

# 2006 NJPA Retail Advertising Contest Results

## General Excellence:

### Daily

#### **The Record**

Bergen County

### Weekly

#### **News-Transcript**

Freehold

## **R-1 Best Single Ad - Black & White, smaller than 16" SAU**

### **Daily, over 60,000**

- 1st Place: "The Puck Stops Here"  
Vince Morgan, Sales Representative  
Greta Carlton, Artist  
The Times, Trenton
- 2nd Place: "Love Tonite"  
Gloria Quaglietta, Sales Representative  
Annette Wischmann, Artist  
The Record (Bergen County), Hackensack
- 3rd Place: "Au Bon Climat Wine Dinner, Knife & Fork"  
Roxanne Grant, Sales Representative  
Trish Englemann, Artist  
The Press of Atlantic City, Pleasantville

### **Daily, under 60,000**

- 1st Place: "Feline Fetishes"  
Rick Simpson, Sales Representative  
Jennifer Murray, Artist  
Burlington County Times, Willingboro
- 2nd Place: "Vutt Sunglasses"  
Kim Holmes, Sales Representative  
Joe DiPaolo, Artist  
Burlington County Times, Willingboro
- 3rd Place: "I Can Afford Dentures"  
Maire Gonzales, Sales Representative  
Pam Adams, Artist  
The Daily Journal, Vineland

### **Weekly**

- 1st Place: "Laser Hair Removal"  
Joli Weber, Sales Representative  
Matt McCrone, Artist  
Hunterdon Observer, Flemington  
NJN Publishing
- 2nd Place: "Pedy Ganchi, MD – A Woman Knows"  
Lisa Kain, Sales Representative  
Corine Ohannessian, Artist  
Town Journal, Ridgewood  
Community Newspapers of North Jersey Media Group
- 3rd Place: "Bisque"  
Marianne Nahodyl, Sales Representative  
Staff, Artists  
The Sandpaper, Surf City

## **R-2 Best Single Ad - Black & White, 16" to 31.5" SAU**

### **Daily, over 60,000**

1st Place: "Norden Vision"  
Gloria Quagiletta, Sales Representative  
Barbara Bucher, Artist  
The Record (Bergen County), Hackensack

2nd Place: "McNamara Fireplace"  
Marc Foley, Sales Representative  
Ginny DeFilippis, Artist  
The Record (Bergen County), Hackensack

3rd Place: "The Sitting Duck"  
Lynda Clark, Sales Representative  
Nicole Nappi, Artist  
Asbury Park Press, Neptune

### **Daily, under 60,000**

1st Place: "Institute For Cosmetic Rejuvenation"  
Pete Farrell, Sales Representative  
Chris Carnese, Artist  
Courier News, Bridgewater

2nd Place: "Special Additions"  
Roger Cassell, Sales Representative  
Jennifer Lechiski, Artist  
New Jersey Herald, Newton

3rd Place: "TC's Hallmark"  
April Spadaccino, Sales Representative  
Judy Coddington, Artist  
Courier News, Bridgewater

### **Weekly**

1st Place: "Cosmetic Dentistry"  
Carol Weiss, Sales Representative  
News Transcript, Freehold  
Greater Media Newspapers

2nd Place: "George Press"  
Donna Cota, Sales Representative  
Karen Trachtenberg, Girisel Cardona, Artists  
The West Essex Tribune, Livingston

3rd Place: "The Iris Inn"  
Karen Pinto, Sales Representative  
Ed Koloski, Artist  
The Central Record, Medford  
InterCounty Newspaper Group

## **R-3 Best Single Ad - Black & White, larger than 31.5" SAU**

### **Daily, over 60,000**

- 1st Place: "Bordentown Antiques"  
Nora Missak, Sales Representative  
Jeanne Black, Artist  
The Times, Trenton
- 2nd Place: "AllMake Appliance Center"  
Marina Mulholland, Sales Representative  
Ginny DeFilippis, Artist  
The Record (Bergen County), Hackensack
- 3rd Place: "Marchesin Shoes"  
Bob Belby, Sales Representative  
Lisa Zaccone, Artist  
The Record (Bergen County), Hackensack

### **Daily, under 60,000**

- 1st Place: "Tropiano & Son Jewelers"  
Shianne Burton, Sales Representative  
Chris Carnese, Artist  
Courier News, Bridgewater
- 2nd Place: "Parkway Family Restaurant"  
Kevin Correl, Sales Representative  
Keith Brinker, Artist  
The Express-Times, Easton
- 3rd Place: "Somerset Valley Bank"  
Andrew Lazarus, Sales Representative  
Chris Carnese, Artist  
Courier News, Bridgewater

### **Weekly**

- 1st Place: "Laser Hair Removal"  
Joli Weber, Sales Representative  
Amanda Samuel, Artist  
Hunterdon Observer, Flemington  
NJN Publishing
- 2nd Place: "Gerald A. York, Optician"  
Ellie Kresefsky, Sales Representative  
Erin Warren, Artist  
The Bernardsville News  
Recorder Community Newspapers
- 3rd Place: "The Red Toad Boutique"  
Ellie Kresefsky, Sales Representative  
Erin Warren, Artist  
The Bernardsville News  
Recorder Community Newspapers

## **R-4 Best Single Ad - Spot (1) Color, smaller than 31.5" SAU**

### **Daily, over 60,000**

- 1st Place: "Take 20% Off Deer Run Nursery"  
Marva Allen, Sales Representative  
Christopher Romano, Artist  
Asbury Park Press, Neptune
- 2nd Place: "Oliver's Chocolates"  
Gloria Quaglietta, Sales Representative  
Lisa Zaccone, Artist  
The Record (Bergen County), Hackensack
- 3rd Place: "Totally You Grand Opening"  
Lisa Snyder, Sales Representative  
Trish Engelmann, Artist  
The Press of Atlantic City, Pleasantville

### **Daily, under 60,000**

- 1st Place: "Give A Gift That Can Last A Lifetime – Custom Lasik"  
Renee Lorito, Sales Representative  
Staff, Artists  
The Daily Journal, Vineland
- 2nd Place: "Vote Vineland Board of Education"  
Robin Adams, Sales Representative  
Cassandra Fileccia, Artist  
The Daily Journal, Vineland
- 3rd Place: "Raritan Music Center"  
Shianne Burton, Sales Representative  
Chris Carnese, Artist  
Courier News, Bridgewater

### **Weekly**

- 1st Place: "Aqua Girl"  
Cindy Linkous, Sales Representative  
Staff, Artists  
The Sandpaper, Surf City
- 2nd Place: "MarkDowns"  
Jennie Steffins, Sales Representative  
Erin Warren, Artist  
Echoes-Sentinel, Sterling  
Recorder Community Newspapers
- 3rd Place: "The Rocking Horse"  
Ed Guarino, Sales Representative  
Staff, Artists  
The Bernardsville News  
Recorder Community Newspapers

## **R-5 Best Single Ad - Spot (1) or Process Color, 31.5" SAU or larger**

### **Daily, over 60,000**

- 1st Place: "McCaffrey's Comfort Food"  
Linda LeBoeuf, Sales Representative  
Jeanne Black, Artist  
The Times, Trenton
- 2nd Place: "Smile You're On Canon Camera"  
Lyn Tecce, Sales Representative  
Greta Carlton, Artist  
The Times, Trenton
- 3rd Place: "Chapelle"  
Marina Mulholland, Sales Representative  
Ginny DeFilippis, Artist  
The Record (Bergen County), Hackensack

### **Daily, under 60,000**

- 1st Place: "Lehigh Valley Catz"  
Staff, Sales Representatives  
Bob Morgia, Artist  
The Express-Times, Easton
- 2nd Place: "Gebhardts"  
Ryan Hayes, Sales Representative  
Staff, Artists  
The Express-Times, Easton
- 3rd Place: "ShopRite Serving Vineland Over 75 Years"  
Mike Pantalione, Sales Representative  
Pam Adams, Artist  
The Daily Journal, Vineland

### **Weekly**

- 1st Place: "Ashes"  
Susan Porter, Sales Representative  
Chris Draper, Artist  
The Two River Times, Red Bank
- 2nd Place: "Livingston Business Improvement District"  
Jennifer Cone-Chciuk, Sales Representative  
Karen Trachtenberg, Grisel Cardona, Artists  
The West Essex Tribune, Livingston
- 3rd Place: "Garden Greenhouse Nursery & Gift Shop"  
Karen Dickinson, Sales Representative  
Chris Cusick, Artist  
Cape May County Herald Times, Rio Grande

## **R-6 Best Single Ad Any Size, Multi-Spot or Full Color**

### **Daily, over 60,000**

- 1st Place: "Television Excellence"  
Caryl Schienvar, Sales Representative  
Sooze Kinney, Artist  
The Times, Trenton
- 2nd Place: "New Year's Eve"  
Felix Koranteng, Sales Representative  
Annette Wischmann, Artist  
The Record (Bergen County), Hackensack
- 3rd Place: "Toys & Crafts"  
Marc Foley, Sales Representative  
Chris Dickinson, Artist  
The Record (Bergen County), Hackensack

### **Daily, under 60,000**

- 1st Place: "Billiards & Bars"  
Jen Rush, Sales Representative  
Cathy Wilchak, Artist  
The Express-Times, Easton
- 2nd Place: "Somerville Aluminum"  
Shianne Burton, Sales Representative  
Chris Carnese, Artist  
Courier News, Bridgewater
- 3rd Place: "Rub-A-Dub Tub & Tile Reglazing"  
Annette Landi, Sales Representative  
Stephanie Sapone, Artist  
New Jersey Herald, Newton

### **Weekly**

- 1st Place: "Hot Spring"  
Karen Pinto, Sales Representative  
Danielle Nicotra, Artist  
The Central Record, Medford  
InterCounty Newspaper Group
- 2nd Place: "Adornments: All About Mom"  
Donna Cota, Sales Representative  
Donna Cota, Karen Trachtenberg, Grisel Cardona, Artists  
The West Essex Tribune, Livingston
- 3rd Place: "Leo Fasseas: Stacked For Fall"  
Nancy Katz Perlmutter, Sales Representative  
Karen Trachtenberg, Grisel Cardona, Artists  
The West Essex Tribune, Livingston

## **R-7 Best Campaign for One Advertiser, Using Multiple Products**

### **Daily, over 60,000**

1st Place: "AW Meyer"  
Felix Koranteng, Sales Representative  
Annette Wischmann, Artist  
The Record (Bergen County), Hackensack

2nd Place: "Renault Winery & Golf"  
Kara Datz, Sales Representative  
Tom Henrich, Trish Engelmann, Artists  
The Press of Atlantic City, Pleasantville

3rd Place: "Infinity Fence"  
Staff, Sales Representatives  
Trish Engelmann, Artist  
The Press of Atlantic City, Pleasantville

### **Daily, under 60,000**

1st Place: "Toothache? Quality Dental Care"  
Maria Gonzalez, Sales Representative  
Pam Adams, Artist  
The Daily Journal, Vineland

2nd Place: "Avalon A Hillsborough"  
George Pantozzi, Sales Representative  
Staff, Artists  
Courier News, Bridgewater

3rd Place: "Dr. Salz Lasik Seminar"  
Pete Farrell, Sales Representative  
Staff, Artists  
Courier News, Bridgewater

### **Weekly**

1st Place: "Classic Home & Garden"  
Ellie Kresefsky, Sales Representative  
Toni Codd, Erin Warren, Artists  
The Bernardsville News  
Recorder Community Newspapers

2nd Place: "Fantasy Island"  
Cindy Linkous, Sales Representative  
Cindy Linkous, Artist  
The Sandpaper, Surf City

3rd Place: "Corky's 'Faces' Ad"  
Madelon Woller, Sales Representative  
Staff, Artists  
Atlantic City Weekly, Pleasantville



## **R-8 Best Ad Campaign or Series, Black & White, smaller than 31.5" SAU**

### **Daily, over 60,000**

1st Place: "Blend"  
Gloria Quagleitta, Sales Representative  
Annette Wischmann, Artist  
The Record (Bergen County), Hackensack

2nd Place: "Nostalgia Oak"  
Lenny Pergentile, Sales Representative  
Lisa Zaccone, Artist  
The Record (Bergen County), Hackensack

3rd Place: "Famous Keyport Fishery"  
Eileen Colell, Sales Representative  
Gary Kravitz, Artist  
Asbury Park Press, Neptune

### **Daily, under 60,000**

1st Place: "Ethan Allen"  
H. Birdsong, Sales Representative  
Cathy Palmer, Artist  
The Express-Times, Easton

2nd Place: "Burlington Center Mall"  
Kim Holmes, Sales Representative  
Joe DiPaolo, Artist  
Burlington County Times, Willingboro

3rd Place: "America's Florist"  
Shianne Burton, Sales Representative  
Staff, Artist  
Courier News, Bridgewater

### **Weekly**

1st Place: "B & E Marine"  
Karen Dickinson, Sales Representative  
Kim Lynch, Artist  
Cape May County Herald Times, Rio Grande

2nd Place: "Star Maker"  
Brad Tomlinson, Sales Representative  
Matt McCrone, Artist  
Hunterdon Observer, Flemington  
NJN Publishing

3rd Place: "Interior Water Gardens"  
Tony Matthews, Sales Representative  
The Sandpaper, Surf City

## **R-9 Best Ad Campaign or Series, Black & White, 31.5" SAU or larger**

### **Daily, over 60,000**

- 1st Place: "Ocean City Home Bank"  
Staff, Sales Representatives  
Tom Henrich, Artist  
The Press of Atlantic City, Pleasantville
- 2nd Place: "Calvary Baptist Church"  
Lenny Pergentile, Sales Representative  
Barbara Bucher, Lisa Zaccone, Artist  
The Record (Bergen County), Hackensack
- 3rd Place: "Essex County Harley Davidson"  
Keisha Wade, Sales Representative  
Dave Petersen, Artist  
The Star-Ledger, Newark

### **Daily, under 60,000**

- 1st Place: "Somerset County Business Partnership"  
Sue McCooe, Sales Representative  
Staff, Artists  
Courier News, Bridgewater
- 2nd Place: "Auto Image"  
Shianne Burton, Sales Representative  
Staff, Artists  
Courier News, Bridgewater
- 3rd Place: no winner

### **Weekly**

- 1st Place: "Drivers F/X"  
Raina Filipiak, Sales Representative  
Matt McCrone, Artist  
Hunterdon Observer, Flemington  
NJN Publishing
- 2nd Place: "Hunterdon Pool"  
Hank Soulen, Sales Representative  
Amanda Samuel, Artist  
Hunterdon Observer, Flemington  
NJN Publishing
- 3rd Place: "Hunterdon Ski"  
Hank Soulen, Sales Representative  
Amanda Samuel, Artist  
Hunterdon Observer, Flemington  
NJN Publishing

## **R-10 Best Ad Campaign or Series - Color, all sizes**

### **Daily, over 60,000**

1st Place: "Architectural Products"  
Staff, Sales Representatives  
Ginny DeFilippis, Artist  
The Record (Bergen County), Hackensack

2nd Place: "AGM"  
Bob Kopec, Sales Representative  
Barbara Bucher, Artist  
The Record (Bergen County), Hackensack

3rd Place: "Open Your Eyes"  
Diane Thompson, Sales Representative  
Chris Dickinson, Artist  
The Record (Bergen County), Hackensack

### **Daily, under 60,000**

1st Place: "Big Tomato Contest – LaTorre Hardware"  
Jody Stouthoff, Sales Representative  
Cassandra Fileccia, Artist  
The Daily Journal, Vineland

2nd Place: "Cherry On Top – Brody's Furniture"  
Mike Pantalone, Sales Representative  
Cassandra Fileccia, Artist  
The Daily Journal, Vineland

3rd Place: "Father & Son Carpet"  
Carl Dicioccio, Sales Representative  
Jennifer Murray, Rich Stetson, Artists  
Burlington County Times, Willingboro

### **Weekly**

1st Place: "Wood Floor Store"  
Staff, Sales Representatives  
Staff, Artists  
Delaware Valley News, Frenchtown  
NJN Publishing

2nd Place: "Between the Sheets"  
Carole Adams, Sales Representative  
Staff, Artists  
The Sandpaper, Surf City

3rd Place: "Sink or Swim"  
Cindy Linkous, Sales Representative  
Staff, Artists  
The Sandpaper, Surf City

## **R-11 Best Newspaper Promotion Ad or Series, In Paper**

### **Daily, over 60,000**

1st Place: "Stand Out"  
Carol Lotito, Sales Representative  
Lisa Zaccone, Artist  
The Record (Bergen County), Hackensack

2nd Place: "Take North Jersey By Storm"  
Carol Lotito, Sales Representative  
Lisa Zaccone, Artist  
The Record (Bergen County), Hackensack

3rd Place: "Check This Out"  
Kathy Pino, Sales Representative  
Donna Poulsen, Artist  
Home News Tribune, East Brunswick

### **Daily, under 60,000**

1st Place: "Mother's Day"  
Staff, Sales Representatives  
Stephanie Sapone, Artist  
New Jersey Herald, Newton

2nd Place: "President's Day Auto"  
Staff, Sales Representatives  
Jennifer Lechiski, Artist  
New Jersey Herald, Newton

3rd Place: "Valentine's Dining & Gifts"  
Staff, Sales Representatives  
Christopher Spolarich, Artist  
Courier News, Bridgewater

### **Weekly**

1st Place: "\$102,287,002"  
Jon Marsh, Sales Representative  
Jon Marsh, Artist  
Hunterdon County Democrat, Flemington  
NJN Publishing

2nd Place: "\$50,000"  
Jon Marsh, Sales Representative  
Jon Marsh, Artist  
Hunterdon County Democrat, Flemington  
NJN Publishing

3rd Place: "Summer Camps & Schools"  
Staff, Sales Representatives  
Toni Codd, Erin Warren, Artists  
The Progress, Caldwell  
Recorder Community Newspapers

## **R-12 Best External Special Promotion Mailing Piece**

### **Daily, over 60,000**

1st Place: "A Market Worth More"  
Carol Lotito, Sales Representative  
Ron Bishow, Alan Post, Artists  
The Record (Bergen County), Hackensack

2nd Place: "Bridal Planner 2007"  
Staff, Sales Representatives  
Samantha Horning, Artist  
The Star-Ledger, Newark

3rd Place: "New Jersey Sophisticate"  
Staff, Sales Representatives  
Samantha Horning, Artist  
The Star-Ledger, Newark

### **Daily, under 60,000**

1st Place: "Restaurant Guide Mailer"  
Staff, Sales Representatives  
Stephanie Sapone, Artist  
New Jersey Herald, Newton

2nd Place: "Travel Guide Mailer"  
Staff, Sales Representatives  
Melissa Wydner, Artist  
New Jersey Herald, Newton

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

### **Weekly**

1st Place: "2006 Calendar"  
Staff, Sales Representatives  
Kim Lynch, Dawn Austin, Artists  
Cape May County Herald Times, Rio Grande

2nd Place: "Menu of Advertising Opportunities"  
Staff, Sales Representatives  
John Zawislak, Artist  
The Ridgewood News  
Community Newspapers of North Jersey Media Group

3rd Place: "Spring Bridal & Fashion 2006"  
Renee Illan, Sales Representative  
Renee Illan, Artist  
The Progress, Caldwell  
Recorder Community Newspapers

## **R-13 Best Special Page(s), Black & White - ROP**

### **Daily, over 60,000**

1st Place: "The Road To Indianapolis"  
Staff, Sales Representatives  
Staff, Artists  
The Record (Bergen County), Hackensack

2nd Place: "High School Football"  
Barbara Gorski, Sales Representative  
Staff, Artists  
Home News Tribune, East Brunswick

3rd Place: "New Year's Dineout"  
Staff, Sales Representatives  
Staff, Artists  
The Record (Bergen County), Hackensack

### **Daily, under 60,000**

1st Place: "Go Bolts! Go VHS!"  
Staff, Sales Representatives  
Staff, Artists  
The Daily Journal, Vineland

2nd Place: "Happy Birthday, Dr. Martin Luther King"  
Staff, Sales Representatives  
Staff, Artists  
Courier News, Bridgewater

3rd Place: "Wantage Plaza Day"  
Anna Marie Heverly, Sales Representative  
Staff, Artists  
New Jersey Herald, Newton

### **Weekly**

1st Place: "Women in Business"  
Staff, Sales Representatives  
Staff, Artists  
The West Essex Tribune, Livingston

2nd Place: "Too Hot To Cook"  
Kelly Kobryn, Marybeth Ponik, Sales Representatives  
Lisa M. Cuthbert, Artist  
Bayonne Community News, Hoboken  
Hudson Reporter Associates

3rd Place: "Specialty Gifts & Antique Shops"  
Staff, Sales Representatives  
Carol Newton, Annette Champagne, Artists  
Cape May County Herald Times, Rio Grande

## **R-14 Best Special Page(s) – Color, ROP**

### **Daily, over 60,000**

1st Place: "Shop & Dine in Northern Valley"  
Marina Mulholland, Stanley Kravitz, Sales Representatives  
Ginny DeFilippis, Artist  
The Record (Bergen County), Hackensack

2nd Place: "National Seafood Month"  
Heather Kaminski, Eileen Colelli, Sales Representatives  
Gary Kravitz, Frank Rosato, Artists  
Asbury Park Press, Neptune

3rd Place: "Wedding Directory"  
Barbara Rosenberg, Sales Representative  
Trish Engelmann, Artist  
The Press of Atlantic City, Pleasantville

### **Daily, under 60,000**

1st Place: "Don't Forget Mom"  
Staff, Sales Representatives  
Staff, Artists  
New Jersey Herald, Newton

2nd Place: "Mullica Hill Fall Festival"  
Lindsey McGrath, Sales Representative  
Staff, Artists  
Gloucester County Times, Woodbury

3rd Place: "Visit Hillsborough"  
Jen Ward, Sales Representative  
Staff, Artists  
Courier News, Bridgewater

### **Weekly**

1st Place: "Valentine Gifts"  
Staff, Sales Representatives  
Toni Codd, Erin Warren, Artists  
The Progress, Caldwell  
Recorder Community Newspapers

2nd Place: "Pine Barrens Festival"  
Amy Martinez, Sales Representative  
The Central Record, Medford  
InterCounty Newspaper Group

3rd Place: "4H Fair"  
Brad Tomlinson, Sales Representative  
Matt McCrone, Artist  
Hunterdon Observer, Flemington  
NJN Publishing

## **R-15 Best Free Standing Insert, Built by a Newspaper for One Advertiser**

### **Daily, over 60,000**

- 1st Place: "The Pier Shops – Dressing Up for the Season"  
Anthony Fortucci, Roxann Grant, Sales Representatives  
Elaine Capsel, Artist  
The Press of Atlantic City, Pleasantville
- 2nd Place: "Fun-Tastic Trips"  
Robin DeCamillo, Sales Representative  
Greta Carlton, Artist  
The Times, Trenton
- 3rd Place: "Welcome to Westwood"  
Fran Macaluso, Sales Representative  
Ginny DeFilippis, Chris Dickinson, Artists  
The Record (Bergen County), Hackensack

### **Daily, under 60,000**

- 1st Place: "Glenmar Nursery"  
Woody Gauker, Sales Representative  
Cathy Palmer, Artist  
The Express-Times, Easton
- 2nd Place: "America's Florist"  
Shianne Burton, Sales Representative  
Chris Carnese, Artist  
Courier News, Bridgewater
- 3rd Place: "Trace Adkins"  
Staff, Sales Representatives  
Bob Morgia, Artist  
The Express-Times, Easton

### **Weekly**

- 1st Place: "The Official Princeton Area Visitors Guide"  
Staff, Sales Representatives  
Michelle Riganati, Artist  
The Princeton Packet  
Packet Publications
- 2nd Place: "2006 Princeton Summer Experience"  
Staff, Sales Representatives  
Michelle Riganati, Artist  
The Princeton Packet  
Packet Publications
- 3rd Place: "Unforgettable Moments"  
Kristen Wingerts, Sales Representative  
Staff, Artists  
Atlanticville, Long Branch  
Greater Media Newspapers



## **R-16 Best Special Section**

### **Daily, over 60,000**

- 1st Place: "Dining Guide"  
Staff, Sales Representatives  
Staff, Artists  
Asbury Park Press, Neptune
- 2nd Place: "Physician's Guide '06"  
Staff, Sales Representatives  
Raji Rajan, Lisa Zaccone, Staff, Artists  
The Record (Bergen County), Hackensack
- 3rd Place: "Holiday Gift Guide"  
Staff, Sales Representatives  
Staff, Artists  
Home News Tribune, East Brunswick

### **Daily, under 60,000**

- 1st Place: "Match Game – LPGA at Hamilton Farms"  
Staff, Sales Representatives  
Staff, Artists  
Courier News, Bridgewater
- 2nd Place: "Business Forecast Part I and II"  
Staff, Sales Representatives  
Staff, Artists  
The Daily Journal, Vineland
- 3rd Place: "Spring Restaurant Guide"  
Staff, Sales Representatives  
Staff, Artists  
New Jersey Herald, Newton

### **Weekly**

- 1st Place: "Camps & Schools"  
Staff, Sales Representatives  
Staff, Artists  
Hunterdon County Democrat, Flemington  
NJN Publishing
- 2nd Place: "Inside Central Jersey Magazine"  
Staff, Sales Representatives  
Michelle Riganati, Artist  
The Princeton Packet  
Packet Publications
- 3rd Place: "The Good Life October"  
Staff, Sales Representatives  
Marie Repice, Susan Bryant, Artists  
The Central Record, Medford  
InterCounty Newspaper Group

## **R-17 Best New Product Development**

### **Daily, over 60,000**

- 1st Place: "Desi NJ"  
Staff, Sales Representatives  
Staff, Artists  
Home News Tribune, East Brunswick
- 2nd Place: "New Jersey Sophisticate"  
Staff, Sales Representatives  
Samantha Horning, Artist  
The Star-Ledger, Newark
- 3rd Place: "Press Ons"  
Staff, Sales Representatives  
Staff, Artists  
The Press of Atlantic City, Pleasantville

### **Daily, under 60,000**

- 1st Place: "Glovebox Gourmet"  
Staff, Sales Representatives  
Staff, Artists  
The Express-Times, Easton
- 2nd Place: "Football Posters"  
Staff, Sales Representatives  
Staff, Artists  
The Daily Journal, Vineland
- 3rd Place: "Reader's Choice Awards"  
Staff, Sales Representatives  
Staff, Artists  
New Jersey Herald, Newton

### **Weekly**

- 1st Place: "Eclectic"  
Jennifer Peyton, Staff, Sales Representatives  
Staff, Artists  
News Transcript, Freehold  
Greater Media Newspapers
- 2nd Place: "The Pulse"  
Staff, Sales Representatives  
Staff, Artists  
The Leader, Lyndhurst  
Leader Newspapers
- 3rd Place: no winner

## **R-18 Best Blooper Ad**

### **Daily, over 60,000**

- 1st Place: "Theo's Family Restaurant"  
Elaine Estermann, Sales Representative  
Michelle Martinez, Artist  
Home News Tribune, East Brunswick
- 2nd Place: "Better Than All the Rest"  
Staff, Sales Representatives  
Ron Bishow, Artist  
The Record (Bergen County), Hackensack

3rd Place: no winner

### **Daily, under 60,000**

- 1st Place: "Lowe's"  
Andrew Lazarus, Sales Representative  
Staff, Artist  
Courier News, Bridgewater

2nd Place: no winner

3rd Place: no winner

### **Weekly**

- 1st Place: "Goldtinker"  
Susan Porter, Sales Representative  
Chris Draper, Artist  
The Two River Times, Red Bank
- 2nd Place: "Bayberry"  
Tony Matthews, Sales Representative  
Staff, Artists  
The Sandpaper, Surf City
- 3rd Place: "Ocean City Pops"  
Lee Polidori, Sales Representative  
Joan Hinman, Artist  
Ocean City Sentinel  
Sample Media, Inc.