

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

**C-1 Best Automotive Display Ad, Black & White  
Weekly**

**First Place**

"Honda-Avalon"

Lee Polidori, Sales Representative

Wayne Gallagher, Artist

Ocean City Sentinel

Sample Media, Inc.

**Second Place**

"Have You Driven A Saab"

Sharon Norment, Sales Representative

Matt McCrone, Artist

Hunterdon County Democrat, Flemington

NJN Publishing

**Third Place**

"Buy Saab's"

Sharon Norment, Sales Representative

Cindy Janas, Artist

Hunterdon County Democrat, Flemington

NJN Publishing

**C-1 Best Automotive Display Ad, Black & White  
Daily**

**First Place**

"Only at Joseph"

Jody Cox, Sales Representative

Pamela Adams, Artist

The Daily Journal, Vineland

**Second Place**

"0-62 MPH"

Peg Arbona, Sales Representative

Lee Anne LeCouter, Artist

The Press of Atlantic City, Pleasantville

**Third Place**

"Auto Purchasing Consultants"

Adrian Gherghescu, Sales Representative

Chris Carnese, Artist  
Courier News, Bridgewater

**C-2 Best Automotive Display Ad, Spot Color  
Weekly**

**First Place**  
no entires

**Second Place**  
no entires

**Third Place**  
no entires

**C-2 Best Automotive Display Ad, Spot Color  
Daily**

**First Place**  
"Mercedes Benz Winter Dream"  
Peg Arbona, Sales Representative  
Tom McGinty, Artist  
The Press of Atlantic City, Pleasantville

**Second Place**  
"Keep on Truckin"  
Rein Wocock, Sales Representative  
Tom Henrich, Artist  
The Press of Atlantic City, Pleasantville

**Third Place**  
"Annual Red Tag Event"  
Nora Missak, Sales Representative  
Staff, Artists  
The Times, Trenton

**C-3 Best Automotive Display Ad, Multi Color  
Weekly**

**First Place**  
no entires

**Second Place**  
no entires

**Third Place**  
no entires

**C-3 Best Automotive Display Ad, Multi Color  
Daily**

**First Place**

"Wheee!"

Peg Arbona, Sales Representative

Lee Anne LeCouter, Artist

The Press of Atlantic City, Pleasantville

**Second Place**

"Coleman Kia"

John Conti, Sales Representative

Jeff Wolochowicz, Artist

The Trentonian, Trenton

**Third Place**

"Luxury/Fun To Drive"

Donna Poole, Sales Representative

Jeanne Black, Artist

The Times, Trenton

**C-4 Best Real Estate Display Ad, Black & White  
Weekly**

**First Place**

"Coldwell Banker Residential Brokerage"

Linda Quigley, Sales Representative

Staff, Artists

The Coast Star, Manasquan

Coast Star Newspapers

**Second Place**

"Listing Specialists"

Sharon Norment, Sales Representatives

Cindy Janas, Artist

Hunterdon County Democrat, Flemington

NJN Publishing

**Third Place**

"NT Callaway"

Sharon Norment, Sales Representative

Cindy Janas, Artist

Hunterdon County Democrat, Flemington

NJN Publishing

**C-4 Best Real Estate Display Ad, Black & White**

**Daily**

**First Place**

"In The Dog House"

Dan Barrett, Sales Representative

Lesley Reeves, Artist

The Daily Journal, Vineland

**Second Place**

"Talent Attracts Talent"

Donna Poole, Sales Representative

Staff, Artists

The Times, Trenton

**Third Place**

"You've Put Us At The Top"

Tracey Lucas, Sales Representative

Staff, Artists

Home News Tribune, East Brunswick

**C-5 Best Real Estate Display Ad, Spot Color  
Weekly**

**First Place**

"Prudential Fox & Roach"

Peg Weir, Sales Representative

Staff, Artists

The Central Record, Medford

Intercounty Newspaper Group

**Second Place**

"Coldwell Banker"

Sharon Norment, Sales Representative

Cindy Janas, Artist

Hunterdon County Democrat, Flemington

NJN Publishing

**Third Place**

"Outstanding Agents"

Debbie Longo, Sales Representative

Wayne Gallagher, Artist

Ocean City Sentinel

Sample Media, Inc.

**C-5 Best Real Estate Display Ad, Spot Color  
Daily**

**First Place**

"Rose Marie Pelton/Prudential"

Krystyna Baca, Sales Representative  
Chris Carnese, Artist  
Courier News, Bridgewater

**Second Place**

"Century 21 Gross & Jansen"  
Roxanne Gallant Debski, Sales Representative  
Jennifer Boerner, Artist  
New Jersey Herald, Newton

**Third Place**

"Old Fashioned Service"  
Kathleen Masucci, Sales Representative  
Kathy Pohopin, Artist  
Home News Tribune, East Brunswick

**C-6 Best Real Estate Display Ad, Multi Color Weekly**

**First Place**

"Ward Wight Realtors"  
Linda Quigley, Sales Representative  
Staff, Artists  
The Coast Star, Manasquan  
Coast Star Newspapers

**Second Place**

"Our Family Tree is Growing"  
Guy Menaquale, Sales Representative  
Megan Wondoloski, Artist  
Maple Shade Progress, Medford  
Intercounty Newspaper Group

**Third Place**

"Showcase of Homes"  
Sharon Norment, Sales Representative  
Nancy Koken, Artist  
Hunterdon County Democrat, Flemington  
NJN Publishing

**C-6 Best Real Estate Display Ad, Multi Color Daily**

**First Place**

"Beautiful Holidays"  
Debbie Amadei, Sales Representative

Cassandra Fileccia, Artist  
The Daily Journal, Vineland

**Second Place**

"Homes of Distinction"  
Staff, Sales Representatives  
Ruth O'Neill, Artist  
The Times, Trenton

**Third Place**

"Spooktacular Homes"  
Debbie Amadei, Sales Representative  
Cassandra Fileccia, Artist  
The Daily Journal, Vineland

**C-7 Best Recruitment/Miscellaneous Display Ad, Color or Black & White  
Weekly**

**First Place**

"Wal Mart"  
Brian Winckler, Sales Representative  
Matt McCrone, Artist  
Hunterdon County Democrat, Flemington  
NJN Publishing

**Second Place**

"Attn: Agents!"

Lee Polidori, Sales Representative

Wayne Gallagher, Artist

Ocean City Sentinel

Sample Media, Inc.

**Third Place**

"Shoprite"

Hank Soulen, Sales Representative

Amanda Samuel, Artist

Hunterdon County Democrat, Flemington

NJN Publishing

**C-7 Best Recruitment/Miscellaneous Display Ad, Color or Black & White  
Daily**

**First Place**

"Bergen Nursing Team"

Jennifer Miller, Sales Representative

Christopher Dickinson, Artist

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

**Second Place**

"Wal Mart"

Emilie Rex, Sales Representative

Staff, Artists

Courier News, Bridgewater

**Third Place**

"First Student"

Emilie Rex, Sales Representative

Chris Carnese, Artist

Courier News, Bridgewater

**C-8 Best Agency Produced Newspaper Ad, Color or Black & White  
Weekly**

**First Place**

"Jeff Van Drew's"

Zack Webb, Sales Representatives

Traz Group, Artists

Ocean City Sentinel

Sample Media, Inc.

**Second Place**

"Life"

Lee Polidori, Sales Representative

Skyline Media, Artists

Ocean City Sentinel

Sample Media, Inc.

**Third Place**

"Welcome to the Family"

Zack Webb, Sales Representatives

Prudential Fox & Roach, Artists

Ocean City Sentinel

Sample Media, Inc.

**C-8 Best Agency Produced Newspaper Ad, Color or Black & White  
Daily**

**First Place**

"Flemington Car & Truck"

Adrian Gherghescu, Sales Representative

Forrest & Blake, Artists

Courier News, Bridgewater

**Second Place**

"Bound Brook Ford"

Frank Manley, Sales Representative

Giovatto, Artists

Courier News, Bridgewater



**Third Place**

"Liccardi"

Adrian Gherggescu, Sales Representative

Magna Group, Artists

Courier News, Bridgewater

**C-9 Best In-Colum Classified Ad Idea,  
Weekly**

**First Place**

"Rent-A-Son"

Linda Hecht, Sales Representative

The Suburban, Old Bridge

Greater Media Newspapers

**Second Place**

"The Basement's Full"

Theresa Berkman, Sales Representative

Theresa Berkman, Artist

The Progress, Caldwell

Recorder Community Newspapers

**Third Place**

"Chester Family"

Kathy Walker, Sales Representative

Kathy Walker, Artist

The Bernardsville News

Recorder Community Newspapers

**C-9 Best In-Colum Classified Ad Idea,  
Daily**

**First Place**

"Phat Jobs"

Staff, Sales Representatives

Staff, Artists

Courier News, Bridgewater

**Second Place**

"Port Republic"

Chery Shockey, Sales Representative

Chery Shockey, Artist

The Press of Atlantic City, Pleasantville

**Third Place**

"Gifts"

Staff, Sales Representatives

Courier News, Bridgewater

**C-10 Best In-Column Classified Ad with Graphics,  
Weekly**

**First Place**

"Afraid? Don't Be!"

Liz Heisler, Sales Representative

Liz Heisler, Artist

The Bernardsville News

Recorder Community Newspapers

**Second Place**

"11 Year Old Home"

Carmela Duffy, Sales Representative

Carmela Duffy, Artist

Hunterdon County Democrat, Flemington

NJN Publishing

**Third Place**

"Audi"

Liz Heisler, Sales Representative

Liz Heisler, Artist

The Bernardsville News

Recorder Community Newspapers

**C-10 Best In-Column Classified Ad with Graphics,  
Daily**

**First Place**

"Once Upon A Time"

Nicole Williams, Sales Representative

Staff, Artists

Asbury Park Press, Neptune

**Second Place**

"UPS"

Staff, Sales Representatives

Courier News, Bridgewater

**Third Place**

"Resorts"

Bridget Fields, Sales Representative

The Press of Atlantic City, Pleasantville

**C-11 Best Special Section, (Free Standing)**

**Weekly**

**First Place**

"Home Builders"

Rose Mary Bland, Sales Representative

Megan Wondoloski, Artist

The Central Record, Medford

Intercounty Newspaper Group

**Second Place**

"Fall Automotive Guide"

Rose Mary Bland, Sales Representative

Christina Griffin, Artist

The Central Record, Medford

Intercounty Newspaper Group

**Third Place**

"Newcomer's Directory"

Rose Mary Bland, Sales Representative

Jillian Mooney, Artist

The Central Record, Medford

Intercounty Newspaper Group

**C-11 Best Special Section, (Free Standing)**

**Daily**

**First Place**

"Columbus Day Guide"

Staff, Sales Representatives

Alan Post,, Cosmo DiFiore, Artists

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

**Second Place**

"Auto Buyers Guide"

Staff, Sales Representatives

Alan Post, Cosmo DiFiore, Artists

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

**Third Place**

"New Care Preview"

Staff, Sales Representatives

Alan Post, Jim Emolo, Artists

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

**C-12 Best Non-Newspaper Special Section,**

**Weekly**

**First Place**

"Hunterdon Homes"  
Robin Chandler and Staff, Sales Representatives  
Staff, Artists  
Hunterdon County Democrat, Flemington  
NJN Publishing

**Second Place**

"Holiday Gift Guide"  
Staff, Sales Representatives  
Staff, Artists  
The Sandpaper, Surf City

**Third Place**

"The Homefront"  
Staff, Sales Representatives  
Staff, Artists  
The Sandpaper, Surf City

**C-12 Best Non-Newspaper Special Section,  
Daily**

**First Place**

"Newcomer's Guide"  
Staff, Sales Representatives  
Staff, Artists  
Home News Tribune, East Brunswick

**Second Place**

"Luxury Auto Section"  
John Kopec, Sales Representative  
Tiana Griglio, Artist  
Daily Record, Parsippany

**Third Place**

"2003 Summer Employment"  
Peg Arbona, Sales Representative  
Staff, Artists  
The Press of Atlantic City, Pleasantville

**C-13 Best Classified and/or Telemarketing Pages,  
Weekly**

**First Place**

"Coloring Contest"  
Guy Menaquale, Sales Representative  
Jillian Mooney, Artist  
The Central Record, Medford

Intercounty Newspaper Group

**Second Place**

"Scrambled Eggs"

Staff, Sales Representatives

Staff, Artists

Tri-Town News, Jackson

Greater Media Newspapers

**Third Place**

no winner

**C-13 Best Classified and/or Telemarketing Pages,  
Daily**

**First Place**

"My Favorite Goblin"

Staff, Sales Representatives

Staff, Artists

The Daily Journal, Vineland

**Second Place**

"Honoring American Veterans"

Patricia Jewell, Sales Representative

Sherrii Brentari,, Tracy Fox, Artists

The Press of Atlantic City, Pleasantville

**Third Place**

"Toyland"

Staff, Sales Representatives

Christopher Dickinson, Artist

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

**C-14 Best Classified and/or Telemarketing Directory,  
Weekly**

**First Place**

"Make Your House a Home"

Staff, Sales Representatives

Tracy Warech, Artist

Tri-Town News, Jackson

Greater Media Newspapers

**Second Place**

"Professional Directory"

Staff, Sales Representatives

Joan Fruchter, Artist

Tri-Town News, Jackson

Greater Media Newspapers

**Third Place**

"Let's Party"

Staff, Sales Representatives

Kris Wonsicki, Artist

Tri-Town News, Jackson

Greater Media Newspapers

**C-14 Best Classified and/or Telemarketing Directory,**

**Daily**

**First Place**

"Hot On The Lot"

Staff, Sales Representatives

Staff, Artists

The Daily Journal, Vineland

**Second Place**

"Calling All Kids Page"

Patrick Hammer, Sales Representatives

Don Walsh, Artist

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

**Third Place**

"Apartment Connection"

Toni Andrews, Sales Representative

Staff, Artists

Daily Record, Parsippan

**C-15 Best Internal Classified Promotion Idea,  
Weekly**

**First Place**

"Count The Jelly Beans"

Michael Levinsky, Sales Representative

Staff, Artists

The Central Record, Medford

Intercounty Newspaper Group

**Second Place**

"Fishing for Bargains"

Staff, Sales Representatives

Joan Fruchter, Artist

Tri-Town News, Jackson

Greater Media Newspapers

**Third Place**

"Apartment For Rent"

Marie Koch, Sales Representative

Amanda Samuel, Artist

Hunterdon County Democrat, Flemington

NJN Publishing

**C-15 Best Internal Classified Promotion Idea,  
Daily**

**First Place**

"Jobs Connect"

Chelle Bize, Sales Representative

Alan Post, Artist

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

**Second Place**

"Best Value Around"

Staff, Sales Representatives

The Daily Journal, Vineland

**Third Place**

"Get Cash!"

Steve Strang, Artist

Asbury Park Press, Neptune

**C-16 Best External Classified Promotion Idea,  
Weekly  
First Place**  
no entries

**Second Place**  
no entries

**Third Place**  
no entries

**C-16 Best External Classified Promotion Idea,  
Daily  
First Place**  
"Career Builder"  
Lindsay Reed, Artist  
Asbury Park Press, Neptune

**Second Place**  
"Commercial & Industrial Real Estate"  
Staff, Sales Representatives  
Darren Phillips, Artist  
The Star-Ledger, Newark

**Third Place**  
"Gain The Agent Advantage"  
Staff, Sales Representatives  
Christopher Spolarich, Artist  
Courier News, Bridgewater

**GENERAL EXCELLENCE IN CLASSIFIED ADVERTISING,  
WEEKLY**  
Hunterdon County Democrat, Flemington  
NJN Publishing

**GENERAL EXCELLENCE IN CLASSIFIED ADVERTISING,  
DAILY**  
Courier News, Bridgewater







