

2008 NJPA Advertising Contest Results – Retail

General Excellence

Daily over 60,000

The Record
Bergen County

Daily under 60,000

The Times
Trenton

Weekly

The SandPaper
Surf City

R-01 Best Single Ad – Black & White – Smaller than 16" SAU

Daily over 60,000

- 1st Place: "Gabriela's"
Tom Bohlen, Sales Representative
Dave Peterson, Artist
The Star-Ledger
- 2nd Place: "Close Knit"
Staff, Sales Representatives
Ginny DeFilippis, Artist
The Record (Bergen County)
- 3rd Place: "St. Joseph's Spring Sale"
Gloria Quinglietta, Sales Representative
Ginny DeFilippis, Artist
The Record (Bergen County)

Daily under 60,000

- 1st Place: "Smitten By Kittens"
Nancy D'Albus, Sales Representative
Staff, Artists
Daily Record
- 2nd Place: "Lounge Around All Night"
Staff, Sales Representatives
Staff, Artists
The Times, Trenton
- 3rd Place: "St. Patrick's Day Bash"
Staff, Sales Representatives
Staff, Artists
The Times, Trenton

Weekly

- 1st Place: "The View"
Teresa Brazill, Sales Representative
Jeff Kuhlman, Artist
The SandPaper
- 2nd Place: "Elmer's Auto Body"
Brett Ainsworth, Sales Representative
Mark Zeigler, Artist
The Retrospect
- 3rd Place: "Livingston Symphony Orchestra"
Diane Driggs, Sales Representative
Diane Driggs, Artist
The West Essex Tribune

R-02 Best Single Ad – Black & White – 16” to 31.5” SAU

Daily over 60,000

1st Place: “Community Charter School”
George Rivera, Sales Representative
Ginny DeFilippis, Artist
The Record (Bergen County)

2nd Place: “Union County Department of Parks”
Ralph Branch, Sales Representative
Dave Peterson, Artist
The Star-Ledger

3rd Place: no winner

Daily under 60,000

1st Place: “Messiah”
Staff, Sales Representatives
Gaylen Gillmore, Artist
The Times, Trenton

2nd Place: “Opera On The Liberty Belle”
Staff, Sales Representatives
Gaylen Gillmore, Artist
The Times, Trenton

3rd Place: “T. M. Ward”
Val McCormick, Sales Representative
Staff, Artists
Daily Record

Weekly

1st Place: “Salon Sauvage”
Nancy Katz Perlmutter, Sales Representative
Grisel Cardona, Karen Trachtenberg, Artists
The West Essex Tribune

2nd Place: “The Tiger Bar”
Mitch Lotenberg, Sales Representative
Smara Santaella, Artist
The Princeton Packet
Packet Publications

3rd Place: “Lobster Claw”
Marianne Nahodyl, Sales Representative
Staff, Artists
The SandPaper

R-03 Best Single Ad – Black & White – Larger than 31.5” SAU

Daily over 60,000

- 1st Place: “Noa Noa Restaurant”
Joe Colasurdo, Sales Representative
Dave Peterson, Artist
The Star-Ledger
- 2nd Place: “Woodbridge Pool”
Joe Colasurdo, Sales Representative
Dave Peterson, Artist
The Star-Ledger
- 3rd Place: “Associated Auctioneers A.C.”
Bridget Fields, Sales Representative
Christine Fay, Artist
The Press of Atlantic City

Daily under 60,000

- 1st Place: “What Do Women Want”
Staff, Sales Representatives
Staff, Artists
The Times, Trenton
- 2nd Place: “Furnish Your Outdoor Room”
Staff, Sales Representatives
Staff, Artists
The Times, Trenton
- 3rd Place: “Huge Floor Sample Sale”
Staff, Sales Representatives
Ruth O’Neill, Artist
The Times, Trenton

Weekly

- 1st Place: “Fall into Savings”
Elena Selmi, Sales Representative
Michael Mitolo, Artist
Bayonne Community News
Hudson Reporter Associates
- 2nd Place: “PJ’s Home Theater Concepts”
Wendy Navin, Sales Representative
Grisel Cardona, Karen Trachtenberg, Artists
The West Essex Tribune
- 3rd Place: “What’s the Buzz? Park Avenue Bar & Grill”
Jay Slansky, Sales Representative
Jennifer Martiak, Artist
The West New York Reporter
Hudson Reporter Associates

2008 NJPA Advertising Contest Results – Retail

R-04 Best Single Ad – Spot (1) Color – Smaller than 31.5” SAU

Daily over 60,000

1st Place: “Globe Shoes”
Rosemary Lynch, Sales Representative
Ginny DeFilippis, Artist
The Record (Bergen County)

2nd Place: “Beth Israel Cemetery”
Joe Colasurdo, Sales Representative
Dave Peterson, Artist
The Star-Ledger

3rd Place: “Gallo Roofing”
Staff, Sales Representatives
Christine Fay, Artist
The Press of Atlantic City

Daily under 60,000

1st Place: “Celebrate Mother’s Day”
Staff, Sales Representatives
Staff, Artists
The Times, Trenton

2nd Place: “Wanted Mr. Gold Diamonds”
Staff, Sales Representatives
Staff, Artists
The Times, Trenton

3rd Place: “The Dain Shoppe”
Karlle Marino, Sales Representative
Staff, Artists
Daily Record

Weekly

1st Place: “Spotlight”
Anthony Matthews, Sales Representative
Adrian Antonio, Artist
The SandPaper

2nd Place: “Terrace Tavern St. Patrick’s”
Cindy Linkous, Sales Representative
Adrian Antonio, Artist
The SandPaper

3rd Place: “George Press: Go Green”
Wendy Navin, Sales Representative
Grisel Cardona, Karen Trachtenberg, Artists
The West Essex Tribune

**R-05 Best Single Ad – Spot (1) or Process Color
– 31.5” SAU or larger**

Daily over 60,000

1st Place: “Trocki Cosmetic”
Stacy Wagner, Sales Representative
Patricia Engelmann, Artist
The Press of Atlantic City

2nd Place: “D’Angelo Farms”
Staff, Sales Representatives
Ginny DeFilippis, Artist
The Record (Bergen County)

3rd Place: “Be Even More Amazing”
Karen Kuhn, Sales Representative
Jill Metzger, Artist
The Press of Atlantic City

Daily under 60,000

1st Place: “Total Health”
John Kopec, Sales Representative
Staff, Artists
Daily Record

2nd Place: “Boonton Main Street”
Noemi Teleky, Sales Representative
Andrew Lazarus, Artist
Daily Record

3rd Place: “Real Deal”
Chris Konsolis, Sales Representative
Staff, Artists
Daily Record

Weekly

1st Place: “1st Colonial Bank Safe Harbor”
Brett Ainsworth, Sales Representative
Mark Zeigler, Artist
The Retrospect

2nd Place: “Lakeside Manor”
Denise Reinle, Christopher Blaszczyk, Artists
The Courier, Middletown

3rd Place: “Wise Family Jewelers”
Brett Ainsworth, Sales Representative
Mark Zeigler, Artist
The Retrospect

R-06 Best Single Ad Any Size –Multi-Spot or Full Color

Daily over 60,000

- 1st Place: "Oberg & Lindquist"
Fran Macaluso, Sales Representative
Ginny DeFilippis, Artist
The Record (Bergen County)
- 2nd Place: "Theatre Square Grill & Bistro"
Carmela Giardina, Sales Representative
Dave Petersen, Artist
The Star-Ledger
- 3rd Place: "Architectural Products"
Deneen Wright, Sales Representative
Ginny DeFilippis, Artist
The Record (Bergen County)

Daily under 60,000

- 1st Place: "Creations in Fabric"
Valerie McCormick, Sales Representative
Staff, Artists
Daily Record
- 2nd Place: "Arctic Ice Cream"
Susan Goss, Sales Representative
Samara Santaella, Artist
The Trentonian
- 3rd Place: "The 60th Anniversary for Ferrari"
Staff, Sales Representatives
Gaylen Gallimore, Artist
The Times, Trenton

Weekly

- 1st Place: "M.S. Brown"
Karen Dickinson, Sales Representative
Dawn Austin, Artist
Cape May County Herald Times
- 2nd Place: "George Press: Anniversary Sale"
Wendy Navin, Sales Representative
Grisel Cardona, Diane Driggs, Artists
The West Essex Tribune
- 3rd Place: "Kickoff the Holiday Season with the Bayonne Town Center"
Tish Kraszyk, Sales Representative
Pasquale Spina, Artist
Bayonne Community News
Hudson Reporter Associates

R-07 Best Campaign for One Advertiser – Using Multiple Products

Daily over 60,000

1st Place: "Fairmount Eats"
Dan McLaughlin, Sales Representative
Ginny DeFilippis, Artist
The Record (Bergen County)

2nd Place: "Action Landscaping"
Stacy Wagner, Sales Representative
Trisha Engelman, Artist
The Press of Atlantic City

3rd Place: "Press On Ad - Clips Coupon Ad"
Joan Esposito, Sales Representative
Cindy Lim, Margaret Rynshall, Artists
The Press of Atlantic City

Daily under 60,000

1st Place: no winners

2nd Place: no winners

3rd Place: no winners

Weekly

1st Place: "Fantasy Island"
Cindy Linkous, Sales Representative
Adrian Antonio, Artist
The SandPaper

2nd Place: "Somerset Grain Food & Supply"
Ellie Kresefsky, Sales Representative
Toni Codd, Sally Harris, Artists
The Bernardsville News
Recorder Community Newspapers

3rd Place: "Faria's Surf & Sport"
Anthony Matthews, Sales Representative
Staff, Artists
The SandPaper

**R-08 Best Ad Campaign or Series – Black & White
– Smaller than 31.5” SAU**

Daily over 60,000

1st Place: no winner

2nd Place: no winner

3rd Place: no winner

Daily under 60,000

1st Place: “Big Brothers Big Sisters”
Maria Lyons, Sales Representative
Staff, Artists
Daily Record

2nd Place: “Sticky Wicket”
Staff, Sales Representatives
Staff, Artists
The Times, Trenton

3rd Place: no winner

Weekly

1st Place: “Capture the Moment”
Wendy Navin, Sales Representative
Diane Driggs, Artist
The West Essex Tribune

2nd Place: “Indian Summer”
Cindy Linkous, Sales Representative
Staff, Artists
The SandPaper

3rd Place: “Henry’s”
Rob Elder, Sales Representative
Sean Kohman, Artist
Ocean City Sentinel
Sample Media

**R-09 Best Ad Campaign or Series – Black & White
– 31.5” SAU or larger**

Daily over 60,000

1st Place: no entries

2nd Place: no entries

3rd Place: no entries

Daily under 60,000

1st Place: no entries

2nd Place: no entries

3rd Place: no entries

Weekly

1st Place: “Affordable Housing in NJ”
Timothy Kovach, Artist
The Courier, Middletown

2nd Place: “LBIF”
Teresa Brazill, Sales Representative
Jeff Kuhlman, Artist
The SandPaper

3rd Place: no winner

R-10 Best Ad Campaign or Series – Color – All Sizes

Daily over 60,000

- 1st Place: "Corrado's"
George Rivera, Sales Representative
Ginny DeFilippis, Artist
The Record (Bergen County)
- 2nd Place: "Best Carpets"
Katina Wilson, Sales Representative
Jason Baum, Artist
The Record (Bergen County)
- 3rd Place: "New Jersey Decorating Exchange"
"Brian Perlman, Rosemary Lynch", Sales Representatives
Ginny DeFilippis, Artist
The Record (Bergen County)

Daily under 60,000

- 1st Place: "Delightful Dining Destinations"
Staff, Sales Representatives
Staff, Artists
The Times, Trenton
- 2nd Place: "Maggie Moore's"
Nick Fiore, Sales Representative
Staff, Artists
Daily Record
- 3rd Place: no winner

Weekly

- 1st Place: "Juniper Village"
Florence Lenaz, Sales Representative
Toni Codd, Artist
The Madison Eagle
Recorder Community Newspapers
- 2nd Place: "Bartlett Tree Expert"
Mark Zeigler, Sales Representative
Mark Zeigler, Artist
The Retrospect
- 3rd Place: "Nature Craft Jewelry"
Teresa Brazill, Sales Representative
Staff, Artists
The SandPaper

R-11 Best Newspaper Promotion Ad or Series – In Paper

Daily over 60,000

- 1st Place: "Business Finder"
Staff, Sales Representatives
Darren Phillips, Artist
The Star-Ledger
- 2nd Place: "Inside Jersey - Are You An Insider?"
Staff, Sales Representatives
Samantha Horning, Artist
The Star-Ledger
- 3rd Place: no winner

Daily under 60,000

- 1st Place: "Spring Dining Guide"
Staff, Sales Representatives
Gaylen Gallimore, Artist
The Times, Trenton
- 2nd Place: no winner
- 3rd Place: no winner

Weekly

- 1st Place: "Crisp, Local, Fresh"
Anna Kinal, Artist
The Lawrence Ledger
Packet Publications
- 2nd Place: "Free Breaking News Alert"
Staff, Sales Representatives
Winie Varillas, Artist
The Leader
Leader Newspapers
- 3rd Place: "Fifth Anniversary Relaunch"
Staff, Sales Representatives
Winie Varillas, Artist
The Leader
Leader Newspapers

R-12 Best External Special Promotion Mailing Piece

Daily over 60,000

1st Place: "Inside Jersey"
Staff, Sales Representatives
Samantha Horning, Artist
The Star-Ledger

2nd Place: "Business Finder"
Staff, Sales Representatives
Samantha Horning, Artist
The Star-Ledger

3rd Place: "Great Destinations"
Staff, Sales Representatives
Karen Fazio, Artist
The Star-Ledger

Daily under 60,000

1st Place: "Real Morris Marketing Presentation"
Gionna Abouzeid, Sales Representative
Staff, Artists
Daily Record

2nd Place: no winner

3rd Place: no winner

Weekly

1st Place: "The SandPaper Media Kit"
Cindy Linkous, Sales Representative
Adrian Antonio, Artist
The SandPaper

2nd Place: "Experience the Variety"
Elena Selmi, Sales Representative
Lisa M. Cuthbert, Artist
Bayonne Community News
Hudson Reporter Associates

3rd Place: "The Leader Media Kit"
Staff, Sales Representatives
Wini Varillas, Artist
The Leader
Leader Newspapers

R-13 Best Special Page(s) – ROP – Black & White

Daily over 60,000

1st Place: no entries

2nd Place: no entries

3rd Place: no entries

Daily under 60,000

1st Place: "Fall Home and Garden"
Staff, Sales Representatives
Staff, Artists
The Times, Trenton

2nd Place: no winner

3rd Place: no winner

Weekly

1st Place: "Women in Business"
Staff, Sales Representatives
Grisel Cardona, Karen Trachtenberg, Diane Driggs, Artists
The West Essex Tribune

2nd Place: "Boutique Chic"
Staff, Sales Representatives
Jennifer Martiak, Artist
The Jersey City Reporter
Hudson City Associates

3rd Place: "Holiday Gift Guide"
Staff, Sales Representatives
Grisel Cardona, Karen Trachtenberg, Diane Driggs, Artists
The West Essex Tribune

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

Daily over 60,000

- 1st Place: "Oh What a Night"
Lisbeth Cirello, Sales Representative
Staff, Artists
The Record (Bergen County)
- 2nd Place: "Valentine's Day Dining Guide"
Staff, Sales Representatives
Staff, Artists
The Record (Bergen County)
- 3rd Place: "Ocean County Holidays"
"Joann Haring, Kari Squire", Sales Representatives
Gloria Sabato, Artist
The Press of Atlantic City

Daily under 60,000

- 1st Place: "Spring Home and Garden"
Staff, Sales Representatives
Staff, Artists
The Times, Trenton
- 2nd Place: "Going Green - Environmentally Friendly Products"
Staff, Sales Representatives
Staff, Artists
The Times, Trenton
- 3rd Place: "Route 46 Advertisers"
Staff, Sales Representatives
Staff, Artists
Daily Record

Weekly

- 1st Place: "Seashore Treasurers"
Rosanne Merrick-Borgo, Sales Representative
Sean Kolman, Artist
Cape May Star & Wave
Sample Media
- 2nd Place: "Weekly NFL Picks"
Staff, Sales Representatives
Staff, Artists
Atlantic City Weekly
- 3rd Place: "October Dining Guide"
Karen Burke, Marc Foley, Sales Representatives
Winie Varillas, Artist
The Leader
Leader Newspapers

2008 NJPA Advertising Contest Results – Retail

R-15 Best Free Standing Insert – Built by a Newspaper for Single Advertiser or Group of Advertisers

Daily over 60,000

1st Place: "Bob's Garden Center"
Joan Esposito, Sales Representative
Cindy Lim, Artist
The Press of Atlantic City

2nd Place: no winner

3rd Place: no winner

Daily under 60,000

1st Place: "Morris County Vocational School District"
Linda Kussick, Sales Representative
Staff, Artists
Daily Record

2nd Place: "Leewood Properties - Why Rent?"
Mark Velez, Sales Representative
Ann Bench, Artist
The Trentonian

3rd Place: no winner

Weekly

1st Place: "Season's Greetings"
"Karen Burke, Marc Foley", Sales Representatives
Winie Varillas, Artist
The Leader
Leader Newspapers

2nd Place: "Princeton Area Life"
Staff, Sales Representatives
Michelle Riganati, Artist
The Princeton Packet
Packet Publications

3rd Place: "Junior League of Greater Princeton"
Staff, Sales Representatives
Michelle Riganati, Artist
The Princeton Packet
Packet Publications

R-16 Best Special Section

Daily over 60,000

1st Place: "NJ Family Time"
Staff, Sales Representatives
Suzanne Anan, Karen Fazio, Artists
The Star-Ledger

2nd Place: "NJ Sophisticate"
Staff, Sales Representatives
Suzanne Anan, Karen Fazio, Artists
The Star-Ledger

3rd Place: "Global Green Expo 2008"
Staff, Sales Representatives
Darren Phillips, Artist
The Star-Ledger

Daily under 60,000

1st Place: "History of the World Series"
Staff, Sales Representatives
Staff, Artists
The Trentonian

2nd Place: "Let's Shop!"
Staff, Sales Representatives
Staff, Artists
Daily Record

3rd Place: no winner

Weekly

1st Place: "Fine Living in Central Jersey"
Staff, Sales Representatives
Michelle Riganati, Artist
The Princeton Packet
Packet Publications

2nd Place: "Our Town"
Staff, Sales Representatives
Toni Codd, Sally Harris, Artists
The Bernardsville News
Recorder Community Newspapers

3rd Place: "Dining, Entertainment & Recreation Guide 2008"
Staff, Sales Representatives
Staff, Artists
Cape May County Herald Times

R-17 Best New Product Development

Daily over 60,000

- 1st Place: "Then & Now"
Staff, Sales Representatives
James Emolo, Alan Post & Staff, Artists
The Record (Bergen County)
- 2nd Place: "North Jersey Homes"
Tom Morgan, Sales Representative
Eileen Watkins, Jason Tyburczy, Antoinette Rainone, James Emolo, Artists
The Record (Bergen County)
- 3rd Place: "Inside Jersey"
Staff, Sales Representatives
Staff, Artists
The Star-Ledger

Daily under 60,000

- 1st Place: "Real Morris Magazine"
Marsha Lange, Sales Representative
Staff, Artists
Daily Record
- 2nd Place: "Your Health Monthly"
Marsha Lange, Sales Representative
Staff, Artists
Daily Record
- 3rd Place: no winner

Weekly

- 1st Place: "99 Ways to Have Fun"
Staff, Sales Representatives
Staff, Artists
The SandPaper
- 2nd Place: no winner
- 3rd Place: no winner