livingston

**Third Place**

"Fisheads"

Lauren Fancher, Sales Representative

Erin Smith, Artist

The Sandpaper, Surf City

**DAILY – OVER 60,000**

**R-2 Best Single Ad - Black & White, 16" to 31.5" S.A.U.**

**First Place**

"Grand Opening - Shirley & Co."

Mike Fanelli, Sales Representative

Pauline King, Artist

Courier-Post, Cherry Hill

**Second Place**

"Strive"

Marina Mulholland, Sales Representative

Barbara Bucher, Artist

The Record (Bergen County, N.J.), Hackensack

**Third Place**

"Remodeling Your Bathroom"

Sal D'Andrea, Sales Representative

Ginny Defilippis, Artist

The Record (Bergen County, N.J.), Hackensack

**DAILY UNDER 60,000**

**R-2 Best Single Ad - Black & White, 16" to 31.5" S.A.U.**

**First Place**

"Tony's Seafood Café"  
Brenda Brown, Sales Representative  
Jennifer Murray, Artist  
Burlington County Times, Willingboro

**Second Place**

"Christmas in America"  
Annamarie Heverly, Sales Representative  
Jennifer Boerner, Artist  
New Jersey Herald, Newton

**Third Place**

"Grand Opening - Sundae Ice Cream Parlor"  
Stephanie Upshur, Sales Representative  
Jeff Wolochowicz, Artist  
The Trentonian, Trenton

**WEEKLY****R-2 Best Single Ad - Black & White, 16" to 31.5" S.A.U.****First Place**

"How Much Longer..."  
JoAnn Carr, Sales Representative  
Amy Biancella, Artist  
Twin-Boro News, Bergenfield  
North Jersey Community Newspapers

**Second Place**

"Flemington Department Store"  
Lance Osborn, Sales Representative  
Toni Codd, Artist  
Echoes-Sentinel, Stirling  
Recorder Community Newspapers

**Third Place**

"Get Inspired"  
Donna Cota, Sales Representative  
Grisel Cardona, Karen Trachtenberg, Artists  
West Essex Tribune, Livingston

**DAILY OVER 60,000****R-3 Best Single Ad - Black & White, larger than 31.5" S.A.U.****First Place**

"Fords Jewelers Wants You"  
Mike Monetti, Sales Representative  
Donna Poulsen, Artist

Home News Tribune, East Brunswick

**Second Place**

"Seafood"

Amanda Riemer, Sales Representative  
Asbury Park Press, Neptune

**Third Place**

"Our Vacuums Suck"

Kristen Rasky, Sales Representative  
Kathy Pohopin, Artist  
Home News Tribune, East Brunswick

**DAILY UNDER 60,000**

**R-3 Best Single Ad - Black & White, larger than 31.5" S.A.U.**

**First Place**

"Tenpin Bowling Lanes"

Staff, Sales Representatives  
Chris Carnese, Artist  
Courier News, Bridgewater

**Second Place**

"Cornucopia Cruises"

Raquel Mayfield, Sales Representative  
Jenny Benaglio, Artist  
Courier News, Bridgewater

**Third Place**

"Summer For Free- Everfit"

Lisa Foster, Sales Representative  
Sharon Vazquez, Artist  
Burlington County Times, Willingboro

**WEEKLY**

**R-3 Best Single Ad - Black & White, larger than 31.5" S.A.U.**

**First Place**

"Smith Bros."

Nancy Katz Perlmutter, Sales Representative  
Grisel Cardona, Karen Trachtenberg, Artists  
West Essex Tribune, Livingston

**Second Place**

"Caring Effective"

Emma Crozier, Sales Representative  
Amy Biancella, Artist

Suburban Trends, Kinnelon  
North Jersey Community Newspapers

**Third Place**

"Fresh Cut Trees"  
Zack Webb, Sales Representative  
Diana Flaherty, Artist  
Ocean City Sentinel  
Sample Media, Inc.

**DAILY OVER 60,000**

**R-4 Best Single Ad - Spot (1) Color, smaller than 31.5" S.A.U.**

**First Place**

"We Make Your Wedding Selections Easy"  
Caryl Schienvar, Sales Representative  
Sharon Fillinger, Artist  
The Times, Trenton

**Second Place**

"Bold"  
Ray Petkevis, Sales Representative  
Dave Caywood, Artist  
The Press of Atlantic City, Pleasantville

**Third Place**

"Surfside Casual"  
Donna Selander, Sales Representative  
Brenda Jones, Artist  
Asbury Park Press, Neptune

**DAILY UNDER 60,000**

**R-4 Best Single Ad - Spot (1) Color, smaller than 31.5" S.A.U.**

**First Place**

"Any Charm...Any Time - Donderos Jewelry"  
Peggy Gentile, Sales Representative  
Pam Adams, Artist  
The Daily Journal, Vineland

**Second Place**

"Peppermill Grill"  
Craig Lieberman, Sales Representative  
Erin Kubach, Artist  
Daily Record, Parsippany

**Third Place**

"Toucan Tropical Grill & Bar"  
Raquel Mayfield, Sales Representative  
Manyee Koo, Artist  
Courier News, Cherry Hill

**WEEKLY**

**R-4 Best Single Ad - Spot (1) Color, smaller than 31.5" S.A.U.**

**First Place**

"Honey Pies"  
Scott Rountree, Sales Representative  
Rachel Ratkowski, Artist  
Hunterdon County Democrat, Flemington  
NJN Publishing

**Second Place**

"Roman Jewelers"  
Scott Rountree, Sales Representative  
Amanda Samuel, Artist  
Hunterdon County Democrat, Flemington  
NJN Publishing

**Third Place**

"Vogue"  
Linda Brozina, Sales Representative  
Amy Bianciella, Artist  
South Bergenite, Rutherford  
North Jersey Community Newspapers

**DAILY OVER 60,000**

**R-5 Best Single Ad - Spot (1) or Process Color, 31.5" S.A.U. or larger**

**First Place**

"Paramus Lighting"  
Rosemary Lynch, Sales Representative  
Christopher Dickinson, Artist  
The Record (Bergen County, N.J.), Hackensack

**Second Place**

"Plenty of Time"  
Mike Monetti, Sales Representative  
Donna Poulsen, Artist  
Home News Tribune, East Brunswick

**Third Place**

"Nobody But Nobody Sells For Less"  
Mary Lou Ervin, Sales Representative  
Theresa McEady, Artist  
Courier-Post, Cherry Hill

**DAILY UNDER 60,000**

**R-5 Best Single Ad - Spot (1) or Process Color, 31.5" S.A.U. or larger**

**First Place**

"Hunterdon Ski & Snowboard"  
Steve Campo, Sales Representative  
Danielle Simpson, Artist  
Courier News, Bridgewater

**Second Place**

"Mountain Creek"  
Betsy Coyne, Sales Representative  
Jennifer Boerner, Artist  
New Jersey Herald, Newton

**Third Place**

"Bentley's Fine Jewelers"  
Katie Marshall, Sales Representative  
Manyee Koo, Artist  
Courier News, Bridgewater

**WEEKLY**

**R-5 Best Single Ad - Spot (1) or Process Color, 31.5" S.A.U. or larger**

**First Place**

"Goldtinker"  
Susan Porter, Sales Representative  
Jules Rambo, Artist  
The Two River Times, Red Bank

**Second Place**

"Service For A Smile"  
Emma Crozier, Sales Representative  
Amy Bianciella, Artist  
Suburban Trends, Kinnelon  
North Jersey Community Newspapers

**Third Place**

"Have You Met Us Yet?"  
Carol Baumel, Sales Representative  
Michelle Riganati, Artist  
The Princeton Packet

Packet Publications

**DAILY OVER 60,000**

**R-6 Best Single Ad Any Size, Multi-Spot or Full Color  
First Place**

"We've Built an Empire"

Mike Monetti, Sales Representative

Donna Poulsen, Artist

Home News Tribune, East Brunswick

**Second Place**

"Thanksgiving Day Savings - Gelco"

Larry Wigdortz, Sales Representative

Nicole Nappi, Artist

Asbury Park Press, Neptune

**Third Place**

"Make An Entrance"

Ed Sbaraglia, Sales Representative

Art Staff, Artists

Philadelphia Inquirer

**DAILY UNDER 60,000**

**R-6 Best Single Ad Any Size, Multi-Spot or Full Color  
First Place**

"DeRossi & Son - American Made for 75 Years"

Maria Gonzalez, Sales Representative

Pam Adams, Artist

The Daily Journal, Vineland

**Second Place**

"Newton Memorial Hospital:

Roxanne Gallant Debski, Sales Representative

Jennifer Boerner, Artist

New Jersey Herald, Newton

**Third Place**

"Thank You For Voting One of the Best - Foster & Gross"

Maria Gonzalez, Sales Representative

Pam Adams, Artist

The Daily Journal, Vineland

**WEEKLY**

**R-6 Best Single Ad Any Size, Multi-Spot or Full Color  
First Place**



"Flemington Department Store"  
Lance Osborn, Sales Representative  
Toni Codd, Artist  
Hunterdon Review, Clinton  
Recorder Community Newspapers

**Second Place**

"Shoprite - We Care"  
Hank Soulen, Sales Representative  
Amanda Samuel, Artist  
Delaware Valley News, Frenchtown  
NJN Publishing

**Third Place**

"Forman Landscape Contractors, Inc."  
Deb Richford, Sales Representative  
Michelle Riganati, Artist  
The Messenger-Press, Allentown  
Packet Publications

**DAILY OVER 60,000**

**R-7 Best Campaign for One Advertiser, Using Multiple Products**

**First Place**

"Reading & Education"  
Jeanne Legacki, Sales Representative  
Staff, Artists  
Asbury Park Press, Neptune

**Second Place**

"Goldmans Treasurers"  
Nancy Felipe, Sales Representative  
Christopher Dickinson, Artist  
The Record (Bergen County, N.J.), Hackensack

**Third Place**

"Experience The Fire"  
Bob Silverman, Sales Representative  
Bryan Durnan, Artist  
Courier-Post, Cherry Hill

**DAILY UNDER 60,000**

**R-7 Best Campaign for One Advertiser, Using Multiple Products**

**First Place**

"Mitch Berlin"  
Lesley Trent, Sales Representative

Erin Kubach, Artist  
Daily Record, Parsippany

**Second Place**

"Comfort & Peace of Mind"  
Laura Corsi, Sales Representative  
Erin Kubach, Artist  
Daily Record, Parsippany

**Third Place**

"Eastlantic Diagnostic Institute"  
Peggy Gentile, Sales Representative  
Pam Adams, Artist  
The Daily Journal, Vineland

**WEEKLY**

**R-7 Best Campaign for One Advertiser, Using Multiple Products**

**First Place**

"Country Kettle Fudge & Chowda"  
Andrea Driscoll, Sales Representative  
Anna Serbeck, Artist  
The Sandpaper, Surf City

**Second Place**

"The Back Porch"  
Catherine Minnaar, Sales Representative  
Renee Illan, Advertising Manager  
Toni Codd, Artist  
The Bernardsville News  
Recorder Community Newspapers

**Third Place**

"LBI Hot Spring Spas"  
Carol Adams, Sales Representative  
Andrea Driscoll, Artist  
The Sandpaper, Surf City

**DAILY OVER 60,000**

**R-8 Best Ad Campaign or Series, Black & White, smaller than 31.5" S.A.U.**

**First Place**

"The Pavilions at Forrestal"  
Linda LeBoeuf, Sales Representative  
Jeanne Black, Artist  
The Times, Trenton

**Second Place**

"We'll Cater At Our Place"

Beverly Geiger, Sales Representative

Tonya Williams, Artist

Asbury Park Press, Neptune

**Third Place**

"Nassau Street Seafood"

Linda LeBoeuf, Sales Representative

Staff, Artists

The Times, Trenton

**DAILY UNDER 60,000**

**R-8 Best Ad Campaign or Series, Black & White, smaller than 31.5" S.A.U.**

**First Place**

"Burlington Center"

Jeri Waters, Sales Representative

Joe DiPaolo, Artist

Burlington County Times, Willingboro

**Second Place**

"Campus Eye Group"

Sandy Hopkins, Sales Representative

Anne Bench, Cindy Manion,

Jeff Wolochowicz, Samara Santaella, Artists

The Trentonian, Trenton

**Third Place**

"Scraps of Time"

Lisa Foster, Sales Representative

Sharon Vazquez, Artist

Burlington County Times, Willingboro

**WEEKLY**

**R-8 Best Ad Campaign or Series, Black & White, smaller than 31.5" S.A.U.**

**First Place**

"Coco Pari"

Susan Porter, Sales Representative

Seth Farris, Artist

The Two River Times, Red Bank

**Second Place**

"Photo Media: Weddings"

Donna Cota, Sales Representative

Grisel Cardona, Karen Trachtenberg, Artists

West Essex Tribune, Livingston

**Third Place**

"The Doctor Is In"

Scott Rountree, Sales Representative

Cindy Janas, Artist

Hunterdon County Democrat, Flemington

NJN Publishing

**DAILY OVER 60,000**

**R-9 Best Ad Campaign or Series, Black & White, 31.5" S.A.U. or larger**

**First Place**

"Paterson Police Department"

John Lascari, Sales Representative

Lisa Zaccone, Artist

The Record (Bergen County, N.J.), Hackensack

**Second Place**

"Agape Christian Ministries"

John Lascari, Sales Representative

Barbara Bucher, Artist

The Record (Bergen County, N.J.), Hackensack

**Third Place**

"West New York Township"

Gloria Quaglietta, Sales Representative

Annette M. Patti, Artist

The Record (Bergen County, N.J.), Hackensack

**DAILY UNDER 60,000**

**R-9 Best Ad Campaign or Series, Black & White, 31.5" S.A.U. or larger**

**First Place**

"Uh-Oh! Black Friday"

Amy Weinhofer, Sales Representative

Anne Bench, Cindy Manion,

Jeff Wolochowicz, Samara Santaella, Artists

The Trentonian, Trenton

**Second Place**

"Am I Crazy" "Last Chance" "HoHoHo"

Nancy Melendez, Sales Representative

Staff, Artists

The Daily Journal, Vineland

**Third Place**

"13 Days Til Valentines Day" "Golden Pleasures"

Jack Withum, Sales Representative  
Anne Bench, Cindy Manion,  
Jeff Wolochowicz, Samara Santaella, Artists  
The Trentonian, Trenton

**WEEKLY**

**R-9 Best Ad Campaign or Series, Black & White, 31.5" S.A.U. or larger**

**First Place**

"Heritage House Rattan Interiors"  
Marianne Nahody, Sales Representative  
Anna Serbeck, Artist  
The Sandpaper, Surf City

**Second Place**

"Fanfare"

Scott Rountree, Sales Representative

Cindy Janas, Artist

Hunterdon Observer, Flemington

NJN Publishing

**Third Place**

"Scojo's Restaurant"

Tony Matthews, Sales Representative

Brad Reese, Artist

The Sandpaper, Surf City

**DAILY OVER 60,000**

**R-10 Best Ad Campaign or Series - Color, - all sizes -**

**First Place**

"McCaffrey's"

Linda LeBoeuf, Sales Representative

Jodi Bozzi, Artist

The Times, Trenton

**Second Place**

"Madison House Furniture"

Gloria Quaglietta, Sales Representative

Christopher Dickinson, Annette M. Patti, Artists

The Record (Bergen County, N.J.), Hackensack

**Third Place**

Melray's Furniture"

Gloria Quaglietta, Sales Representative

Christopher Dickinson, Artist

The Record (Bergen County, N.J.), Hackensack

**DAILY UNDER 60,000**

**R-10 Best Ad Campaign or Series - Color, - all sizes -**

**First Place**

"Rutgers Science"

Staff, Sales Representatives

Chris Carnese, Artist

Courier News, Bridgewater

**Second Place**

"World Series - Yankees"  
Staff, Sales Representatives  
Anne Bench, Cindy Manion,  
Jeff Wolochowicz, Samara Santaella, Artists  
The Trentonian, Trenton

**Third Place**

"Happ's Kitchen & Bath"  
Annette Landi, Sales Representative  
Jennifer Boerner, Artist  
New Jersey Herald, Newton

**WEEKLY**

**R-10 Best Ad Campaign or Series - Color, - all sizes -**

**First Place**

"Somerville Lumber Deck Expo"  
Carol Hladun, Sales Representative  
Staff, Artists  
Somerset Messenger-Gazette, Somerville  
NJN Publishing

**Second Place**

"Hair Color Xperts"  
Jacque Melillo, Sales Representative  
Staff, Artists  
News Transcript, Freehold  
Greater Media Newspapers

**Third Place**

no winner

**DAILY OVER 60,000**

**R-11 Best Newspaper Promotion Ad or Series, In Paper**

**First Place**

"Hook, Line & Sinker"

Mitch Delmar, Artist  
Asbury Park Press, Neptune

**Second Place**

"Bid 4 It - Auction"

Staff, Sales Representatives

Ginny DeFilippis, Gilbert Natale, Artists

The Record (Bergen County, N.J.), Hackensack

**Third Place**

"Medical Guide Promo"

Staff, Sales Representatives

Margaret Rynshaul, Artist

The Press of Atlantic City, Pleasantville

**DAILY UNDER 60,000**

**R-11 Best Newspaper Promotion Ad or Series, In Paper**

**First Place**

"Who Won Best"

Staff, Artists

The Daily Journal, Vineland

**Second Place**

"Wow! What A Response"

Caren Albertson, Sales Representative

Staff, Artists

Gloucester County Times, Woodbury

**Third Place**

"Online Coupons"

Staff, Artists

The Daily Journal, Vineland

**WEEKLY**

**R-11 Best Newspaper Promotion Ad or Series, In Paper**

**First Place**

"Holiday Gift Guide"

Carol Hladun, Sales Representative

Carol Zawislak, Artist

The Somerset Reporter, Somerville

NJN Publishing



**Second Place**

"Parenting 2003"

Toni Codd, Artist

The Bernardsville News

Recorder Community Newspapers

**Third Place**

"Golf New Jersey"

Toni Codd, Artist

The Bernardsville News

Recorder Community Newspapers

**DAILY OVER 60,000**

**R-12 Best External Special Promotion Mailing Piece,**

**First Place**

"Harness The Power"

Steve Strang, Artist

Asbury Park Press, Neptune

**Second Place**

"Holiday Combo"

Staff, Sales Representatives

Samatha Horning, Cindy Delonas, Artists

The Star-Ledger, Newark

**Third Place**

"Bridal Planner"

Staff, Sales Representatives

Samatha Horning, Cindy Delonas, Artists

The Star-Ledger, Newark

**DAILY UNDER 60,000**

**R-12 Best External Special Promotion Mailing Piece,**

**First Place**

"Wedding Bells"

Staff, Sales Representatives

Anne Bench, Cindy Manion,

Jeff Wolochowicz, Samara Santaella, Artists

The Trentonian, Trenton

**Second Place**

"2004 Auto Preview"

Staff, Sales Representatives

Anne Bench, Cindy Manion,

Jeff Wolochowicz, Samara Santaella, Artists

The Trentonian, Trenton

**Third Place**

"Small Business Builder"  
Staff, Sales Representatives  
Christopher Spolarich, Artist  
Courier News, Bridgewater

**WEEKLY**

**R-12 Best External Special Promotion Mailing Piece,**

**First Place**

"Feature Publications"  
Staff, Sales Representatives  
Jon Marsh, Artist  
Somerset Messenger-Gazette, Somerville  
NJN Publishing

**Second Place**

"Bridal Planner"  
Staff, Sales Representatives  
Jon Marsh, Artist  
Somerset Messenger-Gazette, Somerville  
NJN Publishing

**Third Place**

"Monthly Health & Fitness Guide"  
Staff, Sales Representatives  
Joan Fruchter, Artist  
East Brunswick Sentinel  
Greater Media Newspapers

**DAILY OVER 60,000**

**R-13 Best Special Page(s), Black & White - ROP**

**First Place**

"Come Visit Nassau Chambers"  
Linda LeBoeuf, Sales Representative  
Sharon Fillinger, Artist  
The Times, Trenton

**Second Place**

"Mother's Day Dining"  
Staff, Sales Representatives  
Creative Staff, Artists  
The Record (Bergen County, N.J.), Hackensack

**Third Place**

"Valentine's Day"

Staff, Sales Representatives

Staff, Artists

The Record (Bergen County, N.J.), Hackensack

**DAILY UNDER 60,000**

**R-13 Best Special Page(s), Black & White - ROP**

**First Place**

"12 Deals of Christmas"

Staff, Sales Representatives

Anne Bench, Cindy Manion,

Jeff Wolochowicz, Samara Santaella, Artists

The Trentonian, Trenton

**Second Place**

"National Chicken Month"

Staff, Sales Representatives

Anne Bench, Cindy Manion,

Jeff Wolochowicz, Samara Santaella, Artists

The Trentonian, Trenton

**Third Place**

"Let Us Do The Cooking"

Staff, Sales Representatives

Staff, Artists

Courier News, Bridgewater

**WEEKLY**

**R-13 Best Special Page(s), Black & White - ROP**

**First Place**

"LHS - Class of 2003"

Staff, Sales Representatives

Staff, Artists

West Essex Tribune, Livingston

**Second Place**

"Don't Drink and Drive"

Staff, Sales Representatives

Amanda Samuel, Artist

Hunterdon County Democrat, Flemington

NJN Publishing

**Third Place**

"Bride & Groom"  
Raina Piligian, Sales Representative  
Staff, Artists  
Hunterdon Observer, Flemington  
NJN Publishing

**DAILY OVER 60,000**  
**R-14 Best Special Page(s) - Color - ROP,**  
**First Place**

"Furniture Rowe on Rt. 4"  
Rosemary Lynch, Sales Representative  
Christopher Dickinson, Artist  
The Record (Bergen County, N.J.), Hackensack

**Second Place**

"Get It At Fairfield"  
Richard Armani, Sales Representative  
Lisa Zaccone, Artist  
The Record (Bergen County, N.J.), Hackensack

**Third Place**

"Breast Cancer Awareness"  
Darlene Zemkoski, Sales Representative  
Susan Skidmore, Artist  
Asbury Park Press, Neptune

**DAILY UNDER 60,000**  
**R-14 Best Special Page(s) - Color - ROP,**  
**First Place**

"Make Your House A Home"  
Staff, Sales Representatives  
Staff, Artists  
Courier News, Bridgewater

**Second Place**

"Delicious Decisions"  
Advertising Department, Sales Representatives  
Jennifer Boerner, Artist  
New Jersey Herald, Newton

**Third Place**

"Down on the Farm"  
Staff, Sales Representatives  
Staff, Artists

The Daily Journal, Vineland

**WEEKLY**

**R-14 Best Special Page(s) - Color - ROP,**

**First Place**

"Endless Summer Fun"

Staff, Sales Representatives

Toni Codd, Artist

The Bernardsville News

Recorder Community Newspapers

**Second Place**

"Historic Homes of Boonton"

Gloria Serleto, Sales Representative

Toni Codd, Artist

The Citizen of Morris County, Denville

Recorder Community Newspapers

**Third Place**

"Valentine's Day Page"

Staff, Sales Representatives

Mark Zeigler, Artist

The Retrospect, Collingswood

**DAILY OVER 60,000**

**R-15 Best Free Standing Insert, Built by a Newspaper for One Advertiser**

**First Place**

"Chinatown Buffet"

Caryl Schienvar, Sales Representative

Sharon Fillinger, Artist

The Times, Trenton

**Second Place**

"Bridal Planner"

Staff, Sales Representatives

Samantha Horning, Creative Services & Special Sections Staff, Artists

The Star-Ledger, Newark

**Third Place**

"Patio World Fireplace & Hearth"

Mike Fanelli, Sales Representative

Kathleen Rossell, Artist

Courier-Post, Cherry Hill

**DAILY UNDER 60,000**

**R-15 Best Free Standing Insert, Built by a Newspaper for One Advertiser  
First Place**

"Downing's Furniture"

Betsy Coyne, Sales Representative

Jennifer Boerner, Artist

New Jersey Herald, Newton

**Second Place**

"Tastebudz"

Jeff Calandra, Sales Representative

Keith Brinker, Artist

The Express-Times, Easton

**Third Place**

"2003 Sportsmen's Jamboree"

Staff, Sales Representatives

Staff, Artists

The Daily Journal, Vineland

**WEEKLY**

**R-15 Best Free Standing Insert, Built by a Newspaper for One Advertiser  
First Place**

"Songbook - Denville Sales"

Lisa Natoli, Sales Representative

Toni Codd, Artist

Randolph Reporter

Recorder Community Newspapers

**Second Place**

"Suburban Essex Chamber of Commerce"

Maria Paladino-Fitz, Sales Representative

Chuck Tuohy, Artist

Bloomfield Life

North Jersey Community Newspapers

**Third Place**

"An Outside Glimpse of Who You Are"

Midge Hough, Sales Representative

Michelle Riganati, Artist

The Princeton Packet

Packet Publications

**DAILY OVER 60,000**

**R-16 Best Special Section, - Free Standing -  
First Place**

"New Jersey's Top 100 Companies"

Staff, Sales Representatives

Karen Bedford, Creative Services and Special Sections Staff, Artists

The Star-Ledger, Newark

**Second Place**

"Holiday Gift Guide with Spirit of Giving Insert"

Staff, Sales Representatives

Staff, Artists

Asbury Park Press, Neptune

**Third Place**

"The Guide to Central New Jersey"

Staff, Sales Representatives

Staff, Artists

Home News Tribune, East Brunswick

**DAILY UNDER 60,000**

**R-16 Best Special Section, - Free Standing -  
First Place**

"Central Jersey Living"

Staff, Sales Representatives

Staff, Artists

Courier News, Bridgewater

**Second Place**

"Living 2003"

Staff, Sales Representatives

Erin Kubach, Artist

Daily Record, Parsippany

**Third Place**

"2003 Community Guide"

Staff, Sales Representatives

Staff, Artists

The Daily Journal, Vineland

**WEEKLY**

**R-16 Best Special Section, - Free Standing -  
First Place**

"Designer Showcase"

Staff, Sales Representatives

Kim Wilson, Amy Bianciella & John Flynn, Artists  
The Town Journal, Allendale  
North Jersey Community Newspapers

**Second Place**

"Prestigious Living"  
Staff, Sales Representatives  
Michelle Riganati, Artist  
The Princeton Packet  
Packet Publications



**Third Place**

"Hunterdon Life"

Al Kratzer, Marketing Director

Staff, Artists

Hunterdon County Democrat, Flemington

NJN Publishing

**DAILY OVER 60,000**

**R-17 Best New Product Development,**

**First Place**

"Bid 4 It!"

Staff, Sales Representatives

The Record (Bergen County, N.J.), Hackensack

**Second Place**

"Garden State Film Festival"

Staff, Sales Representatives

Staff, Artists

Asbury Park Press, Neptune

**Third Place**

"Culture of Eating"

Staff, Sales Representatives

Staff, Artists

Asbury Park Press, Neptune

**DAILY UNDER 60,000**

**R-17 Best New Product Development,**

**First Place**

"From House to Home"

Staff, Sales Representatives

Staff, Artists

The Express-Times, Easton

**Second Place**

"Cupon Express Para Latinos"

Staff, Sales Representatives

Anne Bench, Cindy Manion,

Jeff Wolochowicz, Samara Santaella, Artists

The Trentonian, Trenton

**Third Place**

"Summer Activities Fun Book"

Staff, Sales Representatives

Anne Bench, Cindy Manion,  
Jeff Wolochowicz, Samara Santaella, Artists  
The Trentonian, Trenton

**WEEKLY**

**R-17 Best New Product Development,  
First Place**

"Celebrating In Style"

Allison Spinella, Advertising Director  
Al Kratzer, Marketing Director  
Hunterdon County Democrat, Flemington  
NJN Publishing

**Second Place**

"(201) - The Best of Bergen"

Staff, Sales Representatives  
Staff, Artists  
Pascack Valley Community Life  
North Jersey Community Newspapers

**Third Place**

"Dining Out"

Staff, Sales Representatives  
Staff, Artists  
Hunterdon County Democrat, Flemington  
NJN Publishing

**GENERAL EXCELLENCE RETAIL ADVERTISING,  
DAILY OVER 60,000**

The Record (Bergen County, N.J.), Hackensack

**GENERAL EXCELLENCE RETAIL ADVERTISING,  
DAILY UNDER 60,000**

Courier News, Bridgewater

**GENERAL EXCELLENCE RETAIL ADVERTISING,  
WEEKLY DIVISION**  
Hunterdon County Democrat, Flemington  
NJN Publishing



