

**2004 NJPA Better Newspaper Contest  
Classified Advertising Results**

**ASBURY PARK PRESS**

**C-4, Best Real Estate Display Ad, Black & White  
First Place**  
Crossroads Realty  
Carol Squillante, Sales Representative  
Staff, Artists  
Asbury Park Press, Neptune

**BURLINGTON COUNTY TIMES**

**C-3, Best Automotive Display Ad, Multi Color  
First Place**  
Hyundai City  
Joe DiPaolo, Artist  
Burlington County Times, Willingboro

**C-13, Best Classified and/or Telemarketing Pages  
Second Place**  
Season's Greetings  
Ruth Mongillo, Sales Representative  
Rich Stetson, Artist  
Burlington County Times, Willingboro

**COURIER NEWS**

**C-1, Best Automotive Display Ad, Black & White  
First Place**  
The Stable, Ltd.  
Adrian Ghergesco, Sales Representative  
Chris Carnese, Artist  
Courier News, Bridgewater

**C-1, Best Automotive Display Ad, Black & White  
Third Place**  
The Stable, Ltd,  
Adrian Ghergesco, Sales Representative  
Chris Carnese, Donna Van Zandt, Artists  
Courier News, Bridgewater

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

We've Moved  
Jonathan Drury, Sales Representative  
Chris Carnese, Artist  
Courier News, Bridgewater

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

Century 21 Lou Pompilio  
Krystyna Baca, Sales Representative  
Chris Carnese, Danielle Simpson, Artists  
Courier News, Bridgewater

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

ERA E.A. Boniakowski  
Paula Tate, Sales Representative  
Staff, Artists  
Courier News, Bridgewater

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

The Bendall Group  
Jonathan Drury, Sales Representative  
Chris Carnese, Artist  
Courier News, Bridgewater

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

Sierra Suites Hotels  
Emilie Rex, Sales Representative  
Danielle Simpson, Artist  
Courier News, Bridgewater

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

Clinton Honda  
Adrian Ghergescu, Sales Representative  
Courier News, Bridgewater

**C-9, Best In-Column Classified Ad Idea**

**Second Place**

Receptionist - Wild & Crazy  
Staff, Sales Representatives  
Courier News, Bridgewater

**C-9, Best In-Column Classified Ad Idea**

**Third Place**

Chocolate Lovers  
Staff, Sales Representatives  
Staff, Artists  
Courier News, Bridgewater

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

**Third Place**

UPS  
Staff, Sales Representatives  
Courier News, Bridgewater

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

**Third Place**

Super Classified  
Staff, Sales Representatives  
Staff, Artists  
Courier News, Bridgewater

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

**First Place**

Meet The Women of Weichert  
Krystyna Baca, Sales Representative  
Staff, Artists  
Courier News, Bridgewater

**C-16, Best External Classified Promotion Idea**

**First Place**

Job of the Day  
Staff, Sales Representatives, Chris Spolarich, Artist  
Courier News, Bridgewater

**C-16, Best External Classified Promotion Idea**

**Third Place**

New Year, New Career  
Staff, Sales Representatives  
Christopher Spolarich, Artist  
Courier News, Bridgewater

## **COURIER-POST**

### **C-3, Best Automotive Display Ad, Multi Color Third Place**

Eckenhoff  
Staff, Sales Representatives  
Kathleen Rossell, Artist  
Courier-Post, Cherry Hill

### **C-15, Best Internal Classified Promotion Idea Second Place**

Get That Thing Out of Your Cellar  
Courier-Post, Cherry Hill

## **THE DAILY JOURNAL**

### **C-2, Best Automotive Display Ad, Spot Color Second Place**

1, 2, 3, 4  
Jody Stoothoff, Sales Representative  
Cassandra Fileccia, Artist  
The Daily Journal, Vineland

### **C-2, Best Automotive Display Ad, Spot Color Third Place**

04's Gotta Go  
Jody Stoothoff, Sales Representative  
Cassandra Fileccia, Artist  
The Daily Journal, Vineland

### **C-3, Best Automotive Display Ad, Multi Color Second Place**

Be Cost Effective  
Jody Stoothoff, Sales Representative  
Pamela Adams, Artist  
The Daily Journal, Vineland

### **C-6, Best Real Estate Display Ad, Multi Color Second Place**

Make The Leap  
Debbie Amadei, Sales Representatives  
Cassandra Fileccia, Artist  
The Daily Journal, Vineland

## **DAILY RECORD**

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

#### **Second Place**

Showcase of Estate Homes

Erin Kubach, Artist

Daily Record, Parsippany

## **GREATER MEDIA NEWSPAPERS**

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

#### **First Place**

Taking Care of Families

Denise Binn, Sales Representative

The Hub, Long Branch, Greater Media Newspapers

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

#### **Second Place**

Prudential NJ Properties

Sharon Schlesinger, Sales Representative

News Transcript, Freehold, Greater Media Newspapers

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

#### **Third Place**

A1 Coldwell Banker

Sharon Schlesinger, Sales Representative

Tri-Town News, Freehold, Greater Media Newspapers

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

#### **First Place**

It Pays To Be Scary

Joel Rosenfeld, Sales Representative

News Transcript, Freehold, Greater Media Newspapers

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

#### **Second Place**

Red Tag Sale

Bob Sims, Sales Representative

Independent, Freehold, Greater Media Newspapers

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

**First Place**

Make Your House a Home  
Staff, Sales Representatives  
News Transcript, Freehold, Greater Media Newspapers

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

**Second Place**

Let's Party  
Staff, Sales Representatives  
Tri-Town News, Freehold, Greater Media Newspapers

**C-16, Best External Classified Promotion Idea**

**First Place**

Welcome to Greater Media Territory  
Staff, Sales Representatives  
News Transcript, Freehold, Greater Media Newspapers

**C-16, Best External Classified Promotion Idea**

**Second Place**

Media Kit  
Staff, Sales Representative  
News Transcript, Freehold, Greater Media Newspapers

**INTERCOUNTY NEWSPAPER GROUP**

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

**Third Place**

Prudential Fox & Roach  
Peggy Weir, Sales Representative  
Staff, Artists  
The Central Record, Medford, Intercounty Newspaper Group

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

**Third Place**

Home Builders Real Estate  
Staff, Sales Representatives  
Staff, Artists  
The Central Record, Medford, Intercounty Newspaper Group

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

**Third Place**

Halloween Safety Tips

Michael Levinsky, Sales Representative

Denise Wittkop, Artist

The Central Record, Medford, Intercounty Newspaper Group

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

**Second Place**

Rent Your Shore Home

Kim Cunningham, Claudette Moore, Sales Representatives

Staff, Artists

The Central Record, Medford, Intercounty Newspaper Group

**NEW JERSEY HERALD**

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

**Third Place**

Stay Alive

Staff, Sales Representatives

New Jersey Herald, Newton

**NJN PUBLISHING**

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

**Third Place**

Don's Jaguar

Scott Rountree, Sales Representative

Amanda Samuel, Artist

Hunterdon County Democrat, Flemington, NJN Publishing

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

**Second Place**

Our Biggest Sale Ever

George Creathorne, Sales Representative

Lori Piteo, Artist

The Warren Reporter, Hackettstown, NJN Publishing

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

**Second Place**

Handy Don

Staff, Sales Representatives

Hunterdon County Democrat, Flemington, NJN Publishing

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

**Third Place**

Loaded

Staff, Sales Representatives

Hunterdon County Democrat, Flemington, NJN Publishing

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

**Second Place**

Special Holiday Edition

Staff, Sales Representatives

Staff, Artists

The Reporter, Somerville, NJN Publishing

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

**First Place**

Home Design Trends

Allison Spinella & Staff, Sales Representatives

Al Kratzer, Staff, Artists

The Reporter, NJN Publishing

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

**First Place**

Hillsborough The Good Life

Maggie Chess, Sales Representative

Carol Zawiski, Artist

The Reporter, NJN Publishing

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

**Third Place**

Must See Property

Staff, Sales Representatives

Adam Sullens, Artist

Hunterdon County Democrat, Flemington, NJN Publishing

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

**First Place**

Adopt A Pet

Staff, Sales Representatives

Amanda Samuel, Artist

Hunterdon County Democrat, Flemington, NJN Publishing

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

**Third Place**

Have The Itch To Move

Allison Spinella, Sales Representative

Joe Villanuevo, Artist, The Warren Reporter, Hackettstown, NJN Publishing



## **NORTH JERSEY COMMUNITY NEWSPAPERS**

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

Just The Two of Us

Sara Singleton, Sales Representative

Danielle Dickinson, Artist

The Montclair Times, North Jersey Community Newspapers

## **THE PRESS OF ATLANTIC CITY**

### **C-1, Best Automotive Display Ad, Black & White Second Place**

Sussman BMW

Bob Fertsch, Sales Representative

Sherrii Brentari, John Clement Artists

The Press of Atlantic City, Pleasantville

### **C-2, Best Automotive Display Ad, Spot Color First Place**

RK/Avalon

Ray Calkin, Sales Representative

Trish Eckel, Artist

The Press of Atlantic City, Pleasantville

### **C-9, Best In-Colum Classified Ad Idea First Place**

Couch Potato

Janice Trama, Sales Representative

The Press of Atlantic City, Pleasantville

### **C-10, Best In-Column Classified Ad with Graphics First Place**

Tour Guides

Mary Springer, Sales Representative

The Press of Atlantic City, Pleasantville

### **C-10, Best In-Column Classified Ad with Graphics Second Place**

Caesar's

Chery Shockey, Sales Representative

Chery Shockey, Artist

The Press of Atlantic City, Pleasantville

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

**First Place**

Real Estate Monthly  
Staff, Sales Representatives  
Staff, Artists  
The Press of Atlantic City, Pleasantville

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

**Third Place**

Summer Jobs  
Peg Arbona, Sales Representative  
Tracey Fox, Artist  
The Press of Atlantic City, Pleasantville

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

**Second Place**

Where The Cars Are  
Staff, Sales Representatives  
Staff, Artists  
The Press of Atlantic City, Pleasantville

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

**Third Place**

New Home Neighborhood  
Staff, Sales Representatives  
Sherri Brentari, Artist  
The Press of Atlantic City, Pleasantville

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

**First Place**

Win A Dream Job  
Peg Arbona, Sales Representative  
Margaret Rynshall, Artist  
The Press of Atlantic City, Pleasantville

**THE RECORD, BERGEN COUNTY**

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

**Second Place**

LeCroy Corporation  
Jennifer Miller, Sales Representative  
Chris Dickinson, Artists  
The Record, Bergen County

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

Springfest  
The Maning Agency, Sales Representatives  
The Record, Bergen County

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

Jeep 17  
The Maning Agency, Sales Representatives  
The Record, Bergen County

**C-11, Best Special Section, Free Standing  
First Place**

Columbus Day  
Staff, Sales Representatives  
Cosmo DiFiore, Alan Post Artists  
The Record, Bergen County

**C-11, Best Special Section, Free Standing  
Second Place**

Winter Auto Guide  
Staff, Sales Representatives  
Cosmo DiFiore, Alan Post Artists  
The Record, Bergen County

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

Just For Kids  
Patrick Hammer, Sales Representative  
Don Walsh, Artist  
The Record, Bergen County

**RECORDER COMMUNITY NEWSPAPERS**

**C-3, Best Automotive Display Ad, Multi Color  
Third Place**

Let Us Be Your Car Store  
Jerry O'Donnell, Sales Representative  
Toni Codd, Artist  
The Bernardsville News, Recorder Community Newspapers

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

**Second Place**

Come to the Shore

Bob Dello Russo, Sales Representative

Toni Codd, Artist

The Bernardsville News, Recorder Community Newspapers

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

**Third Place**

Somerset Hills

Bob Dello Russo, Sales Representative

Toni Codd, Artist

The Bernardsville News, Recorder Community Newspapers

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

**First Place**

Strategy

Kathy Walker, Sales Representative

Furman & Finer, Artists

The Bernardsville News, Recorder Community Newspapers

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

**Third Place**

Ryan Automotive

Jerry O'Donnell, Sales Representative

Timely Advertising, Artists

The Bernardsville News, Recorder Community Newspapers

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

**First Place**

Yoga for Stiff Men & Women

Carol Taylor, Sales Representative

Carol Taylor, Artist

The Madison Eagle, Recorder Community Newspapers

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

**Second Place**

Must See "Alphabet Soup"

Kathy Walker, Sales Representative, Artist

The Bernardsville News, Recorder Community Newspapers

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

**Third Place**

Par 3 Golf

Liz Heisler, Sales Representative

The Progress, Caldwell, Recorder Community Newspapers

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

**First Place**

Fall Preview '05

Jerry O'Donnell, Sales Representative

Toni Codd, Artist, Pat Anderson, Editor

The Bernardsville News, Recorder Community Newspapers

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

**Third Place**

Your New House

Staff, Sales Representatives

Toni Codd, Artist, Pat Anderson, Editor

The Bernardsville News, Recorder Community Newspapers

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

**Second Place**

2005 Resolutions

Staff, Sales Representatives

Stephanie Amato, Artist

The Bernardsville News, Recorder Community Newspapers

**C-16, Best External Classified Promotion Idea**

**Third Place**

Stay In Touch

Dave Nelson, Sales Representative

Toni Codd, Artist

The Bernardsville News, Recorder Community Newspapers

**THE RETROSPECT**

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

**First Place**

Eckenhoff Buick

Richard Dinerman, Sales Representative

Mark Zeigler, Artist

The Retrospect, Collingswood

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

**Second Place**

Eckenhoff Buick

Richard Dinerman, Sales Representative

Mark Zeigler, Artist

The Retrospect, Collingswood

**SAMPLE MEDIA, INC.**

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

**First Place**

Spring Fever Sale

Zack Webb, Sales Representative

Joan Hinman, Artist

Ocean City Sentinel, Sample Media, Inc.

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

**First Place**

Academy Real Estate

Lee Polidori, Sales Representative

Diana Flaherty, Artist

Ocean City Sentinel, Sample Media, Inc.

**THE SANDPAPER**

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

**Third Place**

Slap!

Carole Adams, Sales Representative

Jeff Kuhlman, Artist

The Sandpaper, Surf City

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

**First Place**

Grab Me

Phyllis Roberts, Sales Representative

Joe McDonald, Artist

The Sandpaper, Surf City

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

**Second Place**

Sandcastles

Staff, Sales Representatives

Staff, Artists

The Sandpaper, Surf City

## **THE STAR-LEDGER**

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

#### **Third Place**

Best Local Merchandise  
Staff, Sales Representatives  
The Star-Ledger, Newark

### **C-16, Best External Classified Promotion Idea**

#### **Second Place**

Sunshine Properties  
Staff, Sales Representatives  
Karen Fazio, Artist, Cindy Delonas, Copy  
The Star-Ledger, Newark

## **THE TIMES, TRENTON**

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

#### **Second Place**

2003 Winners  
Nora Missak, Sales Representative  
Staff, Artists  
The Times, Trenton

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

#### **Third Place**

Weichert  
Michael Byers, Sales Representative  
Staff, Artists  
The Times, Trenton

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

#### **Third Place**

Century 21 Has Moved  
Trudy Holzbaur, Sales Representative  
Jodi Bozzi, Artist  
The Times, Trenton

## **TOWN TOPICS**

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

#### **Second Place**

Sunstone  
Robin Broomer, Sales Representative  
Julie Gonzalez-Iavin, Artist  
Town Topics, Princeton

**THE WEST ESSEX TRIBUNE**

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

Lew Brenner "Two-Halves"

Donna Cota, Sales Representative

Grisel Cardona, Karen Trachtenberg Artists

The West Essex Tribune, Livingston

**GENERAL EXCELLENCE**

**DAILY DIVISION – Courier News, Bridgewater**

**WEEKLY DIVISION - The Bernardsville News, Recorder Community Newspapers**