

2008 NJPA Circulation Contest Results

General Excellence

The Record
Bergen County

A1: Home Delivery/New Subscription Sales Programs – Sales/News Subscription Promotions

no entries

A2: Home Delivery/New Subscription Sales Programs – Direct/Targeted Marketing

no entries

A3: Home Delivery/New Subscription Sales Programs – All Other Sales Promotions

"Fuel Your Mind"
Michele Marquis, Don Rifkin, Bill Lord, Promotion Creators
Paul Wood Jr., Bill Merkle, Artists
The Record, Bergen County

B1: Single Copy Sales Programs – Single Copy Sales to Customers

“Giants Poster Series”
Rick Gathen, Bill Lord, Promotion Creators
Paul Wood Jr., Artist
The Record, Bergen County

B2: Single Copy Sales Programs – Single Copy Sales to Retailers

“Retail Sales Shop Rite Partnership Rewards”
Anne Nguyen, Marketing
Anthony Falduto, Advertising
Gary Ruble, Circulation Single Copy
Margaret Rynshall, Artist
The Press of Atlantic City

B3: Single Copy Sales Programs – Third Party Sales

“Sea Isle City”
John Hunter, Anne Nguyen, Promotion Creators
Staff, Artists
The Press of Atlantic City

C1: Retention Programs – Consumer Retention Programs

“Retention E-mails”
Carol Steiger, Promotion Creator
Debra Havrilchak, Artist
The Press of Atlantic City

C2: Retention Programs – Carrier Recognition/Recruitment/Retention

no entries

**D1 Newspaper In Education Programs –
All Promotions to Increase NIE Circulation**

“Community Promotions”

Cynthia Forster, Patrick Tuohey, Susan Biegen, Promotion Creators
Paul Wood, Patty Koziol, Artists
The Record, Bergen County

**D2 Newspaper In Education Programs –
Educational Projects**

“Conserve Wildlife Foundation of NJ”

Cynthia Forster, Patrick Tuohey, Susan Biegen, Promotion Creators
Paul Wood, Patty Koziol, Artists
The Record, Bergen County

**E1 General Newspaper Promotion –
Public Relations/Special Events**

“NY Jets Promotion Series”

Rick Gathen, Yazmin Gomez, Amanda LaPara, Promotion Creators
Paul Wood, Artist
The Record, Bergen County