

2003 NJPA Circulation Contest Results

WEEKLY DIVISION

A, New Subscription Promotions, Weekly

First Place

"Store Greeter"

Stephen J. Urbish, Circulation Director

The Princeton Packet

Packet Publications

B, Single Copy Sales Promotions Weekly

no winner

C, Renewal Promotions Weekly

no winner

D, General Newspaper Promotions Weekly

no winner

E, Customer Retention Promotions

Weekly

no winner

F, Customer Service Programs

Weekly

no winner

G, All Other Sales Promotions

Weekly

no winner

**H, Newspaper in Education (NIE)
Weekly
no winner**

DAILY DIVISION

**A1, Home Deliver Sales Programs, Carrier and District
Manager Sales Promotions**

First Place

"Fortune 500"

Lou Lambert, Sales & Retention Manager

Carol Anderson, Administrative Manager

Tracey Boyle-DuFault, Direct Sales Manager

The Press of Atlantic City, Pleasantville

**A2, Home Deliver Sales Programs, Direct/Targeted Marketing
First Place**

"My Press Is..."

Lindsay Reed, Artist

Asbury Park Press, Neptune

**A3, Home Deliver Sales Programs, All Other Sales Promotions
First Place**

"Kiosk Events"

Tracey Boyle-DuFault, Direct Sales Manager

Lou Lambert, Sales & Retention Manager

The Press of Atlantic City, Pleasantville

**B1, Single Copy Sales Programs, Single Copy Sales
(To Customers)**

First Place

"In Legends' Footsteps"

J. Viola, Samuel Cewulka, Steve Piersa

Herald News, West Paterson

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B2, Single Copy Sales Programs, Single Copy Sales (To Retailers)

First Place

J. Viola, Circulation Director
"A & S Pork Store Sandwich Labels"
Herald News, West Paterson

B3, Single Copy Sales Programs, Third Party Sales

First Place

"McDonald's Promotion"
Rich Gathen
The Record (Bergen County), Hackensack

C1, Retention Programs, Consumer Retention Programs

First Place

"EZ Pay"
Lindsay Reed
Asbury Park Press, Neptune

C2, Retention Programs, Carrier Recognition/Recruitment/Retention

First Place

"Carrier Service Contest"
Joe Herrmann, Home Deliver Manager
Herald News, West Paterson

D1, Newspaper in Education Programs, All Promotions to Increase NIE Circulation

First Place

"NIE"
Antonette Bomentre-Walter, Project Coordinator
Burlington County Times, Willingboro

D2, Newspaper in Education Programs, Educational Projects

First Place

"Family Focus"
Staff, Artist

Herald News, West Paterson

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E1, General Newspaper Promotion, Public Relations/Special Events

First Place

"Student College Wrap"

Circulation Sales and Marketing/Editorial Team

The Record (Bergen County), Hackensack

General Excellence

Herald News, West Paterson

