

2011 NJPA Advertising Contest Results – Retail

General Excellence

Daily Over 45,000

The Star-Ledger
Newark

Daily Under 45,000

Courier News
Bridgewater

Weekly

The West Essex Tribune
Livingston

R1 - Best Single Ad - Black & White, Smaller than 16" SAU

Daily Over 45,000

- 1st Place: The Star-Ledger
"There is an Answer"
Jack Marflak, sales representative
John Fugett, artist
- 2nd Place: The Star-Ledger
"Genki Sakura"
Carmela Giardina, sales representative
Ashley Langan, artist
- 3rd Place: The Star-Ledger
"La Primavera"
Carmela Giardina, sales representative
David Petersen, artist

Daily Under 45,000

- 1st Place: The Times
"Anita Renfro"
Gaylen Gallimore
- 2nd Place: The Trentonian
"Windsor Farm Hayrides to the Pumpkin Patch"
Cindy Manion, artist
Stephanie Ford, sales representative
- 3rd Place: Courier News
"The Dog House"
Jen Rosener, sales representative
Donna Van Zandt, artist

Weekly

- 1st Place: The Retrospect
"Charm Spring Sale"
Mark Zeigler
Brett Ainsworth
- 2nd Place: The West Essex Tribune
"Charming"
Diane Driggs
- 3rd Place: The Retrospect
"Gopher Girl"
Mark Zeigler
Brett Ainsworth

R2 - Best Single Ad - Black & White, 16"-31.5" SAU

Daily Over 4,500

1st Place: No award

2nd Place: No award

3rd Place: No award

Daily Under 45,000

1st Place: The Times
"Jazz Champagne Brunch"
Gaylen Gallimore

2nd Place: The Times
"13 Million Men"
Gaylen Gallimore

3rd Place: Courier News
"Mannion's"
Sue McCooe, sales representative
Donna Van Zandt, artist

Weekly

1st Place: The West Essex Tribune
"Valentine's Day Sale"
Nancy Perlmutter
Karen Trachtenberg

2nd Place: The Retrospect
"Blessed Theresa of Calcutta Easter Services"
Mark Zeigler
Brett Ainsworth

3rd Place: The Retrospect
"Get Ready for Spring"
Mark Zeigler
Brett Ainsworth

R3 - Best Single Ad - Black & White, Larger than 31.5" SAU

Daily Over 45,000

- 1st Place: Asbury Park Press
"Fall Roof Sale"
Tracy Dobridge
Lisa Hoffman
- 2nd Place: Asbury Park Press
"Buy a Window, Not a Name"
Tracy Dobridge
Lisa Hoffman
- 3rd Place: The Star-Ledger
"Swiss Chalet Bakery"
Donna Salvati, sales representative
Jenna Giambalvo, artist

Daily Under 45,000

- 1st Place: The Times
"Experience the Vision"
Gaylen Gallimore
- 2nd Place: Courier News
"Green Knoll Grille"
Brian Basile, sales representative
Donna Van Zandt, artist
- 3rd Place: Courier News
"Barry's Appliance"
Brian Basile, sales representative
Donna Van Zandt, artist

Weekly

- 1st Place: No award
- 2nd Place: No award
- 3rd Place: No award

R4 - Best Single Ad - Spot (1) Color, Smaller than 31.5" SAU

Daily Over 45,000

1st Place: No award

2nd Place: No award

3rd Place: No award

Under 45,000

1st Place: The Trentonian
"Center Stage Dancewear"
Art Staff
Sales Staff

2nd Place: Courier News
"Wonderful Pets Grooming"
Donna Van Zandt, artist
Nancy Swan, sales representative

3rd Place: Courier News
"Christmas Trees & Trim"
Nancy Swan, representative
Donna Van Zandt, artist

Weekly

1st Place: The West Essex Tribune
"Congratulations Jason!"
Grisel Cardona
Wendy Navin

2nd Place: The West Essex Tribune
"Don't Miss Sunday Brunch"
Jennifer Chciuk
Karen Trachtenberg

3rd Place: The West Essex Tribune
"Lancers Sports Camp"
Diane Driggs
Grisel Cardona

**R5 - Best Single Ad - Spot (1) or Process Color,
31.5" SAU or Larger**

Daily Over 45,000

- 1st Place: Asbury Park Press
"Green Lantern"
Tracy Dobridge
Lisa Hoffman
- 2nd Place: Home News Tribune
"HO, HO, HO, OH NO!"
Deanna Ditty
Chris Carnese
- 3rd Place: The Star-Ledger
"Labor Day Grand Opening Mattress Sale"
Veniza Butler, sales representative
David Petersen, artist

Daily Under 45,000

- 1st Place: Courier News
"Alfonso's"
Ian McDermott, sales representative
Donna Van Zandt, artist
- 2nd Place: The Times
"Dining in Valentine's Day"
Gaylen Gallimore
- 3rd Place: The Times
"Got a Game Plan?"
Gaylen Gallimore

Weekly

- 1st Place: Edgewater View
"Waterside Restaurant"
Don Canali
David Varick
- 2nd Place: The Ridgewood News
"Huge Inventory Sale - Wostbrock Home & Floor"
Sigrid Bouab
Craig Ruvere
- 3rd Place: The West Essex Tribune
"Happy Holidays from the Livingston First Aid Squad"
Jennifer Chciuk
Karen Trachtenberg

R6 - Best Single Ad - Multi Spot or Full Color, Any Size

Daily Over 45,000

- 1st Place: Home News Tribune
"Shape Ad - The largest selection of quality diamonds..."
Deanna Ditty
Chris Carnese
- 2nd Place: The Star-Ledger
"Shop 3.5% Sales Tax"
Sales Staff
Suzanne Anan, artist
Michele Hayes, marketing
- 3rd Place: The Star-Ledger
"The Innovative Beads Expo"
Tracey Brandstatter, sales representative
John Fugett, artist

Daily Under 45,000

- 1st Place: The Trentonian
"Back to the Hustle & Bustle Days - Mario & Frank's II"
Anne Bench, artist
Michelle Prunetti, sales representative
- 2nd Place: Courier News
"Bound Brook Carpet"
Novlette Griffin, sales representative
Donna Van Zandt, artist
- 3rd Place: New Jersey Herald
"Home of the Free Because of the Brave"
Eileen Lakatos, artist
Sonia Schenker, sales representative

Weekly

- 1st Place: Nutley Sun
"Raking, Bagging, Clipping, Aching"
Celeste Federico, sales representative
Diane Lombardy, artist
- 2nd Place: Bayonne Community News
"European Day Spa"
Pasquale Spina, artist
Ron Kraszyk, sales representative
- 3rd Place: Ocean City Sentinel
"Have You Been Good This Year?"
Sean Kolman, artist
Rob Elder, sales representative

R7 - Best Campaign for One Advertiser Using Multiple Products

Daily Over 45,000

1st Place: No award

2nd Place: No award

3rd Place: No award

Daily Under 45,000

1st Place: No award

2nd Place: No award

3rd Place: No award

Weekly

1st Place: No award

2nd Place: No award

3rd Place: No award

R8 - Best Advertising Campaign or Series – Black & White, Smaller than 31.5" SAU

Daily Over 45,000

1st Place: No award

2nd Place: No award

3rd Place: No award

Daily Under 45,000

1st Place: The Times
"New Year's Eve Parties"
"Christmas Eve Week"
"Super Tuesdays"
"Seafood Spectacular"
"Winner Winner Chicken Dinner"
Ruth O'Neill

2nd Place: The Trentonian
"The Little Shop with Shadow"
Cindy Manion, artist
Sandy Hopkins, sales representative

3rd Place: Courier News
"Leo Gold Traders"
Sue McCooe, sales representative
Brian Basile, sales representative
Donna Van Zandt, artist

Weekly

1st Place: No award

2nd Place: No award

3rd Place: No award

**R9 - Best Advertising Campaign or Series -
Black & White, 31.5" SAU or Larger**

Daily Over 45,000

1st Place: No award

2nd Place: No award

3rd Place: No award

Daily Under 45,000

1st Place: Courier News
"Somerset County Business Partnership"
Sales Staff
Art Staff

2nd Place: Courier News
"Tropiano & Sons Jewelers"
Brian Basile, sales representative
Donna Van Zandt, artist

3rd Place: Courier News
"Somerset Hearing"
Jen Ward, sales representative
Donna Van Zandt, artist

Weekly

1st Place: No award

2nd Place: No award

3rd Place: No award

R10 - Best Advertising Campaign or Series - Color, All Sizes

Daily Over 45,000

1st Place: No award

2nd Place: No award

3rd Place: No award

Daily Under 45,000

1st Place: Courier News
"Christmas Trees & Trim Directory"
Sales Staff
Art Staff

2nd Place: Courier News
"Avalon"
Sue McCooe, sales representative
Brian Basile, sales representative
Donna Van Zandt, artist, Sales

3rd Place: Courier News
"Car Care Directory of Services"
Sales Staff
Art Staff

Weekly

1st Place: The West Essex Tribune
"Loyalty Day"
"June 14th is Flag Day"
"Veteran's Day"
Nancy Katz Perlmutter
Karen Trachtenberg
Diane Driggs
Grisel Cardona

2nd Place: The West Essex Tribune
"Kiss Those Frown Lines Good-bye"
"Step Forward into Fall"
"Say No to the Winter Blues"
Diane Driggs

3rd Place: The West Essex Tribune
"LMAC's Corner: Fact"
Jennifer Chciuk
Karen Trachtenberg

R11 - Best Newspaper Promotion Ad or Series - In Paper

Daily Over 45,000

1st Place: No award

2nd Place: No award

3rd Place: No award

Daily Under 45,000

1st Place: New Jersey Herald
"Candidates Debate"
Stephanie Sapone, artist

2nd Place: New Jersey Herald
"Stop Horsin' Around"
Jennifer Lechiski, artist

3rd Place: The Times
"Buy a Moment"
Gaylen Gallimore

Weekly

1st Place: The Weekhawken Reporter
"Too Hot to Cook"
Jennifer Martiak, artist
Sales Staff

2nd Place: The West Essex Tribune
"Steer Your Business in the Right Direction"
Karen Trachtenberg

3rd Place: The West Essex Tribune
"Hurry! Deadline Tomorrow! LHS Graduation Section"
Karen Trachtenberg
Grisel Cardona

R12 - Best External Special Promotion Mailing Piece or Media Kit

Daily Over 45,000

- 1st Place: The Star-Ledger
"Today's Health"
Sales Staff
Melissa Chin, artist
David Petersen, artist
Isabella Mest, section manager
Michele Hayes, marketing
- 2nd Place: The Star-Ledger
"Fall Arts & Entertainment Preview"
Isabella Mest, section manager
Sales Staff
Suzanne Anan, artist
- 3rd Place: The Star-Ledger
"New Jersey Teachers"
Isabella Mest, section manager
Sales Staff
Suzanne Anan, artist

Daily Under 45,000

- 1st Place: No award
- 2nd Place: No award
- 3rd Place: No award

Weekly

- 1st Place: The Hoboken Reporter
"Hey Baby...It's You!"
Lisa M. Cuthbert, artist
Joe Calderone, sales representative
Toni Anne Calderone, sales representative
- 2nd Place: The Jersey City Reporter
"Pump It Up"
Lisa M. Cuthbert. Artist
Sales Staff
- 3rd Place: Bayonne Community News
"Spring Home Improvement"
Lisa M. Cuthbert, artist
Ron Kraszyk, sales representative

R13 - Best Special Page(s) - Black & White, ROP

Daily Over 45,000

1st Place: No award

2nd Place: No award

3rd Place: No award

Daily Under 45,000

1st Place: New Jersey Herald
"3rd Annual Northern New Jersey Pet Expo"
Lee Williams

2nd Place: Courier News
"Bound Brook Chamber Page"
Donna Van Zandt, artist
Novlette Griffin, sales representative

3rd Place: Courier News
"Mother's Day Dining"
Sales Staff
Art Staff

Weekly

1st Place: The West Essex Tribune
"Celebrate Livingston History"
Sales Staff
Art Staff

2nd Place: The West Essex Tribune
"Women in Business"
Sales Staff
Art Staff

3rd Place: Bayonne Community News
"Bayonne Town Center Holidays"
Lisa M. Cuthbert, artist
Tish Kraszyk, sales representative
Ron Kraszyk, sales representative

R14 - Best Special Page(s) - Color, ROP

Daily Over 45,000

1st Place: No award

2nd Place: No award

3rd Place: No award

Daily Under 45,000

1st Place: Courier News
"Veterans Day"
Sales Staff
Art Staff

2nd Place: New Jersey Herald
"Man Expo"
Lee Williams

3rd Place: The Trentonian
"In the Market for a New or Used Car? Visit Any of These Great Dealers!"
Anne Bench, artist
John Conte, sales person

Weekly

1st Place: Fort Lee Suburbanite
"Strike Gold"
Don Canali
Larry Singer

2nd Place: Town Journal
"Ho-Ho-Kus Fire Department Celebrating 100 Years"
Staff

3rd Place: Town Journal
"Mind, Body, Spirit & Soul"
Staff

R15 - Best Free Standing Insert Built by Newspaper for One Advertiser

Daily Over 45,000

1st Place: The Star-Ledger
"Sip. Taste. Discover...the Arts! Go Newark"
Sales Staff
Melissa Chin, artist
Gokce Yurekli, artist
Chanta Jackson, marketing

2nd Place: The Star-Ledger
"Destination Westfield"
Ron Ostroff, sales representative
David Petersen, artist
Isabella Mest, section manager

3rd Place: Asbury Park Press
"Max's Beer, Wine & Liquor"
Tracy Dobridge
Eva England

Daily Under 45,000

1st Place: The Trentonian
"Key to the City"
Anne Bench, artist
Gaetano Drago, sales representative

2nd Place: New Jersey Herald
"Holiday Book Shop"
Lee Williams, section manager

3rd Place: The Trentonian
"The Mama Yoga Wellness Studio"
Cindy Manion, artist
Alex Campos, sales representative

Weekly

1st Place: No award

2nd Place: No award

3rd Place: No award

R16 - Best Special Section - Free Standing

Daily Over 45,000

- 1st Place: Asbury Park Press
"In Jersey Magazine"
Staff
- 2nd Place: Asbury Park Press
"Summer Guide 2011 Boardwalk Empires and Beyond"
Staff
- 3rd Place: No award

Daily Under 45,000

- 1st Place: New Jersey Herald
"Our Favorite Things"
Mitch Mayer, sales representative
Jen Lechiski, sales representative
Art Staff
- 2nd Place: The Times
"Suite Deals"
Staff
- 3rd Place: Courier News
"2011 Wish List - Guide to Gift Giving and Entertaining"
Sales Staff
Art Staff

Weekly

- 1st Place: Lacey Beacon
"Welcome to Lacey"
Lori Miller
Staff Writers
- 2nd Place: The Beacon
"Welcome to Stafford"
Chris Miller, sales representative
Doreen Cramer, sales representative
Staff Writers
Art Staff
- 3rd Place: Tuckerton Beacon
"Welcome to Tuckerton"
Chris Miller, sales representative
Staff Writers
Art Staff

R17 - Best New Product Development

Daily Over 45,000

1st Place: No award

2nd Place: No award

3rd Place: No award

Daily Under 45,000

1st Place: No award

2nd Place: No award

3rd Place: No award

Weekly

1st Place: Wyckoff Suburban News
"BergEncyclopedia"
Casey Donnellon
Staff

2nd Place: Northern Valley Suburbanite
"Shop Northern Valley"
Staff

3rd Place: Hackensack Chronicle
"2011 USA Hockey National Championships"
Staff