

# 2006 NJPA Classified Advertising Contest Results

## General Excellence:

### Daily

**The Record**  
Bergen County

### Weekly

**News-Transcript**  
Freehold

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

### **Daily**

1st Place: "Hall & Fuhs"  
Steve Visnic, Sales Representative  
Dotty Fraschilla, Artist  
Courier News, Bridgewater

2nd Place: "Love Your Car"  
Trudy Holzbaur, Sales Representative  
Gaylen Gallimore, Artist  
The Times, Trenton

3rd Place: "Employee Pricing Is Back"  
Frank Conroy, Sales Representative  
Production Dept., Artists  
The Daily Journal, Vineland

### **Weekly**

1st Place: no winner

2nd Place: no winner

3rd Place: no winner

## **C-2 Best Automotive Display Ad, Spot Color or Multi Color**

### **Daily**

- 1st Place: "Whatever It Takes"  
Bob Bandino, Sales Representative  
Keith Brinker, Artist  
The Express-Times, Easton
- 2nd Place: "Beats Honda"  
Jody Stoothuff, Sales Representative  
Cassandra Fileccia, Artist  
The Daily Journal, Vineland
- 3rd Place: "Sweet Deal – Hyundai Sonata"  
Jody Stoothuff, Sales Representative  
Cassandra Fileccia, Artist  
The Daily Journal, Vineland

### **Weekly**

- 1st Place: "Smart Buyers – Choose Perry Egan"  
Zack Webb, Sales Representative  
Joan Hinman, Artist  
Ocean City Sentinel  
Sample Media, Inc.
- 2nd Place: no winner
- 3rd Place: no winner

## **C-3 Best Real Estate Display Ad, Black and White**

### **Daily**

- 1st Place: "Every Bunny is Welcome"  
Dan Barrett, Sales Representative  
Lesley Reeves, Artist  
The Daily Journal, Vineland
- 2nd Place: "Michele Klug – Coldwell Banker"  
Krystyna Baca, Sales Representative  
Staff, Artists  
Courier News, Bridgewater
- 3rd Place: "Your Home Realty"  
Ian McDermott, Sales Representative  
Danielle DeRonde, Artist  
Courier News, Bridgewater

### **Weekly**

- 1st Place: "Re/Max Signature"  
Sharon Norment, Sales Representative  
Amanda Samuel, Artist  
Hunterdon County Democrat, Flemington  
NJN Publishing
- 2nd Place: "Century 21 Alliance"  
Peggy Weir, Sales Representative  
Staff, Artists  
The Central Record, Medford  
InterCounty Newspaper Group
- 3rd Place: "Hills Realty"  
George Creathorne, Sales Representative  
Staff, Artists  
Hunterdon County Democrat, Flemington  
NJN Publishing

## **C-4 Best Real Estate Display Ad, Spot or Multi Color**

### **Daily**

- 1st Place: "Absolutely Grand"  
Trudy Holzbaaur, Sales Representative  
Jeanne Black, Artist  
The Times, Trenton
- 2nd Place: "Coming Soon"  
Carrie Conrad, Sales Representative  
Staff, Artists  
The Express-Times, Easton
- 3rd Place: "Fritz Reuter"  
Bob Schrumpf, Sales Representative  
Christopher Dickinson, Artist  
The Record (Bergen County), Hackensack

### **Weekly**

- 1st Place: "Homes of Distinction – Weichert"  
Bob Dello Russo, Sales Representative  
Toni Codd, Artist  
The Bernardsville News  
Recorder Community Newspapers
- 2nd Place: "Perfect New Vernon Property/Coldwell Banker"  
Bob Dello Russo, Sales Representative  
Toni Codd, Artist  
The Bernardsville News  
Recorder Community Newspapers
- 3rd Place: "Living on LBI.com"  
Cindy Linkous, Sales Representative  
Staff, Artists  
The Sandpaper, Surf City

## **C-5 Best Recruitment/Miscellaneous Display Ad, Color or Black and White**

### **Daily**

1st Place: "Parisian Institute of Massage Therapy"  
Jenn Miller, Sales Representative  
Christopher Dickinson, Artist  
The Record (Bergen County), Hackensack

2nd Place: "Kiddie Acadmey"  
Chris Porter, Sales Representative  
Chris Carnese, Jenny Benaglio, Artists  
Courier News, Bridgewater

3rd Place: "NJH Yo Parents"  
Staff, Sales Representatives  
Lee Williams, Artist  
New Jersey Herald, Newton

### **Weekly**

1st Place: "Work Close To Home"  
Marketing Staff, Sales Representatives  
Examiner, Freehold  
Greater Media Newspapers

2nd Place: "Equity Source"  
Sharon Schlesinger, Sales Representative  
News Transcript, Freehold  
Greater Media Newspapers

3rd Place: "Cut Your House Payment in Half"  
Denise Binn, Sales Representative  
The Hub, Long Branch  
Greater Media Newspapers

## **C-6 Best Agency Produced Newspaper Ad, Color or Black and White**

### **Daily**

- 1st Place: "Foreseeing is Believing"  
Agency: Stratford Advertising, Artists  
The Record (Bergen County), Hackensack
- 2nd Place: "Flemington BMW – Get A Grip"  
Staff, Sales Representatives  
Staff, Artists  
Courier News, Bridgewater
- 3rd Place: "Give Us A Call"  
Jennifer Sammartino, Sales Representative  
Dwellings Staff, Artists  
The Press of Atlantic City, Pleasantville

### **Weekly**

- 1st Place: "Straub Lincoln-Mercury"  
Bob Konopack, Sales Representative  
Agency: Unreal Productions, Artists  
News Transcript, Freehold  
Greater Media Newspapers
- 2nd Place: "Ray Catena"  
Staff, Sales Representatives  
Agency, Artists  
Hunterdon County Democrat, Flemington  
NJN Publishing
- 3rd Place: "Head for the Coast"  
Bob Sims, Sales Representative  
Agency: Frank Lopes Advertising, Artists  
News Transcript, Freehold  
Greater Media Newspapers

## **C-7 Best Free Standing Special Section**

### **Daily**

- 1st Place: "Spring Real Estate"  
Staff, Sales Representatives  
Christopher Dickinson, James Emolo, Artists  
The Record (Bergen County), Hackensack
- 2nd Place: "Wheels 2006 – New York International Auto Show"  
Staff, Sales Representatives  
Alan Post, James Emolo, Artists  
The Record (Bergen County), Hackensack
- 3rd Place: "New Jersey Fall Home Preview"  
Staff, Sales Representatives  
Suzanne Anan, Staff, Artists  
The Star-Ledger, Newark

### **Weekly**

- 1st Place: "Auto Preview '07"  
Jerry O'Donnell, Sales Representative  
Bernardsville Art Department, Artists  
Pat Anderson, Editor/Designer  
The Bernardsville News  
Recorder Community Newspapers
- 2nd Place: "Spring Job Finder"  
Deborah Nash, Sales Representative  
Staff, Artists  
Atlantic City Weekly, Pleasantville
- 3rd Place: "Luxury Living II"  
Staff, Sales Representatives  
Staff, Artists  
Hunterdon County Democrat, Flemington  
NJN Publishing



## **C-8 Best Non-Newspaper Product**

### **Daily**

- 1st Place: "Classified Connection"  
Staff, Sales Representatives  
Staff, Artists  
Courier News, Bridgewater
- 2nd Place: "Summer Jobs"  
Peggy Arbona, Sales Representative  
Staff, Artists  
The Press of Atlantic City, Pleasantville
- 3rd Place: "Real Estate Monthly"  
Staff, Sales Representatives  
Staff, Artists  
The Press of Atlantic City, Pleasantville

### **Weekly**

- 1st Place: "SandCastles"  
Staff, Sales Representatives  
Staff, Artists  
The Sandpaper, Surf City
- 2nd Place: "Homefront"  
Staff, Sales Representatives  
Staff, Artists  
The Sandpaper, Surf City
- 3rd Place: "Regional Directory"  
Staff, Sales Representatives  
Staff, Artists  
The Sandpaper, Surf City

## **C-9 Best Classified and/or Telemarketing Pages**

### **Daily**

- 1st Place: "My Favorite Goblin"  
Staff, Sales Representatives  
Production, Artists  
The Daily Journal, Vineland
- 2nd Place: "Mother's Day A to Z"  
Staff, Sales Representatives  
Staff, Artists  
Courier News, Bridgewater
- 3rd Place: "Happy Birthday"  
Tawana Swan, Sales Representative  
Romana Brown, Artist  
The Press of Atlantic City, Pleasantville

### **Weekly**

- 1st Place: "The Perfect Tree"  
Staff, Sales Representatives  
Tri-Town News, Freehold  
Greater Media Newspapers
- 2nd Place: "Party Planning Guide"  
Staff, Sales Representatives  
News Transcript, Freehold  
Greater Media Newspapers
- 3rd Place: "Pumpkin Picking"  
Staff, Sales Representatives  
News Transcript, Freehold  
Greater Media Newspapers

## **C-10 Best Black and White or Color Classified, and/or Telemarketing Directory**

### **Daily**

1st Place: "New Home Neighborhoods"  
Staff, Sales Representatives  
Staff, Artists  
The Press of Atlantic City, Pleasantville

2nd Place: "Childcare Directory"  
Staff, Sales Representatives  
Staff, Artists  
New Jersey Herald, Newton

3rd Place: "Tax Directory"  
Staff, Sales Representatives  
Staff, Artists  
New Jersey Herald, Newton

### **Weekly**

1st Place: "Christmas Worship Directory"  
Staff, Sales Representatives  
News Transcript, Freehold  
Greater Media Newspapers

2nd Place: "Business & Services"  
Staff, Sales Representatives  
News Transcript, Freehold  
Greater Media Newspapers

3rd Place: no winner

## **C-11 Best Classified Section**

### **Daily**

1st Place: "Classifieds 10-22-06"  
Staff, Sales Representatives  
Staff, Artists  
The Record (Bergen County), Hackensack

2nd Place: "Classifieds 10-28-06"  
Staff, Sales Representatives  
Staff, Artists  
The Daily Journal, Vineland

3rd Place: "Classifieds 10-22-06"  
Staff, Sales Representatives  
Staff, Artists  
Courier News, Bridgewater

### **Weekly**

1st Place: "Classified Section"  
Staff, Sales Representatives  
News Transcript, Freehold  
Greater Media Newspapers

2nd Place: "Classified Section"  
Staff, Sales Representatives  
Staff, Artists  
The Bernardsville News  
Recorder Community Newspapers

3rd Place: "Classified Section"  
Staff, Sales Representatives  
Staff, Artists  
Hunterdon County Democrat, Flemington  
NJN Publishing

## **C-12 Best Use of Small Space**

### **Daily**

- 1st Place: "Mountain Creek"  
Staff, Sales Representatives  
Staff, Artists  
New Jersey Herald, Newton
- 2nd Place: "Resorts"  
Chery Shockey, Sales Representative  
Chery Shockey, Artist  
The Press of Atlantic City, Pleasantville
- 3rd Place: "Food Service ESL at Ft. Dix"  
Kristen Smith, Sales Representative  
Kristen Smith, Artist  
Burlington County Times, Willingboro

### **Weekly**

- 1st Place: "Window Cleaning"  
Theresa Berkman, Sales Representative  
Erin Warren, Artist  
The Progress, Caldwell  
Recorder Community Newspapers
- 2nd Place: "Circus Experienced"  
Kathy Walker, Sales Representative  
The Progress, Caldwell  
Recorder Community Newspapers
- 3rd Place: "Sal's Painting"  
Theresa Berkman, Sales Representative  
Theresa Berman, Artist  
The Bernardsville News  
Recorder Community Newspapers

## **C-13 Best Classified House Ad**

### **Daily**

1st Place: "Hottest Cars"  
Annette Wischmann, Artist  
The Record (Bergen County), Hackensack

2nd Place: "Recruitment Campaign"  
Staff, Sales Representatives  
Bob Morgia, Artist  
The Express-Times, Easton

3rd Place: "Consider It Sold Campaign"  
Staff, Sales Representatives  
Bob Morgia, Artist  
The Express-Times, Easton

### **Weekly**

1st Place: "Wise Buys"  
Staff, Sales Representatives  
The Examiner, Freehold  
Greater Media Newspapers

2nd Place: "Stick to the Hudson Reporter Newspaper"  
Ann Reilly, Sales Representative  
Erika Fiallos, Artist  
The Secaucus Reporter, Hoboken  
Hudson Reporter Associates

3rd Place: "When Two Is One Too Many"  
Erin Warren, Artist  
The Progress, Caldwell  
Recorder Community Newspapers

## **C-14 Best External Classified Promotion Idea**

### **Daily**

1st Place: "Shop & Dine Rockland County"  
Lisa Zaccone, Artist  
The Record (Bergen County), Hackensack

2nd Place: "Pre-owned Showroom"  
Lisa Zaccone, Artist  
The Record (Bergen County), Hackensack

3rd Place: "Classified Media Kit"  
Staff, Sales Representatives  
Melissa Wydner, Artist  
New Jersey Herald, Newton

### **Weekly**

1st Place: "Media Kit"  
Staff, Sales Representatives  
Staff, Artists  
News Transcript, Freehold  
Greater Media Newspapers

2nd Place: "Online Auto Media Kit"  
Staff, Sales Representatives  
Staff, Artists  
Hunterdon County Democrat, Flemington  
NJN Publishing

3rd Place: "Free Classified Ads"  
Staff, Sales Representatives  
News Transcript, Freehold  
Greater Media Newspapers