

2008 NJPA Advertising Contest Results – Classified

General Excellence

Daily

Daily Record

Parsippany

Weekly

The SandPaper

Surf City

C-01 Best Automotive Display Ad – Black & White

Daily

1st Place: "Motion Lincoln Mercury"
John Kopec, Sales Representative
Staff, Artists
Daily Record

2nd Place: no winner

3rd Place: no winner

Weekly

1st Place: no entries

2nd Place: no entries

3rd Place: no entries

C-02 Best Automotive Display Ad – Spot or Multi Color

Daily

1st Place: "We Will Beat Any Price - Haldeman Nissan"
Staff, Sales Representatives
Ruth O'Neill, Artist
The Times, Trenton

2nd Place: "8 New 2008 Under 20K"
Staff, Sales Representatives
Staff, Artists
The Times, Trenton

3rd Place: "Matt Blatt"
Ray Calkin, Sales Representative
John Clement, Artist
The Press of Atlantic City

Weekly

1st Place: no entries

2nd Place: no entries

3rd Place: no entries

C-03 Best Real Estate Display Ad – Black & White

Daily

- 1st Place: "Nobody Does It Better"
Staff, Sales Representatives
Staff, Artists
The Times, Trenton
- 2nd Place: "ReMax Barry Coopersmith"
Ron Riddles, Sales Representative
Staff, Artists
Daily Record
- 3rd Place: "The Falconer Team/ReMax"
Ron Riddles, Sales Representative
Staff, Artists
Daily Record

Weekly

- 1st Place: "Luxurious Waterfront with Private Chelsea View"
Rick Goldstein, Sales Representative
Staff, Artists
Atlantic City Weekly
- 2nd Place: "Diane Turton Realtors - Magnificent"
Anthony Matthews, Sales Representative
Staff, Artists
The SandPaper
- 3rd Place: "Diane Turton Realtors - NJAR Circle"
Anthony Matthews, Sales Representative
Staff, Artists
The SandPaper

C-04 Best Real Estate Display Ad – Spot or Multi Color

Daily

- 1st Place: "Century-21 Elite Realty"
Rich Corcoran, Sales Representative
Staff, Artists
Daily Record
- 2nd Place: "Gloria Nilson GMAC Real Estate - Honor Our NJAR 2007"
Staff, Sales Representatives
Staff, Artists
The Times, Trenton
- 3rd Place: "ReMax-Ginny Cassidy"
Ron Riddles, Sales Representative
Tonya Manthey, Artist
Daily Record

Weekly

- 1st Place: "Buy a Condo"
Rick Goldstein, Sales Representative
Staff, Artists
Atlantic City Weekly
- 2nd Place: "Sonia Ward Realty"
Teresa Brazill, Sales Representative
Staff, Artists
The SandPaper
- 3rd Place: "Thanks for Keeping Us #1"
Lee Polidori, Sales Representative
Sean Kolman, Artist
Ocean City Sentinel
Sample Media

**C-05 Best Recruitment/Miscellaneous Display Ad
– Color or Black & White**

Daily

1st Place: "Management Programs Manager"
Joan D'Ambola, Sales Representative
Staff, Artists
Daily Record

2nd Place: "Peapack Gladstone Bank"
Cheryl May, Sales Representative
Staff, Artists
Daily Record

3rd Place: "HVAC Mechanic"
Joan D'Ambola, Sales Representative
Staff, Artists
Daily Record

Weekly

1st Place: "Do You Like to Write"
Staff, Sales Representatives
Sean Kolman, Artist
Ocean City Sentinel
Sample Media

2nd Place: "Do You Have What It Takes"
Staff, Sales Representatives
Sean Kolman, Artist
Ocean City Sentinel
Sample Media

3rd Place: "Spend Your Summer with Coca-Cola"
Claudette Dee, Sales Representative
Staff, Artists
Atlantic City Weekly

C-06 Best Agency Produced Newspaper Ad – Color or Black & White

Daily

- 1st Place: "Ayers Chevrolet"
John Kopec, Sales Representative
Staff, Artists
Daily Record
- 2nd Place: "Hiring 3,650 Dealers"
Larry Fusaro, Sales Representative
Media Placement, Artists
The Press of Atlantic City
- 3rd Place: "Nissan Pathfinder"
Ray Calkin, Sales Representative
Magnum Group, Artists
The Press of Atlantic City

Weekly

- 1st Place: "Mother's Day Brunch"
Rob Elder, Sales Representative
Horizon Media, Artists
Ocean City Sentinel
Sample Media
- 2nd Place: "Da Vinci was Here"
Lee Polidori, Sales Representative
Harmelein Media, Artists
Ocean City Sentinel
Sample Media
- 3rd Place: "The Best Bailout"
Lee Polidori, Sales Representative
Cameron Advertising, Artists
Ocean City Sentinel
Sample Media

C-07 Best Free Standing Special Section

Daily

- 1st Place: "2008 Summer Jobs"
Larry Fusaro, Sales Representative
Dave Caywood, Artist
The Press of Atlantic City
- 2nd Place: "Game Day"
Staff, Sales Representatives
Marie Vito, Artist
Gloucester County Times
- 3rd Place: "Summer Camp"
Joyce Murphy-Kiner, Sales Representative
Marie Vito, Artist
Gloucester County Times

Weekly

- 1st Place: "The Estates of New Jersey"
Bob Dello Russo, Sales Representative
Toni Codd, Sally Harris, Artists
The Bernardsville News
Recorder Community Newspapers
- 2nd Place: "2008 Job Finder"
Claudette Dee, Sales Representative
Staff, Artists
Atlantic City Weekly
- 3rd Place: no winner

C-08 Best Non-Newspaper Product

Daily

- 1st Place: "StreetScapes"
Staff, Sales Representatives
Samantha Horning, Artist
The Star-Ledger
- 2nd Place: "Real Estate Monthly"
Staff, Sales Representatives
Elaine Caspel, Artist
The Press of Atlantic City
- 3rd Place: "Jersey Devil Cars"
John Ruila, Sales Representative
Staff, Artists
The Press of Atlantic City

Weekly

- 1st Place: "Spring Homefront 2008"
Staff, Sales Representatives
Staff, Artists
The SandPaper
- 2nd Place: "Festival of Fall 2008"
Staff, Sales Representatives
Staff, Artists
The SandPaper
- 3rd Place: "Sandcastles"
Staff, Sales Representatives
Staff, Artists
The SandPaper

C-09 Best Classified and/or Telemarketing Pages

Daily

1st Place: "Garage Sale Map"
Inside Sales, Classified Department, Sales Representatives
Staff, Artists
Daily Record

2nd Place: "Dealer Directory"
John Kopec, Sales Representative
Staff, Artists
Daily Record

3rd Place: "Business & Service Directory"
Inside Sales/Classified Dept., Sales Representatives
Staff, Artists
Daily Record

Weekly

1st Place: "Have a Safe Halloween"
Carol Taylor, Kathy Walker, Sales Representatives
Carol Taylor, Kathy Walker, Artists
The Bernardsville News
Recorder Community Newspapers

2nd Place: no winner

3rd Place: no winner

C-10 Best Classified and/or Telemarketing Directory – Color or Black & White

Daily

1st Place: "Value Choice Selection"
Ad Sales Staff, Sales Representatives
Gaylen Gallimore, Artist
The Times, Trenton

2nd Place: "Know Your Agents"
Steve Kornblit, Sales Representative
Jason Baum, Artist
The Record (Bergen County)

3rd Place: "Value Choice Selection"
Ad Sales Staff, Sales Representatives
Gaylen Gallimore, Artist
The Times, Trenton

Weekly

1st Place: "Happy Holidays"
Staff, Sales Representatives
Jennifer Eldridge, Artist
The SandPaper

2nd Place: no winner

3rd Place: no winner

C-11 Best Classified Section

Daily

1st Place: "Daily Record Classifieds"
Staff, Sales Representatives
Staff, Artists
Daily Record

2nd Place: "Classified Connection"
Staff, Sales Representatives
John Clement, Artist
The Press of Atlantic City

3rd Place: "North Jersey Classifieds"
Staff, Sales Representatives
Staff, Artists
The Record (Bergen County)

Weekly

1st Place: "October 16, 2008 Classifieds"
Lori Fine, Ellen Harte, Sales Representatives
Grisel Cardona, Michelle Bent, Artists
The West Essex Tribune

2nd Place: no winner

3rd Place: no winner

C-12 Best Use of Small Space

Daily

- 1st Place: "2008 Ford Edge SE"
Staff, Sales Representatives
Staff, Artists
The Times, Trenton
- 2nd Place: "Mills Contracting"
Marc Wagner, Sales Representative
Staff, Artists
Daily Record
- 3rd Place: "Baker Personnel/Temps"
Val Gardner, Sales Representative
Staff, Artists
Daily Record

Weekly

- 1st Place: "Even Flow"
Carole Adams, Sales Representative
Jennifer Eldridge, Artist
The SandPaper
- 2nd Place: "RWS Painting"
Carole Adams, Sales Representative
Jennifer Eldridge, Artist
The SandPaper
- 3rd Place: no winner

C-13 Best Classified House Ad

Daily

1st Place: "Super Hero"
Nanci Malave, Sales Representative
Darren Phillips, Artist
The Star-Ledger

2nd Place: "Free Dinner"
Bonnie Berdej, Sales Representative
Staff, Artists
Daily Record

3rd Place: "Tricked Out Auto Ads"
Staff, Sales Representatives
Darren Phillips, Artist
The Star-Ledger

Weekly

1st Place: "Pay A Little"
Lee Little, Sales Representative
Jennifer Eldridge, Artist
The SandPaper

2nd Place: "Best Deal"
Lee Little, Sales Representative
Jennifer Eldridge, Artist
The SandPaper

3rd Place: no winner

C-14 Best External Classified Promotion Idea

Daily

1st Place: "StreetScapes"
Staff, Sales Representatives
Samantha Horning, Artist
The Star-Ledger

2nd Place: "Autofinder"
Staff, Sales Representatives
Darren Phillips, Artist
The Star-Ledger

3rd Place: no winner

Weekly

1st Place: no entries

2nd Place: no entries

3rd Place: no entries