2007 NJPA Advertising Contest Results – Retail

General Excellence

Daily, over 60,000

The Record (Bergen County)

Hackensack

Daily, under 60,000

New Jersey Herald

Newton

Weekly

The West Essex Tribune

Livingston

R-01 Best Single Ad – Black & White, smaller than 16" S.A.U.

Daily, over 60,000

1st Place: "Eurocycle Sports"

Lynda Clark, Sales Representative

Tonya Williams, Artist Asbury Park Press, Neptune

2nd Place: "United Exterminating "Bug Ad"

Ron Ostroff, Sales Representative

Steve Rydzewski, Artist Courier-Post, Cherry Hill

3rd Place: "Jazz Wednesdays – 46 Lounge"

Staff, Sales Representatives

Barbara Bucher, Artist

The Record (Bergen County), Hackensack

Daily, under 60,000

1st Place: "Empire Equine"

Staff, Sales Representatives Stephanie Sapone, Artist New Jersey Herald, Newton

2nd Place: "Quality Rental 'Tooth Shape' "

Maria Gonzalez, Sales Representative

Pam Adams, Artist

The Daily Journal, Vineland

3rd Place: "Dublin Pub"

Karlie Marino, Sales Representative

Janet Zeek, Artist

Daily Record, Parsippany

Weekly

1st Place: "Ridgewood Coffee Co. – Free Hot Coffee"

Sigrid Bouab, Sales Representative

Barbara Nasonte, Artist

Suburban News/Village Gazette, Ridgewood

Community Newspapers of North Jersey Media Group

2nd Place: "Classic Home & Garden"

Ellie Kresefsky, Sales Representative

Toni Codd, Erin Warren, Sally Harris, Artists

The Bernardsville News

Recorder Community Newspapers

3rd Place: "Beach House Restaurant"

Tony Matthews, Sales Representative

Staff, Artists

The SandPaper, Surf City

R-02 Best Single Ad – Black & White, 16" to 31.5" S.A.U.

Daily, over 60,000

1st Place: "Mmmm!"

Jim Corridon, Sales Representative

Gary Kravitz, Artist

Asbury Park Press, Neptune

2nd Place: "Bijou Bridal – Grand Opening Sale"

Staff, Sales Representatives Ginny DeFilippis, Artist

The Record (Bergen County), Hackensack

3rd Place: "Blow Out Sale – D & D Rugs"

Rosemary Lynch, Sales Representative

Ginny DeFilippis, Artist

The Record (Bergen County), Hackensack

Daily, under 60,000

1st Place: "Good News in Education – St. Mary's School"

Peggy Gentile, Sales Representative

Pam Adams, Artist

The Daily Journal, Vineland

2nd Place: "Georgetti's"

Brenda Brown, Sales Representative

Joe DiPaolo, Artist

Burlington County Times, Willingboro

3rd Place: "Sussex Skyhawks"

Nicole Yodice, Sales Representative

Stephanie Sapone, Artist New Jersey Herald, Newton

Weekly

1st Place: "The Proposal"

Vanice Donegan, Sales Representative

Diane Lombardy, Artist The Montclair Times

Community Newspapers of North Jersey Media Group

2nd Place: "Dieci: Event for Men"

Nancy Katz Perlmutter, Sales Representative Grisel Cardona, Karen Trachtenberg, Artists

The West Essex Tribune, Livingston

3rd Place: "Jacqueline"

Nancy Katz Perlmutter, Sales Representative Grisel Cardona, Karen Trachtenberg, Artists

The West Essex Tribune, Livingston

R-03 Best Single Ad – Black & White, larger than 31.5" S.A.U.

Daily, over 60,000

1st Place: "Syn Cure"

Fran Macaluso, Sales Representative

Ginny DeFilippis, Artist

The Record (Bergen County), Hackensack

2nd Place: "Decorating Exchange – Karastan Rug Sale"

Brian Perlman, Sales Representative

Ginny DeFilippis, Artist

The Record (Bergen County), Hackensack

3rd Place: "Lighting Expo – Tent Sale"

Mark Davis, Sales Representative

Barbara Bucher, Artist

The Record (Bergen County), Hackensack

Daily, under 60,000

1st Place: "We've Taken the Trip For You"

Kathy Pino, Sales Representative

Staff, Artists

Home News Tribune, East Brunswick

2nd Place: "Mount Holly Medical Associates"

Amy Kiss, Sales Representative

Joe DiPaolo, Artist

Burlington County Times, Willingboro

3rd Place: "Alber's Fireplaces"

Deanna Ditty, Sales Representative Chris Carnese, Manyee Koo, Artists

Courier News, Bridgewater

Weekly

1st Place: "Kiwanis Club"

Diane Driggs, Sales Representative

Grisel Cardona, Karen Trachtenberg, Artists

The West Essex Tribune, Livingston

2nd Place: "Classic Home & Garden"

Ellie Kresefsky, Sales Representative

Toni Codd, Erin Warren, Sally Harris, Artists

The Bernardsville News

Recorder Community Newspapers

3rd Place: "Khore"

Ellie Kresefeky, Sales Representative

Toni Codd, Erin Warren, Sally Harris, Artists

The Bernardsville News

Recorder Community Newspapers

R-04 Best Single Ad -Spot (1) Color, smaller than 31.5" S.A.U.

Daily, over 60,000

1st Place: "27 Mix Restaurant & Bar"

Carmela Giardina, Sales Representative

Dave Petersen, Artist The Star-Ledger, Newark

2nd Place: "Winter Clearance - Globe Shoes"

Staff, Sales Representatives

Ginny DeFilippis, Artist

The Record (Bergen County), Hackensack

3rd Place: "Andrew Clocks"

Fran Macaluso, Sales Representative

Ginny DeFilippis, Artist

The Record (Bergen County), Hackensack

Daily, under 60,000

1st Place: "Dine Out for Dasi"

> Staff, Sales Representative Eileen Lakatos, Artist

New Jersey Herald, Newton

2nd Place: "Coia's Annual Christmas Sale"

Peggy Gentile, Sales Representative

Staff, Artists

The Daily Journal, Vineland

3rd Place: "Sophie's Bistro"

Jen Ward, Sales Representative

Chris Carnese, Dotty Fraschilla, Artists

Courier News, Bridgewater

Weekly

1st Place: "This Valentine's Day Think Inside the Box – Henry's Fine Jewelry"

Ellie Kresefsky, Sales Representative

Toni Codd, Erin Warren, Sally Harris, Artists

The Bernardsville News

Recorder Community Newspapers

2nd Place: "Fair Lawn Jewelers - Sales from the Heart"

Paul Smolenski, Sales Representative

Matt LaForta, Artist

Waldwick-Suburban News, Ridgewood

Community Newspapers of North Jersey Media Group

3rd Place: "Luciano Lambertis Sunset Marina"

Madelon Woller, Sales Representative

Rich Downs, Artist Atlantic City Weekly

R-05 Best Single Ad -Spot (1) or Process Color, 31.5" S.A.U. or larger

Daily, over 60,000

1st Place: "Praying Mantis"

> Staff, Sales Representatives Ginny DeFilippis, Artist

The Record (Bergen County), Hackensack

2nd Place: "Architectural Products"

> Staff, Sales Representatives Ginny DeFilippis, Artist

The Record (Bergen County), Hackensack

3rd Place: "Lighting Expo – Stay Cool"

Staff, Sales Representatives

Barbara Bucher, Artist

The Record (Bergen County), Hackensack

Daily, under 60,000

1st Place: "Tri-City Kitchens Grand Opening"

Maria Gonzalez, Sales Representative

Cassandra DeVivo, Artist The Daily Journal, Vineland 2nd Place: "Swiss Chalet Bakery"

Karlie Marino, Sales Representative

Kinjal Gandhi, Artist Daily Record, Parsippany

3rd Place: "A Proud Salute"

Mike Menetti, Sales Representative

Staff, Artists

Home News Tribune, East Brunswick

Weekly

1st Place: "The Ranney School"

Susan Porter, Sales Representative

Chris Draper, Artist

The Two River Times, Red Bank

2nd Place: "Chartwell Open House"

Elaine Kern, Sales Representative

Marian Repice, Artist

The Central Record, Medford InterCounty Newspaper Group

3rd Place: "Marco's Market – Grand Opening"

William Coppola, Sales Representative

Amy Bianciella, Artist

Passaic Valley Today, West Paterson

Community Newspapers of North Jersey Media Group

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

Daily, over 60,000

1st Place: "Christine Valmy"

Marina Mulholland, Sales Representative

Ginny DeFilippis, Artist

The Record (Bergen County), Hackensack

2nd Place: "Exciting the Senses"

Trish Engelmann, Artist

The Press of Atlantic City, Pleasantville

3rd Place: "Largest Selection on the East Coast"

Stacy Wagner, Sales Representative

Trish Englemann, Artist

The Press of Atlantic City, Pleasantville

Daily, under 60,000

1st Place: "Roma Garden"

Sue Citro, Sales Representative

Melissa Wydner, Artist New Jersey Herald, Newton

2nd Place: "One Roof"

Tony Spina, Sales Representative

Tom Korp, Artist

The Express-Times, Easton

3rd Place: "Aura"

Karlie Marino, Sales Representative

Kinjal Gandhi, Artist Daily Record, Parsippany

Weekly

1st Place: "George Press – Honora"

Donna Cota, Sales Representative

Grisel Cardona, Karen Trachtenberg, Artists

The West Essex Tribune, Livingston

2nd Place: "Danny's Steakhouse"

Lannette Hendrickson, Sales Representative

Chris Draper, Artist

The Two River Times, Red Bank

3rd Place: "Pearl Street Market"

Cindy Linkous, Sales Representative

Adrian Antonio, Artist The SandPaper, Surf City

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

Daily, over 60,000

1st Place: "Cubby's Restaurant"

Chris Allen, Sales Representative

Staff, Artists

The Record (Bergen County), Hackensack

2nd Place: "Paramus Lighting"

Rosemary Lynch, Sales Representative

Ginny DeFilippis, Artist

The Record (Bergen County), Hackensack

3rd Place: No Award Given

Daily, under 60,000

1st Place: "Big Tomato Contest"

Jody Stoothoff, Sales Representative

Cassandra DeVivo, Artist The Daily Journal, Vineland

2nd Place: "Total Health"

Laura Corsi, Sales Representative

Kinjal Gandhi, Artist Daily Record, Parsippany

3rd Place: "Quality Dental Care – 'New Year, New Smile'"

Maria Gonzalez, Sales Representative

Pam Adams, Artist

The Daily Journal, Vineland

Weekly

1st Place: "Fantasy Island"

Cindy Linkous, Sales Representative

Adrian Antonio, Artist The SandPaper, Surf City

2nd Place: "Ladies Night"

Peggy Weir, Sales Representative

Patty Ellis, Artist

The Central Record, Medford InterCounty Newspaper Group

3rd Place: No award given

R-08 Best Ad Campaign or Series – Black & White, smaller than 31.5" S.A.U.

Daily, over 60,000

1st Place: "Walter Bauman Jewelers"

Suzanne McCormick, Sales Representative

Fred Mapletoft, Artist The Star-Ledger, Newark

2nd Place: "Springdale Farms 'Shape Ads'"

Ron Ostroff, Sales Representative

Staff, Artists

Courier-Post, Cherry Hill

3rd Place: "Weather Craft"

Fran Macaluso, Sales Representative

Staff, Artists

The Record (Bergen County), Hackensack

Daily, under 60,000

1st Place: "Celebrating our 20th"

Dan Bonham, Sales Representative

Staff, Artists

The Times, Trenton

2nd Place: "America's Florist"

Shianne Owen, Sales Representative

Staff, Artists

Courier News, Bridgewater

3rd Place: "Morristown Craft Market"

Karlie Marino, Sales Representative

Kinjal Gandhi, Artist Daily Record, Parsippany

Weekly

1st Place: "Francie Milano"

Cindy Linkous, Sales Representative

Staff, Artists

The SandPaper, Surf City

2nd Place: "Little Ones – Fall Campaign"

Donna Cota, Sales Representative

Grisel Cardona, Karen Trachtenberg, Artists

The West Essex Tribune, Livingston

3rd Place: "Reflect On This"

Jennifer Cone Chciuk, Sales Representative

Grisel Cardona, Artist

The West Essex Tribune, Livingston

R-09 Best Ad Campaign or Series – Black & White, 31.5" S.A.U. or larger

Daily, over 60,000

1st Place: "Eastmont Orchards"

Amanda Fiemer, Sales Representative

Patricia Cobb, Artist

Asbury Park Press, Neptune

2nd Place: "Youth Sports, Indoor Soccer Ad"

Charlie Monteleone, Sales Representative

Staff, Artists

Courier-Post, Cherry Hill

3rd Place: "Decorating Exchange"

Staff, Sales Representatives Ginny DeFilippis, Artist

The Record (Bergen County), Hackensack

Daily, under 60,000

1st Place: "Halloween Coloring Contest"

Stephanie Upshur-Ford, Sales Representative

Jeff Wolochowicz, Artist The Trentonian, Trenton

2nd Place: "The Burlington County Farm Fair"

Amy Kiss, Sales Representative

Susan Bryant, Artist

Burlington County Times, Willingboro

3rd Place: "We Have Absolutely Everything..."

Donna Biederman, Sales Representative

Staff, Artists

The Times, Trenton

Weekly No Entries

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

Daily, over 60,000

1st Place: "Uptown Country"

Staff, Sales Representatives

Jason Baum, Barbara Bucher, Ginny DeFilippis, Artists

The Record (Bergen County), Hackensack

2nd Place: "H & K Furniture"

Rich Armani, Sales Representative

Barbara Bucher, Ginny DeFilippis, Alan Post, Artists

The Record (Bergen County), Hackensack

3rd Place: "Metropolitan Plant Exchange"

Lizbeth Cirillo, Sales Representative Barbara Bucher, Ginny DeFilippis, Artists The Record (Bergen County), Hackensack

Daily, under 60,000

1st Place: "Holiday"

Mike Menetti, Sales Representative

Kathy Pohopin Beitel, Artist

Home News Tribune, East Brunswick

2nd Place: "Rose Cottage"

Staff, Sales Representatives Stephanie Sapone, Artist New Jersey Herald, Newtown

3rd Place: "Brody's w/Cherry"

Mike Pantalione, Sales Representative

Cassandra DeVivo, Artist The Daily Journal, Vineland

Weekly

1st Place: "Ottoman Ceramic Designs"

Raina Filipiak, Sales Representative

Jon Marsh, Artist

Hunterdon County Democrat, Flemington

NJN Publishing

2nd Place: "Between the Sheets"

Carole Adams, Sales Representative

Staff, Artists

The SandPaper, Surf City

3rd Place: "Highlands Art Gallery"

Katie Reale, Sales Representative

Toni Codd, Erin Warren, Sally Harris, Artists

The Bernardsville News

Recorder Community Newspapers

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

Daily, over 60,000

1st Place: "Take North Jersey by Storm"

Carole Lotito, Sales Representative

Lisa Zaccone, Artist

The Record (Bergen County), Hackensack

2nd Place: "Reach Your Market"

Staff, Sales Representatives

Karen Fazio, Artist

The Star-Ledger, Newark

3rd Place: "Just in Time for the Holidays!"

Carole Lotito, Sales Representative

Lisa Zaccone, Artist

The Record (Bergen County), Hackensack

Daily, under 60,000

1st Place: "Progress 2007"

Staff, Sales Representatives Melissa Wydner, Artist New Jersey Herald, Newton

2nd Place: "Own the Page"

Sheila Gallagher-Montone, Sales Representative

Staff, Artists

The Times, Trenton

3rd Place: "Smart Talk"

Staff, Sales Representatives

Staff, Artists

Home News Tribune, East Brunswick

Weekly

1st Place: "At Home in Hunterdon"

Staff, Sales Representatives

Jon Marsh, Artist

Hunterdon County Democrat, Flemington

NJN Publishing

2nd Place: "Your Town Your News Every Day"

Staff, Sales Representatives

Staff, Artists

The News Transcript, Freehold Greater Media Newspapers

3rd Place: "Welcome To My Town"

Staff, Sales Representatives

Staff, Artists

The News Transcript, Freehold Greater Media Newspapers

R-12 Best External Special Promotion Mailing Piece

Daily, over 60,000

1st Place: "N.J. Style"

Staff, Sales Representatives Samantha Horning, Artist The Star-Ledger, Newark 2nd Place: "Advertising Media Kit"

Staff, Sales Representatives

David Caywood, Artist

The Press of Atlantic City, Pleasantville

3rd Place: "Your Special Day"

Staff, Sales Representatives

David Caywood, Artist

The Press of Atlantic City, Pleasantville

Daily, under 60,000

1st Place: "One Tenth of One Cent"

Sue St. Laurent, Sales Representative

Jason Tyburczy, Artist Daily Record, Parsippany

2nd Place: "Welcome New Businesses"

Staff, Sales Representatives Christopher Spolarich, Artist Courier News, Bridgewater

3rd Place: "Wedding Wishes"

Lisa Foster, Sales Representative

Sharon Vazquez, Artist

Burlington County Times, Willingboro

Weekly

1st Place: "Secaucus for the Holidays"

Barbara Dillon, Sales Representative

Lisa M. Cuthbert, Artist

The Secaucus Reporter, Hoboken Hudson Reporter Associates

2nd Place: "Happy Holidays in Hudson"

Staff, Sales Representatives Lisa M. Cuthbert, Artist The Hoboken Reporter Hudson Reporter Associates

3rd Place: "Experience the Variety"

Elena Selmi, Sales Representative

Lisa M. Cuthbert, Artist

Bayonne Community News, Hoboken

Hudson Reporter Associates

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

Daily, over 60,000

1st Place: "Coupon Corner"

Karen Gilbert, Sales Representative Jason Baum, Don Walsh, Artists

The Record (Bergen County), Hackensack

2nd Place: "The Arts in the Park"

Barbara Basham, Sales Representative

Dave Peterson, Artist The Star-Ledger, Newark

3rd Place: "Summer Dining"

Staff, Sales Representatives

Staff, Artists

The Record (Bergen County), Hackensack

Daily, under 60,000

1st Place: "A Pot of Gold"

Barbara Gorski, Sales Representative

Staff, Artists

Home News Tribune, East Brunswick

2nd Place: "Go Rutgers"

Barbara Gorski, Sales Representative

Staff, Artists

Home News Tribune, East Brunswick

3rd Place: "The Big Game"

Barbara Gorski, Sales Representative

Staff, Artists

Home News Tribune, East Brunswick

Weekly

1st Place: "First Baby 2008"

Staff, Sales Representatives

Staff, Artists

The West Essex Tribune, Livingston

2nd Place: "Women in Business"

Staff, Sales Representatives

Staff, Artists

The West Essex Tribune, Livingston

3rd Place: "Family Resource Guide"

Staff, Sales Representatives

Staff, Artists

The West Essex Tribune, Livingston

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

Daily, over 60,000

1st Place: "Celebrate the Season in Grand Style"

Staff, Sales Representatives

Staff, Artists

The Press of Atlantic City, Pleasantville

2nd Place: "Worship With Us This Holiday Season"

Patricia Jewell, Sales Representative

Jill Zaugra, Artist

The Press of Atlantic City, Pleasantville

3rd Place: "Cranford"

Staff, Sales Representatives

Karen Fazio, Artist

The Star-Ledger, Newark

Daily, under 60,000

1st Place: "Go Vineland, Go Millville"

Staff, Sales Representatives

Staff, Artists

The Daily Journal, Vineland

2nd Place: "Enjoy the Autumn in Princeton"

Staff, Sales Representatives

Greta Carlton, Artist The Times, Trenton

3rd Place: "Livingston"

Melissa Bosco, Sales Representative

Kinjal Gandhi, Artist Daily Record, Parsippany

Weekly

1st Place: "Wildwood Goes Irish"

Karen Dickinson, Sales Representative

CCS Team, Artists

Cape May County Herald Times, Rio Grande

2nd Place: "Happy Valentine's Day"

Staff, Sales Representatives Diane Kostelnik, Artist

The Central Record, Medford InterCounty Newspaper Group

3rd Place: "Experience Somerville"

Jean Wells, Sales Representative

Jon Marsh, Artist

Hunterdon County Democrat, Flemington

NJN Publishing

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

Daily, over 60,000

1st Place: "N.J. Sophisticate"

Staff, Sales Representatives

Karen Fazio, Suzanne Anan, Artists

The Star-Ledger, Newark

2nd Place: "Healthy Living – Pathmark"

Lizabeth Cirillo, Sales Representative

James Emolo, Alan Post, Artists

The Record (Bergen County), Hackensack

3rd Place: "Bridal Planner"

Staff, Sales Representatives

Samantha Horning, Special Sections Staff, Artists

The Star-Ledger, Newark

Daily, under 60,000

1st Place: "Newton Memorial Hospital"

Staff, Sales Representatives

Staff, Artists

New Jersey Herald, Newton

2nd Place: "S.C. Chamber Expo"

Staff, Sales Representatives

Staff, Artists

New Jersey Herald, Newton

3rd Place: "Avanti Ristorante Italiano"

Staff, Sales Representatives

Greta Carlton, Artist The Times, Trenton

Weekly

1st Place: "The Dining Book"

Staff, Sales Representatives

Jennifer Martiak, Pat Spina, Mike Mitolo, Artists

The Hoboken Reporter Hudson Reporter Associates 2nd Place: "Eclectic"

Staff, Sales Representatives

Bob Waitt, Artist The Hub, Long Branch Greater Media Newspapers

3rd Place: "Hunterdon Life, June"

Staff, Sales Representatives

Staff, Artists

Hunterdon County Democrat, Flemington

NJN Publishing

R-16 Best Special Section

Daily, over 60,000

1st Place: "How-To Guide '07"

Staff, Sales Representatives Alan Post, James Emolo, Artists

The Record (Bergen County), Hackensack

2nd Place: "The Holiday Guide '07"

Staff, Sales Representatives James Emolo, Alan Post, Artists

The Record (Bergen County), Hackensack

3rd Place: "Indulge!"

Staff, Sales Representatives

David Caywood, Sherri J. Brentari, Artists The Press of Atlantic City, Pleasantville

Daily, under 60,000

1st Place: "2007 Photo Review"

Staff, Sales Representatives

Greta Carlton, Artist The Times, Trenton

2nd Place: "Panache"

Staff, Sales Representatives

Susan Angelo, Artist Daily Record, Parsippany

3rd Place: "Living Magazine"

Staff, Sales Representatives Daily Record, Parsippany

Weekly

1st Place: "Holiday Gift Guide"

Staff, Sales Representatives Production Staff, Artists

The West Essex Tribune, Livingston

2nd Place: "2007 Faces Behind the Places"

Staff, Sales Representatives

Staff, Artists

Atlantic City Weekly

3rd Place: "INSIDE Central New Jersey Magazine"

Staff, Sales Representatives Michelle Riganati, Artist Hopewell Valley News Packet Publications

R-17 Best New Product Development

Daily, over 60,000

1st Place: "N.J. Style"

Staff, Sales Representatives

Staff, Artists

The Star-Ledger, Newark

2nd Place: "NJ Family Time"

Staff, Sales Representatives

Suzanne Anan, Karen Fazio, Artists

The Star-Ledger, Newark

3rd Place: "Indulge!"

Staff, Sales Representatives

Sherri Brentari, David Caywood, Artists The Press of Atlantic City, Pleasantville

Daily, under 60,000

1st Place: "100 Things to Do 2007"

Staff, Sales Representatives

Staff, Artists

The Times, Trenton

2nd Place: "This Week"

Marsha Lange, Sales Representative

Daily Record, Parsippany

3rd Place: "What Do the Holidays Mean to Me"

Staff, Sales Representatives

Staff, Artists

The Daily Journal, Vineland

Weekly

1st Place: "Palisade Magazine – Life Along the Hudson"

Staff, Sales Representatives

Theta Pavis, Jennifer Martiak, George Fedor, Artists

The Hoboken Reporter Hudson Reporter Associates

2nd Place: "Breeder's Cup"

Staff, Sales Representatives

Chris Draper, Cyndy Mernick, Artists The Two River Times, Red Bank

3rd Place: "Special Section: Faith & Values"

Staff, Sales Representatives

Diane Kostelnik, Artist

The Central Record, Medford InterCounty Newspaper Group