

2011 NJPA Advertising Contest Results – Classified

General Excellence

Daily

The Star-Ledger

Newark

Weekly

Ocean City Sentinel

Ocean City

C1 - Best Automotive Display Ad - Black & White or Color

Daily

1st Place: The Trentonian
"The Lexus December to Remember Sales Event"
Cindy Manion, artist
John Conte, sales representative

2nd Place: Courier News
"Millennium Volkswagen"
Staff

3rd Place: The Times
"All Roads Lead"
Gaylen Gallimore

Weekly

1st Place: No award

2nd Place: No award

3rd Place: No award

C2 - Best Real Estate Display Ad - Black & White or Color

Daily

1st Place: Courier News
"Coldwell Banker"
Carol Squillante, sales representative
Donna Van Zandt, artist

2nd Place: New Jersey Herald
"Clearview Realty"
Eileen Lakatos, artist
Lori McNeil, sales representative

3rd Place: New Jersey Herald
"Looking for a Sign?"
Jessica Demarest, artist
Lori McNeil, sales representative

Weekly

1st Place: The Weehawken Reporter
"Shore Lifestyle: Wonderful Family Community"
Jennifer Martiak, artist
Dave Unger, sales representative

2nd Place: The News Transcript
"Alan Kurlander"
Sharon Rudolph
Toni Smith

3rd Place: Ocean City Sentinel
"Ocean City Realty Is Gobbling Up the Competition"
Rob Elder, sales representative
Sean Kolman, artist

C3 - Best Recruitment/Miscellaneous Display Ad - Color or Black & White

Daily

1st Place: The Star-Ledger
"Grand Opening Aldi Supermarkets"
Ricky Bell, sales representative
Staff artists

2nd Place: The Times
"Sales"
Gaylen Gallimore

3rd Place: The Star-Ledger
"Vernon Township School District"
Ricky Bell, sales representative
Staff artists

Weekly

1st Place: Ocean City Sentinel
"Are You Tired of the Same Old Boring Ads?"
Sean Kolman, artist

2nd Place: The West Essex Tribune
"Hani's Nest"
Karen Trachtenberg
Grisel Cardona

3rd Place: The West Essex Tribune
"Private Instruction in Your Own Home"
Ellen Harte
Grisel Cardona

C4 - Best Agency Produced Newspaper Ad - Color or Black & White

Daily

1st Place: Courier News
"ShopRite"
Forrest & Blake, agency

2nd Place: The Star-Ledger
"You Can Earn Big Bucks"
Lara Gottlieb, sales representative
June Kovacevich, sales representative

3rd Place: Courier News
"North Plainfield Nissan"
JS Blade, agency

Weekly

1st Place: No award

2nd Place: No award

3rd Place: No award

C5 - Best Special Section

Daily

- 1st Place: The Press of Atlantic City
"2012 New Vehicle Preview"
Advertising and Marketing staff
- 2nd Place: The Star-Ledger
"Outlook 2011 Commercial & Industrial Real Estate"
Gary Kowal, Real Estate Manager
Karen Fazio, artist
Isabella Mest, Preprints & Special Sections Manager
Ana Gonzalez, Special Sections Production Supervisor
- 3rd Place: Asbury Park Press
"Jersey Shore Boat Show"
Patty Wilson
John Stefanelli
Ellie Dippold

Weekly

- 1st Place: No award
- 2nd Place: No award
- 3rd Place: No award

C6 – Best Non-Newspaper Product

Daily

1st Place: No award

2nd Place: No award

3rd Place: No award

Weekly

1st Place: No award

2nd Place: No award

3rd Place: No award

C7 - Best Telemarketing Pages or Directory

Daily

- 1st Place: Asbury Park Press
"Fishing Directory"
Ellie Dippold
- 2nd Place: The Times
"Open House Sunday"
Staff
- 3rd Place: New Jersey Herald
"Service & Business Directory"
Sales Staff
Staff artists

Weekly

- 1st Place: Suburban
"The Perfect Tree"
Lauren Simons
Toni Smith
- 2nd Place: Examiner
"Adult Communities"
Sharon Rudolph
Toni Smith
- 3rd Place: The News Transcript
"Here's My Card"
Sharon Rudolph
Toni Smith

C8 – Best Classified Section

Daily

1st Place: No award

2nd Place: No award

3rd Place: No award

Weekly

1st Place: No award

2nd Place: No award

3rd Place: No award

C9 - Best Use of Small Space

Daily

1st Place: The Star-Ledger
"Cra-Z-Art"
Ricky Bell, sales representative
Staff artists

2nd Place: The Star-Ledger
"Rutherford Public Schools"
Ricky Bell, sales representative
Staff artists

3rd Place: Courier News
"Auto Mechanic"
Staff

Weekly

1st Place: The West Essex Tribune
"Mora Landscaping"
Diane Driggs

2nd Place: The Retrospect
"Friday's Friends"
Mark Zeigler

3rd Place: The West Essex Tribune
"Edward Castelli Contracting"
Ellen Harte
Grisel Cardona

C10 - Best Classified House Ad

Daily

1st Place: The Star-Ledger
"Your Multi Media Real Estate Solution"
Michele Hayes, Marketing Services Manager
Suzanne Anan, artist

2nd Place: The Star-Ledger
"Free Photos for a Month!"
Michele Hayes, Marketing Services Manager
David Petersen, artist

3rd Place: The Star-Ledger
"House Hunters"
Michele Hayes, Marketing Services Manager
Suzanne Anan, artist

Weekly

1st Place: Ocean City Sentinel
"Are You Tired of the Same Old Ads?"
Sean Kolman, artist

2nd Place: Ocean City Sentinel
"Over 130 Years of Experience"
Sean Kolman, artist

3rd Place: The West Essex Tribune
"Something to Sell?"
Karen Trachtenberg

C11 - Best External Classified Promotion Idea

Daily

1st Place: The Star-Ledger
"One Source Many Solutions"
Kim Alvarez, Recruitment Manager
Suzanne Anan, artist
Isabella Mest, Preprints & Special Sections Manager
Sales Staff

2nd Place: The Star-Ledger
"Fall Home Preview"
Gary Kowal, Real Estate Manager
Suzanne Anan, artist
Isabella Mest, Preprints & Special Sections Manager
Sales Staff

3rd Place: The Star-Ledger
"Luxury Rentals"
Gary Kowal, Real Estate Manager
Suzanne Anan, artist
Isabella Mest, Preprints & Special Sections Manager
Sales Staff

Weekly

1st Place: No award

2nd Place: No award

3rd Place: No award