

2007 NJPA Circulation Contest Results

General Excellence

The Press of Atlantic City
Pleasantville

Home Delivery/New Subscription Sales Programs – Sales/New Subscription Promotions

1st Place: “Sign and Drive Carrier Contest”
Carol Steiger, Signal Graphics
The Press of Atlantic City, Pleasantville

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

1st Place: “We Want You Back”
The Record (Bergen County), Hackensack

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

1st Place: “JerseyDevilCARS.com & JerseyDevilJOBS.com”
Marketing & Online Departments
Tom O’Connell, Margaret Rynshall
The Press of Atlantic City, Pleasantville

Single Copy Sales Programs – Single Copy Sales to Customers

1st Place: "Curtis Martin Day NY Jets Promotion"
Rick Gathen, Circulation & Marketing Team
The Record (Bergen County), Hackensack

Single Copy Sales Programs – Single Copy Sales to Retailers

1st Place: "Cool Lunches/Dinners Promotion
Building Successful Restaurant Partnership"
Robert Gulian, Anne Nguyen, Gary Ruble
The Press of Atlantic City, Pleasantville

Single Copy Sales Programs – Third Party Sales

1st Place: "Winning Combination for Third Party Sales Programs"
Anne Nguyen, Single Copy/Home Delivery
Lee Anne LeCourter, Trish Engelmann, Artists
The Press of Atlantic City, Pleasantville

Retention Programs – Consumer Retention Programs

1st Place: "Reader's Reward Card"
Mike Lawson, Lee Williams
New Jersey Herald, Newton

Retention Programs – Carrier Recognition/Recruitment/Retention

1st Place: No Entries

Newspaper In Education Programs – All Promotions to Increase NIE Circulation

1st Place: "Pet Star Calendar Contest"
Antonette Bomentre-Walter, Roland Gruszewski,
Lori Smith, Ellen Cauthen
Burlington County Times, Willingboro

Newspaper In Education Programs – Educational Projects

1st Place: "Diff-Abilities ... Not Disabilities"
Jon McClain, NIE Coordinator
Cynthia Forster, Marketing Development Manager
Patricia Koziol, Artist
The Record (Bergen County), Hackensack

General Newspaper Promotion – Public Relations/Special Events

1st Place: "Atlantic City Air Show"
Marketing & Circulation Promotions
Margaret Rynshall, Artist
The Press of Atlantic City, Pleasantville