

2005 NJPA Circulation Contest Results

General Excellence, Circulation

The Times, Trenton

Home Delivery/New Subscription Sales Programs, Sales/News Subscription Promotions

1st Place: "The Skins Game"
Lou Lambert, Tracey DuFault
The Press of Atlantic City, Pleasantville

Home Delivery/New Subscription Sales Programs, Direct/Targeted Marketing

1st Place: "Lottery Giveaway"
Josh Cohen
The Times, Trenton

Home Delivery/New Subscription Sales Programs, All Other Sales Promotions

1st Place: "Hamilton Hot Topics"
Todd Doolittle
The Times, Trenton

Single Copy Sales Programs, Single Copy Sales (To Customers)

1st Place: "Passport To Fun"
Tracey DuFault, Margaret Rynshall, Lou Lambert, Doug Hutton
The Press of Atlantic City, Pleasantville

Single Copy Sales Programs, Single Copy Sales (To Retailers)

1st Place: "Merchandiser's Promotional Contest"
Dale P. O'Brien
The Times, Trenton

Single Copy Sales Programs, Third Party Sales

1st Place: "The Churches Program"
Scott Lennon, John McCormack, Ardell Crump, Robert Bruner
The Times, Trenton

Retention Programs, Consumer Retention Programs

1st Place: "Day After Thanksgiving Sale"
Lee Williams
New Jersey Herald, Newton

Retention Programs, Carrier Recognition/Recruitment/Retention

1st Place: "Carrier Conversation"
Todd Doolittle
The Times, Trenton

Newspaper In Education Programs, All Promotions to Increase NIE Circulation

1st Place: "Block Sale"
Wendy Halle, Christopher Spolarich
Courier News, Bridgewater

Newspaper In Education Programs, Educational Projects

1st Place: "Building Multi-Cultural Success"
Antonette Bomentre-Walter, Joe DiPaolo, Roland Gruszewski
Burlington County Times, Willingboro

General Newspaper Promotion, Public Relations/Special Events

1st Place: "On The Beat"
Mark Vinciguerra
The Times, Trenton

