



**Better  
Newspaper  
Contest**

**2008 Circulation  
Awards**

Awards Banquet

# Home Delivery/ New Subscription Sales Programs





# The Record

Bergen County

“Fuel Your Mind”

Promotion Creators

**Michele Marquis,  
Don Rifkin, Bill Lord**

Artists

**Paul Wood Jr, Bill Merkle**

# **Single Copy Sales - to Customers**





# The Record

Bergen County

“Giants Poster Series”

Promotion Creators

**Rick Gathen**

**Bill Lord**

Artist

**Paul Wood Jr.**

# Single Copy Sales – to Retailers





# The Press of Atlantic City



“Retail Sales ShopRite Partnership Rewards”

Marketing

**Margaret Rynshall**

Artist

**Anne Nguyen**

Advertising

**Anthony Falduto**

Circulation Single Copy

**Gary Ruble**

# **Single Copy Sales - Third Party Sales**





# The Press of Atlantic City



“Sea Isle City”

Promotion Creators

**John Hunter**

**Anne Nguyen**

Artists

**Staff**

# **Retention Programs – Consumer Retention**



# The Press of Atlantic City



“Retention  
E-mails”

Promotion Creator

**Carol Steiger**

Artist

**Debra Havrilchak**

# **Newspaper In Education - All Promotions to Increase NIE Circulation**



# The Record

Bergen County

“Community Promotions”

Promotion Creators

**Cynthia Forster**

**Patrick Tuohey**

**Susan Biegen**

Artists

**Paul Wood, Patty Koziol**



# **Newspaper In Education – Educational Projects**







# The Record

Bergen County

“Conserve Wildlife  
Foundation of NJ”

Promotion Creators

**Cynthia Forster**

**Patrick Tuohey**

**Susan Biegen**

Artists

**Paul Wood, Patty Koziol**

# **General Newspaper Promotion – Public Relations/Special Events**



# The Record

Bergen County

“NY Jets Promotion Series”

Promotion Creators

**Rick Gathen**

**Yazmin Gomez**

**Amanda LaPara**

Artist

**Paul Wood**



# General Excellence Awards



General  
Excellence

# The Record

Bergen County

# Congratulations!



Awards Banquet