

# 2009 NJPA Advertising Contest Results – Retail

## General Excellence

Daily over 60,000

**The Press of Atlantic City**  
Pleasantville

Daily under 60,000

**Daily Record**  
Parsippany

Weekly

**The SandPaper**  
Surf City

## **R-1, Best Single Ad – Black & White, smaller than 16" S.A.U.**

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

- 1st Place: "R&J Tree Farm"  
Kari Squire – Sales Representative  
The Press of Atlantic City
- 2nd Place: "The Flying Carp"  
Rachel O'Donnell – Sales Representative  
The Press of Atlantic City
- 3rd Place: "Dr. Mordecai"  
Stacy Wagner – Sales Representative  
Jill Metzger – Artist  
The Press of Atlantic City

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

- 1st Place: "Free Tanning (Level 1) All Weekend"  
Staff – Sales Representatives  
Gaylen Gallimore – Artist  
The Times
- 2nd Place: "Your, Best Friends' Pet Care"  
Lenny Pergentile – Sales Representative  
Staff – Artists  
Daily Record
- 3rd Place: "Commit to Change Studio"  
Brenda Newkirk – Sales Representative  
Staff – Artists  
Daily Record

### **Weekly**

- 1st Place: "Oaklyn Manor BBQ & Blues"  
Brett Ainsworth – Sales Representative  
Mark Zeigler – Artist  
The Retrospect
- 2nd Place: "Are Your Feet Beat?"  
Brett Ainsworth – Sales Representative  
Mark Zeigler – Artist  
The Retrospect
- 3rd Place: "Fisheads"  
Cindy Linkous – Sales Representative  
Jeff Kuhlman – Artist  
The SandPaper

## **R-2, Best Single Ad – Black & White, 16" to 31.5" S.A.U.**

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

1st Place: "Bellyssimo"  
JoAnne Haring – Sales Representative  
Staff – Artists  
The Press of Atlantic City

2nd Place: "AC Pet Motel"  
Patti Bradley – Sales Representative  
The Press of Atlantic City

3rd Place: no winner

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

1st Place: "Prime Wine Tasting"  
Leanne Swallowood – Sales Representative  
Gaylen Gallimore – Artist  
The Times

2nd Place: "Night and Day"  
Staff – Sales Representatives  
Gaylen Gallimore – Artist  
The Times

3rd Place: "Butch Pine Emporium"  
Barbara Miele – Sales Representative  
Staff – Artists  
Daily Record

### **Weekly**

1st Place: "George Press – Winning Moves"  
Wendy Navin – Sales Representative  
Grisel Cardona, Karen Trachtenberg – Artists  
The West Essex Tribune

2nd Place: "Teak – New Year's Eve"  
Barbara Dillon – Sales Representative  
Michael Mitolo – Artist  
The Hoboken Reporter  
Hudson Reporter Associates

3rd Place: "West Orange Jewelers – Jewelry Lasts Forever"  
Diane Driggs – Sales Representative  
Diane Driggs – Artist  
The West Essex Tribune

## **R-3, Best Single Ad – Black & White, larger than 31.5” S.A.U.**

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

- 1st Place: “Oreck”  
Joan Esposito – Sales Representative  
Staff – Artists  
The Press of Atlantic City
- 2nd Place: “D’Amato Law”  
Stacey Wagner – Sales Representative  
Pam Laschley – Artist  
The Press of Atlantic City
- 3rd Place: no winner

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

- 1st Place: “Rena’s Jewelry”  
Marsha Lange – Sales Representative  
Staff – Artists  
Daily Record
- 2nd Place: “Patio World Home & Hearth”  
Staff – Sales Representatives  
Staff – Artists  
The Times
- 3rd Place: “Lights Come on in Morristown”  
Brenda Newkirk – Sales Representative  
Staff – Artist  
Daily Record

### **Weekly**

- 1st Place: “Shore Heaven Salon”  
Marianne Nahodyl – Sales Representative  
Staff – Artists  
The SandPaper
- 2nd Place: “Welcome to Historic Cape May”  
Rosanne Merrick-Borgo – Sales Representative  
Sean Kolman – Artist  
Cape May Star & Wave  
Sample Media
- 3rd Place: “MCRC Physical Therapy/Pyramid Fitness”  
Nancy Katz Perlmutter – Sales Representative  
Grisel Cardona, Karen Trachtenberg – Artists  
The West Essex Tribune

## **R-4, Best Single Ad – Spot (1) Color, smaller than 31.5” S.A.U.**

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

- 1st Place: “Frank’s Jewelers”  
Melissa Lynch – Sales Representative  
David Caywood – Artist  
The Press of Atlantic City
- 2nd Place: “Turn Cash for Klunkers”  
Dan McClaughlin – Sales Representative  
Ginny DeFilippis – Artist  
The Record (Bergen County)
- 3rd Place: no winner

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

- 1st Place: “75% Off”  
Leanne Smallwood – Sales Representative  
Ruth O’Neill – Artist  
The Times
- 2nd Place: “Timber Tree Experts”  
Kate Cammarto – Sales Representative  
Staff – Artists  
Daily Record
- 3rd Place: “Arthur’s Tavern”  
Barbara Miele – Sales Representative  
Staff – Artists  
Daily Record

### **Weekly**

- 1st Place: “Nail Lounge”  
Carole Adams – Sales Representative  
Jennifer Wolfschmidt – Artist  
The SandPaper
- 2nd Place: “Rexy’s Valentine Sweetheart Special”  
Brett Ainsworth – Sales Representative  
Mark Ziegler – Artist  
The Retrospect
- 3rd Place: no winner

**R-5, Best Single Ad – Spot (1) or Process Color,  
31.5" S.A.U. or larger**

**Daily over 60,000**

1st Place: "Retirement Living"  
Bob Schrumpf – Sales Representative  
Damon Cassaro, Jason Baum – Artists  
The Record (Bergen County)

2nd Place: "Happy Holidays Crab Trap"  
JoAnn Haring – Sales Representative  
Staff – Artists  
The Press of Atlantic City

3rd Place: "Seeking Spiritual Solutions"  
Patricia Jewel – Sales Representative  
Elaine Capsel, Sindy Hartman – Artists  
The Press of Atlantic City

**Daily under 60,000**

1st Place: "Floor Solutions"  
Valarie Gardner – Sales Representative  
Staff – Artists  
Daily Record

2nd Place: "36% Off"  
Staff – Sales Representatives  
Staff – Artists  
The Times

3rd Place: no winner

**Weekly**

1st Place: "Fairfield Garden Center"  
Garry DeYoung – Sales Representative  
Linda Cavaleri – Artist  
Parsippany Life  
Community Newspapers of North Jersey Media Group

2nd Place: "Primo Water Ice Grand Opening"  
Brett Ainsworth – Sales Representative  
Mark Ziegler – Artist  
The Retrospect

3rd Place: "George Press: Time to Celebrate"  
Wendy Navin – Sales Representative  
Karen Trachtenberg, Grisel Cardona – Artists  
The West Essex Tribune

## **R-6, Best Single Ad – Multi-Spot or Full Color, all sizes**

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

- 1st Place: "Green Mountain Coffee"  
Andrea Dove – Sales Representative  
David Petersen – Artist  
The Star-Ledger
- 2nd Place: "2nd Annual City Place Sidewalk Sale"  
Kathy Friedman – Sales Representative  
Ginny DeFilippis – Artist  
The Record (Bergen County)
- 3rd Place: "Hawk Haven Winery"  
Joann Haring – Sales Representative  
Staff – Artists  
The Press of Atlantic City

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

- 1st Place: "Jersey Boy Bagels"  
Marsha Lange – Sales Representative  
Janet Zeek – Artist  
Daily Record
- 2nd Place: "Largest Selection of Uggs in Mercer County"  
Bonnie Rimmey – Sales Representative  
Gaylen Gallimore – Artist  
The Times
- 3rd Place: "Rockaway Garden Center"  
Rebecca Bogonovich – Sales Representative  
Staff – Artist  
Daily Record

### **Weekly**

- 1st Place: "David vs. Goliath"  
David Unger – Sales Representative  
Pasquale Spina – Artist  
The Jersey City Reporter  
Hudson Reporter Associates
- 2nd Place: "Flair"  
Dale DeFino – Sales Representative  
Craig Ruvere – Artist  
Franklin Lakes/Oakland Suburban  
Community Newspapers of North Jersey Media Group
- 3rd Place: "Let's Celebrate"  
Dale DeFino – Sales Representative  
Craig Ruvere – Artist  
Town Journal  
Community Newspapers of North Jersey Media Group

## **2009 NJPA Advertising Contest Results – Retail**

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

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

- 1st Place: "Action Landscaping"  
Stacy Wagner – Sales Representative  
John Lunde, Mark Bohan – Artists  
The Press of Atlantic City
- 2nd Place: "LaBottine"  
Sindy Hartman – Artist  
The Press of Atlantic City
- 3rd Place: "Transcend"  
The Press of Atlantic City

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

- 1st Place: "Christmas Décor"  
Kate Commarato – Sales Representative  
Daily Record
- 2nd Place: "Ben Franklin"  
Chris Konsulis – Sales Representative  
Daily Record
- 3rd Place: "North American Pfister"  
Chris Konsulis – Sales Representative  
Daily Record

### **Weekly**

- 1st Place: "Surflight Theatre"  
Cindy Linkous – Sales Representative  
Adrian Antonio – Artist  
The SandPaper
- 2nd Place: "Cording Landscape Design"  
Lance Osborn – Sales Representative  
Toni Codd, Sally Harris – Artists  
The Bernardsville News  
Recorder Community Newspapers
- 3rd Place: "Fantasy Island"  
Cindy Linkous – Sales Representative  
Adrian Antonio – Artist  
The SandPaper



**R-8, Best Ad Campaign or Series –  
Black & White, smaller than 31.5" S.A.U.**

**Daily over 60,000**

1st Place: "Beach Comber"  
Melissa Lynch – Sales Representative  
Sindy Hartman – Artist  
The Press of Atlantic City

2nd Place: "Hometown Variety"  
Patti Bradley – Sales Representative  
The Press of Atlantic City

3rd Place: "Allen's Shoes"  
Melissa Lynch – Sales Representative  
The Press of Atlantic City

**Daily under 60,000**

1st Place: "Sticky Wicket"  
Ruth O'Neill – Artist  
The Times

2nd Place: no winner

3rd Place: no winner

**Weekly**

1st Place: "Country Kettle Fudge"  
Cindy Linkous – Sales Representative  
Staff – Artists  
The SandPaper

2nd Place: "Little Ones/Fall Campaign"  
Wendy Navin – Sales Representative  
Grisel Cardona, Karen Trachtenberg – Artists  
The West Essex Tribune

3rd Place: "Between the Sheets"  
Carole Adams – Sales Representative  
The SandPaper

**R-9, Best Ad Campaign or Series –  
Black & White, 31.5" S.A.U. or larger**

**Daily over 60,000**

1st Place: "Golf and Tennis World"  
Kari Squire – Sales Representative  
The Press of Atlantic City

2nd Place: "Oreck"  
Joan Esposito – Sales Representative  
The Press of Atlantic City

3rd Place: "Charter Tech"  
Larry Fusaro – Sales Representative  
The Press of Atlantic City

**Daily under 60,000**

1st Place: "Arthur's Tavern"  
Barbara Miele – Sales Representative  
Daily Record

2nd Place: no winner

3rd Place: no winner

**Weekly**

1st Place: no entries

2nd Place: no entries

3rd Place: no entries

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

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

1st Place: "Frank's Jewelers"  
Melissa Lynch – Sales Representative  
David Caywood – Artist  
The Press of Atlantic City

2nd Place: "B.F. Mazzeo"  
Stacy Wagner – Sales Representative  
Pam Lashley – Artist  
The Press of Atlantic City

3rd Place: "Ky Lin"  
Melissa Lynch – Sales Representative  
The Press of Atlantic City

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

1st Place: "Total Health"  
John Kopec – Sales Representative  
Janet Zeek – Artist  
Daily Record

2nd Place: "Lakeland Hills Family YMCA"  
Peter Bocchieri – Sales Representative  
Daily Record

3rd Place: no winner

### **Weekly**

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

2nd Place: "Juniper Village"  
Florence Lenaz – Sales Representative  
Toni Codd, Sally Harris – Artists  
The Madison Eagle  
Recorder Community Newspapers

3rd Place: "Between the Sheets"  
Carole Adams – Sales Representative  
The SandPaper

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

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

- 1st Place: "Inside Jersey"  
Staff – Sales Representatives  
David Petersen – Artist  
The Star-Ledger
- 2nd Place: "Faces & Places"  
Jaime Hoagland – Sales Representative  
David Caywood – Artist  
The Press of Atlantic City
- 3rd Place: "Testimonial Ad: Ricciardi Bros."  
Staff – Sales Representatives  
David Petersen – Artist  
The Star-Ledger

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

- 1st Place: "MorrisHomePros.com"  
Staff – Sales Representatives  
Staff – Artists  
Daily Record
- 2nd Place: "Roma Bank"  
Mike Hoffman – Sales Representative  
Gaylen Gallimore – Artist  
The Times
- 3rd Place: "Hamilton Holidays"  
Staff – Sales Representatives  
Gaylen Gallimore – Artist  
The Times

### **Weekly**

- 1st Place: "3-2-1"  
Cindy Linkous – Sales Representative  
Adrian Antonio – Artist  
The SandPaper
- 2nd Place: "Cape May is Celebrating 400 Years"  
Rosanne Merrick-Borgo – Sales Representative  
Sean Kolman – Artist  
Cape May Star & Wave  
Sample Media
- 3rd Place: "Fall Homefront"  
Cindy Linkous – Sales Representative  
Jennifer Eldridge – Artist  
The SandPaper

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

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

- 1st Place: "Holiday Campaign"  
Staff – Sales Representatives  
David Caywood, Catherine Galioto – Artists  
The Press of Atlantic City
- 2nd Place: "2009 Arts & Entertainment Preview"  
Tracey Brandsatter – Sales Representative  
David Petersen – Artist  
The Star-Ledger
- 3rd Place: "Summer Fun 2009"  
Staff – Sales Representatives  
David Caywood, Catherine Galioto – Artists  
The Press of Atlantic City

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

- 1st Place: "MorrisBestBuys.com"  
Staff – Sales Representatives  
Staff – Artists  
Daily Record
- 2nd Place: "2009 Bridal Expo"  
Staff – Sales Representatives  
Staff – Artists  
Daily Record
- 3rd Place: no winner

### **Weekly**

- 1st Place: "Sun, Surf, Sandpaper Media Kit"  
Cindy Linkous – Sales Representative  
Adrian Antonio – Artist  
The SandPaper
- 2nd Place: "Health, Mind & Body"  
Staff – Sales Representatives  
Lisa Cuthbert – Artist  
The Hoboken Reporter  
Hudson Reporter Associates
- 3rd Place: "Secaucus for the Holidays"  
Barbara Dillon – Sales Representative  
Lisa Cuthbert – Artist  
The Hoboken Reporter  
Hudson Reporter Associates

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

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

1st Place: "Phillies Group Page"  
Staff – Sales Representatives  
Sindy Hartman – Artist  
The Press of Atlantic City

2nd Place: "Auto Care Services"  
The Press of Atlantic City

3rd Place: no winner

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

1st Place: "Professional Directory"  
Brenda Newkirk – Sales Representative  
Staff – Artists  
Daily Record

2nd Place: "Wharton Canal Day"  
Rebecca Bogonovich – Sales Representative  
Staff – Artists  
Daily Record

3rd Place: no winner

### **Weekly**

1st Place: "Celebrate Livingston History"  
Staff – Sales Representatives  
Staff – Artists  
The West Essex Tribune

2nd Place: "Women in Business"  
Staff – Sales Representatives  
Staff – Artists  
The West Essex Tribune

3rd Place: "Shop Downtown Hoboken"  
Christine Youngclaus – Sales Representative  
Lisa Cuthbert – Artist  
The Hoboken Reporter  
Hudson Reporter Associates

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

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

- 1st Place: "Season's Greetings"  
Anthony Falduto – Sales Representative  
David Caywood, Kristin Gummel – Artists  
The Press of Atlantic City
- 2nd Place: "Exit to Fun"  
Staff – Sales Representatives  
Jim Emolo, Alan Post – Artists  
The Record (Bergen County)
- 3rd Place: "Summer Camp, Schools & Programs"  
Donna Gueterman – Sales Representative  
Staff – Artists  
The Record (Bergen County)

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

- 1st Place: "Mother's Day Restaurant Guide"  
Staff – Sales Representatives  
Staff – Artists  
The Times
- 2nd Place: "Holiday Great Plates"  
Rebecca Bogonovich – Sales Representative  
Daily Record
- 3rd Place: "Historic Milford"  
Valerie Gardner – Sales Representative  
Staff – Artists  
Daily Record

### **Weekly**

- 1st Place: "Ice Cream"  
Kim Travers – Sales Representative  
Jennifer Wolfschmidt – Artist  
The SandPaper
- 2nd Place: "Breast Cancer Awareness"  
Staff – Sales Representatives  
Staff – Artists  
The West Essex Tribune
- 3rd Place: "Antiques"  
Staff – Sales Representatives  
Jennifer Eldridge – Artist  
The SandPaper

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

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

1st Place: "Newark Museum's Next 100 Years"  
Staff – Sales Representatives  
Suzanne Anan – Artist  
The Star-Ledger

2nd Place: "Christmas in July"  
Karen Kuhn – Sales Representative  
Jill Metzger – Artist  
The Press of Atlantic City

3rd Place: no winner

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

1st Place: "Holiday Decorating"  
Kate Commarato – Sales Representative  
Staff – Artists  
Daily Record

2nd Place: "Community Soup Kitchen"  
Joe Bionci" – Sales Representative  
Staff – Artists  
Daily Record

3rd Place: no winner

### **Weekly**

1st Place: "Turano's Menu"  
Karen Burke – Sales Representative  
Winie Varillas – Artist  
The Leader

2nd Place: "Flemington Department Store"  
Lance Osborn – Sales Representative  
Toni Codd, Sally Harris – Artists  
The Bernardsville News  
Recorder Community Newspapers

3rd Place: "2009 Holiday Shopping Guide II"  
Staff – Sales Representatives  
Winie Varillas – Artist  
The Leader



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

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

- 1st Place: "Bridal Planner 2010"  
Staff – Sales Representatives  
Suzanne Anan – Artist  
The Star-Ledger
- 2nd Place: "Summer Fun"  
Staff – Sales Representatives  
Catherine Galioto, David Caywood – Artists  
The Press of Atlantic City
- 3rd Place: "History of Bergen & Passaic Counties"  
Staff – Sales Representatives  
James Emolo, Alan Post – Artists  
The Record (Bergen County)

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

- 1st Place: "Living Magazine"  
Staff – Sales Representatives  
Staff – Artists  
Daily Record
- 2nd Place: "Morristown Festival on the Green"  
Joe Bionci – Sales Representative  
Staff – Artists  
Daily Record
- 3rd Place: "Big Summer Deals"  
Staff – Sales Representatives  
Staff – Artists  
Daily Record

### **Weekly**

- 1st Place: "Holiday Showcase"  
Staff – Sales Representatives  
Carolyn Molyneaux, Joe Ritacco, Christine Scotti, Alan Post – Artists  
Town Journal  
Community Newspapers of North Jersey Media Group
- 2nd Place: "Marketplace Business Spotlight"  
Staff – Sales Representatives  
Vance Chiara, Mike Huang, Anna Kinal – Artists  
The Princeton Packet  
Packet Publications
- 3rd Place: "Downtown"  
Ellie Kresefsky – Sales Representative  
Toni Codd, Sally Harris – Artists  
The Bernardsville News  
Recorder Community Newspapers

## **2009 NJPA Advertising Contest Results – Retail**

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

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

1st Place: "Hot Cars 2010"  
Tom DiChiara, John Samra, Susan Donner – Sales Representatives  
Joram Mushinske, James Emolo – Artists  
The Record (Bergen County)

2nd Place: "Great Destinations Newark/Elizabeth"  
Staff – Sales Representatives  
Suzanne Anan, Karen Fazio – Artists  
The Star-Ledger

3rd Place: no winner

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

1st Place: no winner

2nd Place: no winner

3rd Place: no winner

### **Weekly**

1st Place: "Happily Ever After"  
Staff – Sales Representatives  
Staff – Artists  
The SandPaper

2nd Place: "North Jersey Pets"  
Staff – Sales Representatives  
Carolyn Molyneax, Joe Ritacco, Joram Mushinske – Artists  
South Bergenite  
Community Newspapers of North Jersey Media Group

3rd Place: "Neighborhoods of Bergen County"  
Staff – Sales Representatives  
Carolyn Molyneax, Joe Ritacco, Joram Mushinske – Artists  
Town News  
Community Newspapers of North Jersey Media Group