

NJPA

NEW JERSEY PRESS ASSOCIATION

Advertising Awards Celebration

NJPA Awards

April 11, 2013

NJPA

NEW JERSEY PRESS ASSOCIATION

Comedian Mike Bova

is sponsored by

Gibbons, P.C.

NJPA Awards

NJPA

NEW JERSEY PRESS ASSOCIATION

Better Newspaper Contest

**2012 Advertising
Awards**

NJPA Awards

NJPA

NEW JERSEY PRESS ASSOCIATION

Advertising Awards Celebration

is sponsored by

SmallTownPapers, Inc.

NJPA Awards



Better Newspaper Contest 2012

Category 1

Best Real Estate Ad

NJPA Awards

M I C H A E L Pagnotta

ARCHITECTURE + CONSTRUCTION

342 West Ninth Street, Ship Bottom, NJ 08008

609-361-0011

www.pagnotta.com



The Sand Dollar

Fits 50' wide lots • 3 bedrooms & 2 baths

Huge attic storage for future expansion

Replace your aging Cape with a complete new home! Locally built, not a modular!

The Sea Star

50' wide lots • 1,900 square feet
4 bedrooms, 3½ baths • First floor master suite



The Coral

40' wide lots • 2,100 square feet

Four bedrooms, 3½ baths • Reverse living, optional elevator and roof deck



Complete New Home Packages from \$279,000

- SS Appliances & Granite Tops
- Low Maintenance Exteriors
- Hardwood Floors
- Vinyl Guardrails
- Hi-Efficiency Gas Appliances & HVAC
- Ceramic Tile Baths

Build With an Architect

1: Best Real Estate Ad

Third Place, Weekly

The SandPaper

Michael Pagnotta Architecture
& Construction

Andrea Driscol

Sales Representative

Jeffrey Kuhlman

Artist

NJPA

NEW JERSEY PRESS ASSOCIATION



Prudential
Fox & Roach REALTORS®

Introduces New HOMETEXT INFORMATION SYSTEM

The new digital marketing system is the latest installment of Prudential Fox & Roach's dedication to providing the latest technology and services.



Text
PFR
to 59559



Prudential
Fox & Roach, REALTORS®

123 Main Street.go2pfr.com
123-555-1212
www.prufoxroach.com
www.ocnj.com

With the new HomeText mobile texting solution, interested buyers can get information immediately on their smartphone or other text-capable mobile phone. We will add a texting sign bubble to your property signage, so it will catch their eye as they drive by. Buyers get the information they want – on the spot – and we'll connect them with your sales associate. The digital Home Marketing System will include the following features:

- This technology will allow a buyer to use a smart phone to instantly access information about a listing and its agent. This will enable homebuyers to learn more about a specific home, neighboring homes for sale, and contact the listing agent by texting a specific number found on the listing signage.
- Will be visible on top real-estate listing sites, as well as upgraded listings on the four most visited sites such as Trulia, Zillow, Yahoo, and Realtor.com
- Each listing will have its own Individual website, dedicated to the home for sale
- Each listing will have its own video uploaded to YouTube.



Text
PFR
to 59559



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to 59559
for info on
these
homes

Whether your buying, selling or renting...put the power of the "rock" behind you!
WWW.OCNJ.COM or WWW.PRUFOXROACH.COM

1: Best Real Estate Ad

Second Place, Weekly

Ocean City Sentinel

Prudential Hometext Information System

Sean Kolman

NJPA
NEW JERSEY PRESS ASSOCIATION

1: Best Real Estate Ad

*Built Better, Built Faster
More Affordable... Guaranteed!*

CIRCUL™
CUSTOM BUILDERS
The Circul Experience
Building A Home Has Never Been Easier!

NEED A HOME FAST?

Starting At \$229,000
The Marine
1400 Sq Ft.
3 Bedrooms
2 Baths
Numerous Upgrades
2-3 Months
Start to Finish

Models available for most Long Beach Island lots. Or design your own!

609-494-7225
**Your One Stop Source for Building
Your Dream Home**

Architectural Services • Interior Design • Custom Kitchens
and Baths • Custom Woodworking
In-house Engineering • Alternative Energy Applications
DEP and Environmental Consulting
Insurance • Short and Long Term Financing

WWW.CIRCUL.COM
an EC2 Design/Build Company
Builders Lic#44911

First Place, Weekly

The SandPaper

Circul Custom Builders

Allen Schleckser

Sales Representative

Adrian Antonio

Production Artist

NJPA

NEW JERSEY PRESS ASSOCIATION

1: Best Real Estate Ad

*Thank You to Our Valued Clients
for Voting Us*

ASBURY PARK PRESS
Readers' Choice ✓

2012
One of the
BEST
of Ocean County



Cathy Castillo
Branch Manger

Direct: 732.269.5558
Mobile: 732.300.9465
Fax: 732.608.8498
Cathy.Castillo@myrfc.com
www.residentialfinance.com
NMLS# 252878

FHA, VA,
Reverse Mortgage,
Conventional



625 Route 9, Beachwood, NJ 08722

**RESIDENTIAL
FINANCE
CORPORATION**

Residential Finance Corp (RFC) 1 Easton Oval, Ste 400 Columbus, OH 43219. Not affiliated with Residential Funding Corp. Conducts business as RFC Mortgage 1/1/1/n Residential Finance Corporation in NY. Not an offer of credit or commitment to make a loan; not available in all areas; subject to underwriting guidelines. NMLS #1652; VA Lender ID #2595540000; NJ Licensed by NJ Dept of Banking & Insurance NJ Correspondent Mortgage Banker & Secondary Mortgage Loan Licensee #9945825

Third Place, Daily Over 35,000

Asbury Park Press

Real Estate

Donna Harris

Art Staff

NJPA

NEW JERSEY PRESS ASSOCIATION

1: Best Real Estate Ad

We Cordially Invite You To Witness Progress In Action

hope is
building



Zarrilli Homes, LLC is proud to announce the first modular home set at the Jersey Shore since Hurricane Sandy.

We invite you to come out to view this historic day, reinforcing what local and state officials have been stressing in the wake of the storm, *New Jersey can and will rebuild.*

The crews at Zarrilli Homes have been diligently working with residents of the Jersey Shore whose homes and lives were affected by this natural disaster.

We hope you will join us and the community in witnessing this house-set as a symbol of progress toward rebuilding the Jersey Shore. Whether you are in need of rebuilding or simply want learn more about the modular home process, Zarrilli Homes is here for you.



Committed to Rebuilding the Jersey Shore.

First Place, Daily Over 35,000



Asbury Park Press

Zarrilli Homes

Carol Squillante

Art Staff

186 Mantoloking Road • Brick Township, NJ • (732) 262-4848 • www.ZarrilliHomes.com

Find us on  

NJPA
NEW JERSEY PRESS ASSOCIATION



Better Newspaper Contest 2012

Category 2

Best Auto Ad



NJPA Awards

Livingston Sunoco

would like to thank the
*Police Dept. • Auxiliary Police
Fire Dept. • First Aid Squad
First Responders*
Our Livingston Sunoco
employees and customers
for all their efforts &
kindness exhibited at all times!

In appreciation, we offer a
10% discount
for All Services
except gasoline
Expires 12/31/12

N.J. Inspection Station, Emission Repair Facility and Reinspection Station
Complete auto service • Foreign and domestic

247 S. Livingston Ave.
(next to King's Supermarket)
(973) 994-9593



Open 7 Days
Mon. - Sun. 7 AM - 10 PM



Flatbed, Towing, & Road Service
Michael Inlander
Proprietor

2: Best Auto Ad

Third Place, Weekly

The West Essex Tribune

Livingston Sunoco

**Nancy Perlmutter
Grisel Cardona
Karen Trachtenberg**

NJPA
NEW JERSEY PRESS ASSOCIATION

2: Best Auto Ad

Second Place, Weekly

The West Essex Tribune

ASE **ATSG** **THE TRANS Shoppe** *Celebrating Our 25th Anniversary!*
THE TRANS SHOPPE Est. 1986 505 CAR CARE CENTER - TRANSMISSIONS
Transmission Specialist & Car Care Center
Do Your Fall/Winter Service Now!
505 South Livingston Ave. - Livingston 973.992.0055 Antique & Classic Car Specialists

Trans Shoppe

Nancy Perlmutter
Karen Trachtenberg
Grisel Cardona

NJPA
NEW JERSEY PRESS ASSOCIATION

2: Best Auto Ad



For over 65 years Lucas Ford has been a dealership you can **Always** count on.

Due to last month's Super Storm Sandy manufacturers are offering a Hurricane Sandy Relief Rebate of \$500.

**LUCAS FORD WILL DOUBLE
THE REBATE TO
\$1,000**

must present insurance claim to qualify for rebate

**Lucas Ford will also donate \$100
to the Relief Fund of your choice
with every purchase**

We are fully stocked with new & used inventory to help with your transportation needs

LUCAS FORD

900 Rt. 130 North, Burlington, NJ 08016

609-386-3100



First Place, Weekly

The SandPaper

Lucas Ford

Cindy Linkous

Sales Representative

Adrian Antonio

Production Artist

NJPA

NEW JERSEY PRESS ASSOCIATION

2: Best Auto Ad

HALDEMAN SUBARU

Cruise. Control.



With road-gripping Symmetrical All-Wheel Drive and 32 MPG², you can take the 2013 Subaru Legacy anywhere. Where it takes you is another story.



2013 SUBARU LEGACY 2.5i

- Symmetrical All-Wheel Drive
- 32 mpg hwy²
- 173-hp SUBARU BOXER[®] engine
- 2012 IIHS Top Safety Pick[®]

LEASE FOR **\$167*** PER MO. 42 MOS

10,000 miles per year 15¢ per mile over

4Dr, 4Cyl, Auto PS, PB, pw, keyless entry, inter wipers, r/def, pm, hm, h/seats, am/fm/cd, tilt, cruise, vin#d3010073, MSRP \$24,642, CCR \$2818, LEV \$14,045. Total due at signing \$3000, TOP \$7014, Buy For payment based on \$3,000 cash or trade equity down.

INCLUDES 1ST MONTH PAYMENT

NO SECURITY DEPOSIT

2012 SUBARU FORESTER 2.5x PREMIUM



- 4DR •4CYL •AUTO
- AWD •PWR STEERING
- PWR BRAKES
- A/C •PWR WINDOWS
- KEYLESS ENTRY
- INTER WIPERS
- R/DEF
- PM, PDL
- AM/FM/CD
- TILT
- CRUISE

Vin#CG440370, MSRP \$22,305. Buy for payment based on \$5,000 cash or trade equity down.

BUY FOR **\$234*** PER MO. 72 MOS @ 1.9% APR

*Come See
The All New
2013
Subaru WRX
PREMIUM*



2012 SUBARU OUTBACK 2.5i



- 4DR •4CYL •AUTO
- PWR STEERING •PWR BRAKES
- A/C •PWR WINDOWS •KEYLESS ENTRY
- INTER WIPERS
- R/DEF
- PM •HM
- PDL
- HTD SEATS
- AM/FM/CD
- TILT
- CRUISE

Vin#C3268792, MSRP \$26,434. Buy for payment based on \$5,000 cash or trade equity down.

BUY FOR **\$289*** PER MO. 72 MOS @ 1.9% APR

*Big Enough to Serve You,
Small Enough to Know You*

**607 ROUTE 33 • HAMILTON, NJ 08619
609-586-7600**

*We Are The Dealer
For The People*

*Subaru, Legacy, Outback and Forester are registered trademarks. 2012 Top Safety Picks include the 2013 Subaru Forester, Impreza, Legacy, Outback and Tribeca. 2EPA-estimated hwy fuel economy for 2013 Subaru Legacy 2.5i CVT models. Actual mileage may vary. *APR on select models. Tax, title & acquisition fee extra. Lease based on 15k miles a year. Payments and rates to qualified buyers. Expires 9/30/12.

Third Place
Daily Under 35,000

The Trentonian

Haldeman Subaru

Anne Bench

Graphic Artist

John Conte

Sales Representative



NEW JERSEY PRESS ASSOCIATION

2: Best Auto Ad

LINCOLN WISH LIST
SALES EVENT

STOP WISHING AND START DRIVING.

We Will Make Your First Payment Up To \$550.00* *See Dealer For Details.



2012 LINCOLN MKZ

Lease for only **\$299*** per month/24 month lease Plus taxes and fees.

Buy for only **\$29,999*** Buy price includes \$2000 Retail Customer Cash, \$500 Lincoln AFS Retail Bonus Cash.

VIN# 3L2CR81297 5YK# 2L185. MSRP \$35,650. 4 DR. 6 CYL. AUTO. PS. PB. A/C. PW. P/Seats. Keyless Entry. Inter Wipers. R/Del. P&B. Pwr. Hld Seats. Hld Pwr Mirrors. Am/Fm/Cd. T8. Cruise. Leather Seats. 24 Month Red Carpet Lease. 10,500 Miles Per Year. 20 Cents Over-Cap Cost Reduction \$1999. First Payment \$299. Security Deposit \$0. Acq Fee \$645. Total Due At Signing \$2943. Total Of Payments \$3718. Total Cost Of Lease \$19,820. LEV \$1,378. Includes \$1,500 ICC. Customer Cash.

- Easy Fuel Capless Fuel Filler
- Reverse Sensing System
- Anti-Lock Braking System
- Sirius Sat Radio N/A AK/HI
- Tire Pressure Monitor System
- Personal Safety System
- SYNC Voice Activated Sys
- Traction Control
- SOS Post Crash System
- Remote Keyless W/Keypad
- 4-WHL Disc Brakes

CURRENT FORD-LINCOLN, MERCURY OWNERS RECEIVE ADDITIONAL LINCOLN OWNER LOYALTY INCENTIVES* For qualified Lincoln Customers

RED CARPET LEASE CUSTOMERS RECEIVE ADDITIONAL LINCOLN LEASE RENEWAL INCENTIVES* For qualified Lincoln Customers

LINCOLN COMPETITIVE LEASE OWNERS RECEIVE ADDITIONAL \$1000 INCENTIVES* For qualified Lincoln Customers. See dealer for details. *Not included in lease price.



2012 LINCOLN MKZ Hybrid

Lease for only **\$349*** per month/24 month lease Plus taxes and fees.

Buy for only **\$29,999*** Buy price includes \$2000 Retail Customer Cash, \$1000 Lincoln Bonus Customer Cash.

VIN# 3L2CR819550 5TK# 2L110. MSRP \$35,630. 4 DR. 2.5L 14 HEV. ECVT. AUTO. PS. PB. A/C. PW. P/Seats. Keyless Entry. Inter Wipers. R/Del. P&B. Pwr. Hld Seats. Hld Pwr Mirrors. Am/Fm/Cd. T8. Cruise. Leather Seats. 24 Month Red Carpet Lease. 10,500 Miles Per Year. 20 Cents Over-Cap Cost Reduction \$1999. First Payment \$349. Security Deposit \$0. Acq Fee \$645. Total Due At Signing \$2993. Total Of Payments \$8376. Total Cost Of Lease \$11,020. LEV \$24,372. Includes \$1,000 Lincoln Bonus Customer Cash.

- Dual Exhaust W/Crome Tips
- Reverse Sensing System
- 4-WHL Disc Brakes
- Sirius Sat Radio N/A AK/HI
- Tire Pressure Monitor System
- Anti-Lock Braking System
- SYNC Voice Activated Sys
- Traction Control
- Personal Safety System
- Remote Keyless W/Keypad
- SOS Post Crash System



2013 LINCOLN MKS AWD

Lease for only **\$399*** per month/24 month lease Plus taxes and fees.

VIN# 112G0600978 5TK# 3L004. MSRP \$45,680. 4 DR. 6 CYL. AUTO. PS. PB. A/C. PW. P/Seats. Keyless Entry. Inter Wipers. R/Del. P&B. Pwr. Hld Seats. Hld Pwr Mirrors. Am/Fm/Cd. T8. Cruise. Leather Seats. 24 Month Red Carpet Lease. 10,500 Miles Per Year. 20 Cents Over-Cap Cost Reduction \$2999. First Payment \$399. Security Deposit \$0. Acq Fee \$645. Total Due At Signing \$4043. Total Of Payments \$9376. Total Cost Of Lease \$13,320. LEV \$20,857. Includes \$1,000 ICC. Customer Cash.

- Dual Exhaust W/Crome Tips
- SYNC Voice Activated Sys
- 4-WHL Disc Brakes
- Easy Fuel Capless Fuel Filler
- Remote Start/Keyless Entry
- Anti-Lock Braking System
- Sirius Sat Radio N/A AK/HI
- Electronic Pwr Assist Steering
- SOS Post Crash System



2013 LINCOLN MKX AWD

Lease for only **\$429*** per month/24 month lease Plus taxes and fees.

VIN# 2L2CB86875 5TK# 3L023. MSRP \$43,295. 4 DR. 3.7L 6 CYL. AUTO. PS. PB. A/C. PW. P/Seats. Keyless Entry. Inter Wipers. R/Del. P&B. Pwr. Hld Seats. Hld Pwr Mirrors. Am/Fm/Cd. T8. Cruise. Leather Seats. 24 Month Red Carpet Lease. 10,500 Miles Per Year. 20 Cents Over-Cap Cost Reduction \$2499. First Payment \$429. Security Deposit \$0. Acq Fee \$645. Total Due At Signing \$5373. Total Of Payments \$10,276. Total Cost Of Lease \$13,440. LEV \$34,903. Includes \$200 ICC. Customer Cash.

- Dual Exhaust W/Crome Tips
- Remote Start/Keyless Entry
- Easy Fuel Capless Fuel Filler
- Electronic Pwr Assist Steering
- Voice Activated Navig System
- 4-WHL Disc Brakes
- Sirius Sat Radio N/A AK/HI
- Anti-Lock Braking System
- SYNC Voice Activated Sys
- SOS Post Crash System
- Universal Garage Door Opener

Get more than you wished for at the Lincoln Wish Sales Event. You'll find the current offers on www.lawrencevillelincoln.com

Lawrenceville Lincoln

**2920 Brunswick Pike
Lawrenceville, NJ 08648**

609-882-2900

NEW WEBSITE
www.lawrencevillelincoln.com



Second Place
Daily Under 35,000

The Trentonian

Lawrenceville Wish List
Lawrenceville Lincoln

Anne Bench
Graphic Artist

John Conte
Sales Representative

2: Best Auto Ad

Dick Greenfield
 CHRYSLER DODGE Jeep RAM

The ALL NEW 2013 DODGE DART

LEASE FOR ONLY \$199 mo.* OR BUY FOR ONLY \$18,279*

DODGE DART EARNS 5-STAR SAFETY RATING
 - In the automotive world, nothing says a car is more safe than a 5-Star crash test rating from the NHTSA. The Dart Scored A Five-Star Overall Rating, Tying It For First Place Among Small Cars.

ALL-NEW 2013 DODGE DART INTERIOR SETS NEW STANDARD FOR COMPACT CARS

- New Dodge Dart built with materials and precision craftsmanship typically found in more expensive vehicle segments
- Customization is key - Dodge offers thousand of ways to personalize the Dart
- Available high-tech features include class-exclusive customizable 7-inch gauge cluster, 8.4-inch Uconnect touch screen, heated steering wheel and illuminated floating island bezel

UNMISTAKABLE STYLE: The all new 2013 Dodge Dart marks the Dodge brand's re-entry into the compact sedan segment, hitting the bulls-eye with a modern, unmistakable Dodge design that builds upon its performance heritage while evoking efficiency and fluidity of movement.

THREE SOPHISTICATED, FUEL-EFFICIENT & POWERFUL ENGINES
 The 2013 Dodge Dart will be powered by three fuel-efficient, powerful, state-of-the-art-four-cylinder engines that add to Dart's fun-to-drive quotient.

THE ALL-NEW DART - BUILT IN AMERICA
 The all-new Dodge Dart will be made in America, at Chrysler Group's Belvidere Assembly Plant in Belvidere, Ill.

24 HOUR PARTS & SERVICE
 NO APPOINTMENT NECESSARY

www.dickgreenfield.com 609-882-1000
Business Route 1, Lawrenceville, NJ

Follow Us On Facebook
 greenfield dodge
 chrysler jeep

*Payment lease based on 42 mos with \$1899 down and \$595 bank fee. Tax, tags and first months payment. 10K miles per year. TOP \$8358, LEV \$10,868, \$500 Military Rebate and \$500 Rebate. Buy for price includes \$750 Consumer Rebate, \$500 Military Rebate and \$1000 Lease Conquest Rebate. 2013 Dart, 4dr, 4 cyl, auto, pw, keyless, inter wipers, t/def, pdl, pm, am/fm/cd, tilt, cruise, MSRP \$20,905. Photos for illustrative purposes only. Dealer not responsible for typographical errors. Expires 12/31/12.

First Place, Daily Under 35,000

The Trentonian

Dick Greenfield
 The All New
 2013 Dodge Dart

Anne Bench
 Graphic Artist

John Conte
 Sales Representative



NEW JERSEY PRESS ASSOCIATION



Better Newspaper Contest 2012

Category 3

Best Food Ad

A large, stylized graphic of a trophy or award, rendered in a light orange color, is positioned on the left side of the page. It has a wide base and a curved, tapering stem that leads to a flat top.

NJPA Awards

3: Best Food Ad

SHRIVER'S
Salt Water Taffy & Fudge

**Not Just The Summer
Time Treat!**

**PLACE YOUR HOLIDAY
ORDERS NOW**

*Shriver's will send your gift
anywhere in the U.S.*

Open Daily at 10am for all
your Gift Giving Needs
9th & Boardwalk
Ocean City, NJ 08226
1-877-668-2339

SHRIVER'S
Salt Water Taffy & Fudge

\$3.00 OFF
Your Candy Purchase
of \$30 or more.

Valid in store only. Not to be combined with
any other offer. Expires 12/31/2012. Sentinel.

Find us on:
facebook

From the Boardwalk
Ocean City, New Jersey

Ocean City NJ
SHRIVER'S
SALT WATER TAFFY
& FUDGE
The Confectionists
www.SHRIVERS.COM

Hand Made
Boardwalk Fudge

Mr. Taffy
Shriver's

ALWAYS OPEN ONLINE AT WWW.SHRIVERS.COM

Third Place, Weekly

**Ocean City
Sentinel**

Shriver's Salt Water Taffy

Sean Kolman

NJPA

NEW JERSEY PRESS ASSOCIATION

3: Best Food Ad



Second Place, Weekly

The SandPaper

Bagels & Beyond

Marianne Nahodyl

Sales Representative

Adrian Antonio

Production Artist

NJPA

NEW JERSEY PRESS ASSOCIATION

COUNTRY
KETTLE **FUDGE**

**"Send your love in a box of fudge"
this Valentine's Day**



ORDER ONLINE TODAY

www.countrykettlefudge.com or 492-2800

Order online or Visit us this weekend

Open Sat. 2/11 & Sun. 2/12
(Cold Quarts of Chowda Available Weekends)

Bay Village

9th & Bay Ave., Beach Haven

FREE SOUVENIR BOX

OF OUR
DELICIOUS
COUNTRY KETTLE
SALT WATER TAFFY WITH
A 1 LB. OR MORE FUDGE
PURCHASE & THIS COUPON

1 per customer. Not valid with any other offer. SP0208

3: Best Food Ad

First Place, Weekly

The SandPaper

Country Kettle Fudge

Cindy Linkous

Sales Representative

Art Staff

NJPA

NEW JERSEY PRESS ASSOCIATION

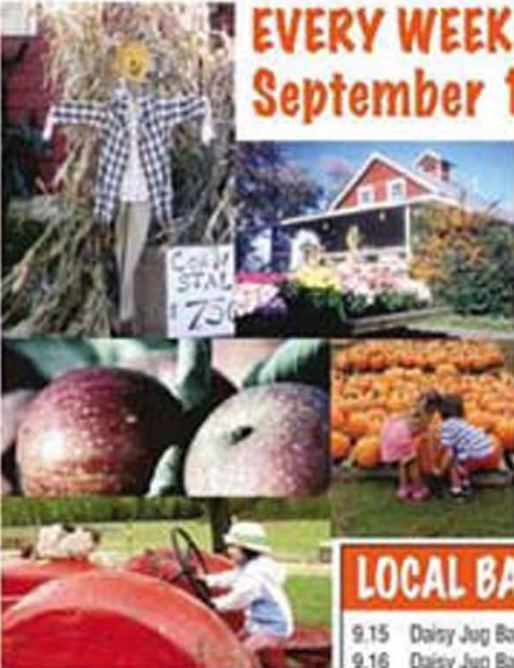
TERHUNE ORCHARDS

COLD SOIL ROAD
PRINCETON, NJ 08540

609-924-2310
www.terhuneorchards.com

FALL HARVEST FESTIVAL

EVERY WEEKEND 10AM-5PM
September 15 - October 28



- Cider • Farm Market
- Adventure Barn - Everything Pumpkin
- Pumpkin Picking & Painting
- Farm Wagon Rides
- Pony Rides
- Corn Stalk Maze
- Wine Tasting Room
- Country Food • Pies
- Parking at the Farm
- Pick-Your-Own Apples on Van Kirk Farm Every Day 9-5

LOCAL BANDS EVERY WEEKEND

9.15 Daisy Jug Band	10.8 Jay Starr
9.16 Daisy Jug Band	10.13 Mountain View
9.22 Mark Miklos & Raritan Valley Ramblers	10.14 Heavy Traffic Blue Grass Band
9.23 Tom and Jerry	10.20 Borderline
9.29 Riverside	10.21 The Bon Ton Lizard Sauce
9.30 Jimmy Lee Ramblers	10.27 Swingin' Dixie
10.6 Mountain Heritage	10.28 Looking 4 Directions
10.7 Stormy Horizon	

Farm Open Every Day 9am-6pm • Free



Weekend Festival admission \$5 (kids under 3 free)
No admission charge for Market, Tasting Room, Pick-Your-Own

3: Best Food Ad

Third Place
Daily Under 35,000

The Times

Harvest Festival

Gaylen Gallimore

NJPA
NEW JERSEY PRESS ASSOCIATION

3: Best Food Ad

Bristol AMISH MARKET
FOOD • FURNITURE • CRAFTS

498 Green Lane, Bristol, PA 19007
(just off PA Turnpike)
(215) 826-9971
www.bristolamishmarket.com

Hours of Operation
Thursday 9am-6pm • Friday 9am-7pm
Saturday 9am-4pm

The Bristol Amish Market is a taste of Lancaster Co., in your very own backyard.

Offering A Unique Shopping Experience. The Bristol Amish Market Has A Little Something For Everybody.

M & J Meats
Hickory Smoked Bacon
\$3.19 Lb.
Regular Price \$4.19 Lb.
Coupon expires Feb., 25, 2012

Mary's Donuts
Mocha Toffee Nut Latte
12 Oz. **\$2.00** | 16 Oz. **\$3.00**
Coupon expires Feb., 25, 2012

Ike's Garden
FREE Pint Of Orange Juice
With \$25.00 Purchase
With Coupon. Expires Feb., 25, 2012

King's Pretzels & Ice Cream
\$1.00 OFF
Chicken Bacon Or Cheese Steak Logs
(One Per Customer)
With Coupon. Expires Feb., 25, 2012

Dutch Country Luncheonette
Buy A Sausage Sandwich
Get Fries FREE
(Hot & Mild)
With Coupon. Expires Feb., 25, 2012

Ben's Deli
Buy 2 Stuffed Potatoes
Get One FREE
With Coupon. Expires Feb., 25, 2012

Dutch Country Bakery
1 FREE Whoopie Pie
With Coupon. Expires Feb., 25, 2012

Best Darn Kettlecorn
FREE Cone Of Corn
With \$10.00 Purchase
With Coupon. Expires Feb., 25, 2012

Stoltzfus Bulk Foods
Spend \$15.00 Get 16 Oz. Bread Butter Pickle FREE
Spend \$25.00 Get 32 Oz. Bread Butter Pickle FREE
With Coupon. Expires Feb., 25, 2012

Pistol Pete's Seafood
\$1.00 OFF Per Lb. Of Fresh Grouper
Lobster Tails Available
With Coupon. Expires Feb., 25, 2012

Bristol BBQ
Buy 1/2 Rack Of Ribs
Get 2 Sides FREE
With Coupon. Expires Feb., 25, 2012

Second Place
Daily Under 35,000

The Trentonian

The Amish Market

Anne Bench

Graphic Artist

Sales Staff

3: Best Food Ad

GRAND OPENING
EWING FARM
 954 Parkway Ave, Ewing, NJ 08618

Freshness starts here... From our farm to your table!

Deli Meats
 Proudly Serving
 Dietz & Watson Premium
 Meats & Cheeses

Farm Fresh Produce

Fresh Baked Bread
 From our own family bakery

Grand Opening Celebration!
 Sat. Oct. 20th
 9am-8pm
**FREE Dietz & Watson
 All Beef Franks**
*While supplies last

Dietz & Watson White American Cheese \$3.99 lb.	Dietz & Watson Gourmet Lite Turkey Breast \$6.99 lb.	Dietz & Watson Gourmet Lite Cooked Ham \$5.99 lb.	Fresh, Sweet Gala Apples 99¢ lb.
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Store hours:
 M-Sat 9am-8pm
 Sun 9am-5pm

BEST PRICES IN TOWN!
Prices Valid 10/18 -10/24

First Place
 Daily Under 35,000

The Times

Grand Opening

Gaylen Gallimore

NJPA
 NEW JERSEY PRESS ASSOCIATION



Better Newspaper Contest 2012

Category 4

Best Restaurant/ Entertainment Ad – Black & White

NJPA Awards

4: Best Restaurant/Entertainment Ad – Black & White

**d'oro
ristorante**

219 main street
chatham, nj 07928

p.973.701.6990
f. 973.701.6998

www.dororistorante.com



Third Place, Weekly

**The West Essex
Tribune**

D'Oro Ristorante

**Wendy Navin
Grisel Cardona
Karen Trachtenberg**

NJPA
NEW JERSEY PRESS ASSOCIATION

4: Best Restaurant/Entertainment Ad – Black & White

Second Place, Weekly

The SandPaper



Raimondo's
creative Italian cuisine
1101 Long Beach Boulevard, Ship Bottom
609.494.5391

Creative Italian Cuisine

Serving Dinner 6 Days a Week at 5pm
Closed Mondays
Reservations Recommended

www.raimondoslb.com Gift Certificates Available

Raimondo's

Art Staff

Steve Havelka

Sales Representative

NJPA
NEW JERSEY PRESS ASSOCIATION

4: Best Restaurant/Entertainment Ad – Black & White

First Place, Weekly

The SandPaper

Black-Eyed Susans

Steve Havelka

Sales Representative

Art Staff



The advertisement is a black and white print ad for Black-Eyed Susans Cafe. At the top, the name 'Black-Eyed Susans' is written in a large, cursive font, with a stylized flower where the center is a black eye. Below this, it says 'VISIT OUR NEW "RAW BAR"' in bold, uppercase letters. To the left, a quote from Craig LaBan of the Philly Inquirer reads: 'The best crabcakes at the shore?...they have my vote.' To the right, there are four stars and '(3 1/2 stars)' followed by '-NJ Monthly Magazine'. A horizontal line separates this from the operating hours: 'Open Daily for Dinner 5-10pm' and the phone number '609-494-4990'. At the bottom, the name 'Black-Eyed Susans Cafe' is written in a cursive font on a dark background. Below that, the address '7801 Boulevard, Harvey Cedars • 494-4990' and website 'blackeyedsusanscafe.com' are listed on the left, and 'SMALL POTATOES CATERING' with the website 'lbismallpotatoes.com' and a logo on the right.

Black-Eyed Susans
VISIT OUR NEW "RAW BAR"

"The best crabcakes at the shore?...they have my vote."
Craig LaBan
Philly Inquirer

★★★★ (3½ stars)
-NJ Monthly
Magazine

Open Daily for Dinner 5-10pm
609-494-4990

Black-Eyed Susans Cafe

7801 Boulevard, Harvey Cedars • 494-4990
blackeyedsusanscafe.com

& SMALL POTATOES CATERING
lbismallpotatoes.com

NJPA
NEW JERSEY PRESS ASSOCIATION

4: Best Restaurant/Entertainment Ad – Black & White



Tanti Baci Caffè

Authentic
Italian Cuisine
Prepared Fresh Daily
with a Casual Feel



Lunch served 12:15-3:30 pm
Tues., Wed. & Thurs. Pasta Discount Days
Private Parties Welcome

2 White Deer Plaza
Lake Mohawk | Sparta NJ
973-726-9399 | www.tantibaciacaffe.com

Open
Tuesday
through Sunday

Follow us for
Specials &
Discounts

What People Are Saying...

Q: As a chef, what is one trick or secret you would share?
A: When cooking for customers, cook from the heart, as if you are cooking for yourself. Make no mistake, customers know the difference between good and fresh ingredients, and the ones masked with sauce and spices as a cover up. See customers eat out and they compare food quality, here in Tanti Baci, we do not take short cuts.

Q: What is the main feature that brings customers to your restaurant?
A: We have a good product that Sussex County needed. NEW YORK TIMES nailed it on the head.

"The food at Tanti Baci is simplicity itself, the kind of basic time-honored Italian preparations that depend on allowing the fresh flavors of the ingredients to shine through..." NY Times.

We were also voted Best Italian by CitySearch audiences, one of the Best 100 restaurants in New York City, by Timeout New York, and Featured by American Airlines in Food Network Magazine among the top 10 romantic spots in the Tri-State.

So there must be a reason for all that madness!!!

"I'm so so happy that they are back!! They've moved from Greenwich Village, but they are now not so far in Sparta, NJ. Here's the deal: They serve fresh pasta in fresh sauces..... but they've got their recipes down and it's just good. I'm a fan of their Rigatoni All Norma pasta."

1/10/2011
B C., New York, NY

"Love it!! Mussels are off the charts. My husband and I started going there after receiving a gift certificate for Christmas. What a gift. It is BYOB it is a terrific establishment in this quaint town!"

1/31/2012
Sally, Sparta, NJ

"Holly Ravioli....I think I had their handmade seafood ravioli... This place is the best in Sussex County, hands down. We love this place, it became our new spot. If you are looking for the best food with great Italian music, this place is the one for you. The chef-owner is on the floor with the waiters, he chats and toasts with every customer, and he also gets in the kitchen to check the food. Just like a café in Italy."

1/17/2012
Sam B., Sparta, NJ

Third Place
Daily Under 35,000

**New Jersey
Herald**

Tanti Baci Caffè

**Eileen Lakatos
Corin Ztanze**

NJPA

NEW JERSEY PRESS ASSOCIATION

4: Best Restaurant/Entertainment Ad – Black & White

Join Us For



Thanksgiving Dining

Thursday, November 22 from 1pm-6pm
** Reservations Required **

Pre-fixe menu and a A la carte selections available

Coming in December
**ANNUAL
GAME
SPECIALS**
Call for details!!!

10th Anniversary Celebration!
To Thank All Our Loyal Customers and Friends
for Your Friendship and Support,
We Will Be Offering
**2002 PRICES ON ALL
LUNCH AND DINNER ENTREES!**
No Coupons Accepted! No Coupon Needed!

*Available for the month of November 2012.



Pheasants Landing

RESTAURANT PUB & CATERING

311 AMWELL ROAD • HILLSBOROUGH, NJ • 908.281.1288
visit us online at: www.pheasantslanding.com

AP-5000587641

Second Place
Daily Under 35,000

Courier News

Join Us for Thanksgiving
Dining

Jennifer Ward
Donna Van Zandt

4: Best Restaurant/Entertainment Ad – Black & White

First Place, Daily Under 35,000

The Times

Making Gift Giving Better

Gaylen Gallimore

PIZZA
PAPA JOHN'S
 Better Ingredients. Better Pizza.

Making gift-giving Better with a
PAPA JOHN'S GIFT CARD!

EARN FREE PIZZA FAST.
Papa Rewards
 @PAPAJOHNS.COM
 Enroll Today!

Track your progress with Papa's FREE PIZZA Meter

OFFICIAL PIZZA SPONSOR OF THE NFL

Great Value Two Medium Two Toppings on Each & 2-20oz. \$20.00 OR Any Large Specialty Pizza, Chickenslings OR Wings & a 2 liter.	Pizza & Pepsi Two Large Two Toppings & any Side Item for \$25.00 OR Two Extra Large Two Toppings & a 2 liter for \$26.00	Large Meal Two Large One Toppings, 1 Bread Side, 1 Meat Side & a 2 liter \$30.00	Lunch Special One Small One Toppings & 1-20oz. \$5.00 OR One Medium One Toppings & 1-20oz. \$7.00	Eagles Anytime Combo Large Three Topping Pizza And A 2 Liter for \$11.99	Any Large Pizza All Large Pizzas (Up to 5 toppings) or Any Specialty Pizzas for \$12.00	Free 2 Liter FREE 2 Liter Beverage when you buy 2 Large 1 Topping Pizzas for \$19.99	Two Medium One Topping Two Medium One Topping Pizzas for \$14.99
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Ewing 203 Scotch Road • 609-530-0860
 Lawrenceville 2066 Brunswick Ave • 609-695-7272
 Bordentown 5 Mission Road • 609-298-7272
 Hamilton 731 Highway 33 • 609-584-7777

4: Best Restaurant/Entertainment Ad – Black & White

CELEBRATE
NEW YEAR'S EVE
at
The Garden Restaurant
ENJOY A SPECIAL MENU • LIVE DJ • DANCING
Call for information and reservations

Reservations Being Accepted for
CHRISTMAS EVE

HAPPY HOUR
Monday - Friday / 3 to 7pm

* Gift Certificates Available *
943 Magie Ave., Union NJ • 908-558-0101
gardenrestaurantnj.com

Third Place, Daily Over 35,000

The Star-Ledger

Celebrate New Year's Eve

Ashley Langan

Artist

Carmela Giardina

Sales Representative

Maureen Gaffey

Sales Manager

NJPA
NEW JERSEY PRESS ASSOCIATION

4: Best Restaurant/Entertainment Ad – Black & White

Cielo RESTAURANT & LOUNGE

Happy Holidays

Mon., Dec. 24th
CHRISTMAS EVE DINNER
Featuring



Chef Anthony's
The Feast of
Seven Fishes

Reservations Suggested
Limited Seating
Our A La Carte Menu is
also being served

CELEBRATE
NEW YEAR'S
EVE

Reservations Being Accepted
Seatings 5, 7 & 9:30 pm

Celebrate with
Friends & Family

Join Us for
Your Corporate or Private Holiday Party
Also Available Trays to Go
Live Entertainment
Friday & Saturday Evenings

973-808-1414
168 Passaic Ave., Fairfield NJ
www.cielonj.com

Lunch: Mon.-Fri. 11:30-3pm
Dinner: Mon.-Thurs. 5-10pm;
Fri.-Sat 5-12pm; Sun. 3-9pm

Like us on Facebook

Second Place, Daily Over 35,000

The Star-Ledger

Cielo Restaurant & Lounge –
Happy Holidays

Ashley Langan

Artist

Carmela Giardina

Sales Representative

Maureen Gaffey

Sales Manager

NJPA

NEW JERSEY PRESS ASSOCIATION

4: Best Restaurant/Entertainment Ad – Black & White

Il Piccola
FINE ITALIAN RESTAURANT & CATERER

"A restaurant that Roseland residents can be proud of"

Featuring :
Chef Ricardo & Chef Gregorio ~ formerly of Piccolo Italia

Open 6 Days for Dinner
Tuesday to Saturday... 5:00 pm to 10:00 pm
Sunday... 2:00pm to 8:00pm

Reservations Welcomed
178 Eagle Rock Avenue • Roseland
973-618-9666 (Formally Marra's)

First Place, Daily Over 35,000

The Star-Ledger

Il Piccola Italian Restaurant
& Caterer

Dave Petersen

Artist

Carmela Giardina

Sales Representative

Maureen Gaffey

Sales Manager

NJPA
NEW JERSEY PRESS ASSOCIATION



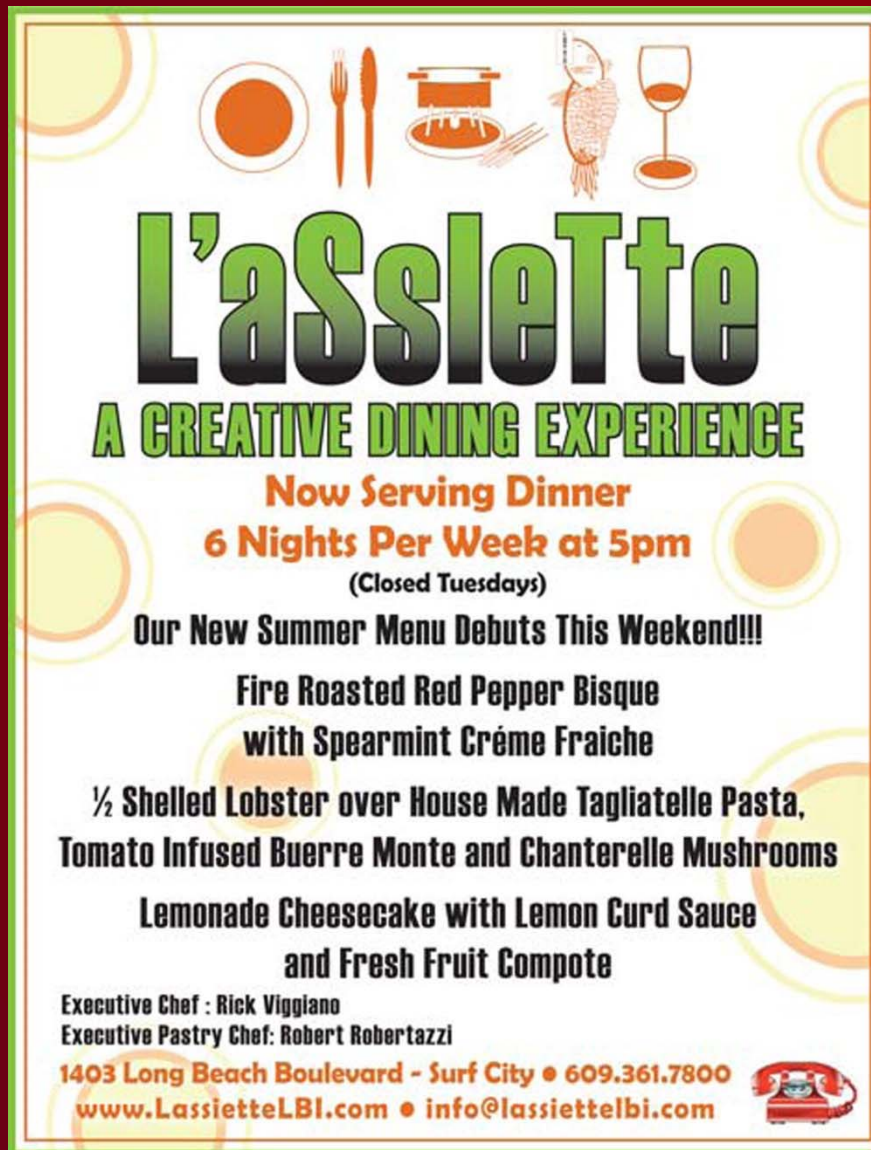
Better Newspaper Contest 2012

Category 5

Best Restaurant/ Entertainment Ad – Color

NJPA Awards

5: Best Restaurant/Entertainment Ad – Color



The advertisement for L'assiette features a white background with a green border. At the top, there are icons for a plate, cutlery, a pot, a fish, and a wine glass. The title 'L'assiette' is in large, green, stylized letters, with 'A CREATIVE DINING EXPERIENCE' in smaller green letters below it. The text 'Now Serving Dinner 6 Nights Per Week at 5pm (Closed Tuesdays)' is in orange. The main menu items are listed in black: 'Our New Summer Menu Debuts This Weekend!!!', 'Fire Roasted Red Pepper Bisque with Spearmint Crème Fraiche', '½ Shelled Lobster over House Made Tagliatelle Pasta, Tomato Infused Buerre Monte and Chanterelle Mushrooms', and 'Lemonade Cheesecake with Lemon Curd Sauce and Fresh Fruit Compote'. At the bottom, it lists the Executive Chef (Rick Viggiano), Executive Pastry Chef (Robert Robertazzi), address (1403 Long Beach Boulevard - Surf City), phone number (609.361.7800), website (www.LassietteLBI.com), and email (info@lassiettelbi.com). A small red telephone icon is in the bottom right corner.

L'assiette
A CREATIVE DINING EXPERIENCE
Now Serving Dinner
6 Nights Per Week at 5pm
(Closed Tuesdays)
Our New Summer Menu Debuts This Weekend!!!
Fire Roasted Red Pepper Bisque
with Spearmint Crème Fraiche
½ Shelled Lobster over House Made Tagliatelle Pasta,
Tomato Infused Buerre Monte and Chanterelle Mushrooms
Lemonade Cheesecake with Lemon Curd Sauce
and Fresh Fruit Compote
Executive Chef : Rick Viggiano
Executive Pastry Chef: Robert Robertazzi
1403 Long Beach Boulevard - Surf City • 609.361.7800
www.LassietteLBI.com • info@lassiettelbi.com

Second Place, Weekly

The SandPaper

L'assiette – A Creative
Dining Experience

Steve Havelka

Sales Representative

Jeffrey Kuhlman

Artist

NJPA
NEW JERSEY PRESS ASSOCIATION



Just

A RESTAURANT/LOUNGE
LIKE NO OTHER.

2280 Route 9 South Old Bridge, NJ 08857 (732) 707-4800 justrestaurantnj.com
FINE DINING | SPECIALTY COCKTAILS | LOUNGE MENU | LIVE DJ



5: Best Restaurant/
Entertainment Ad – Color

First Place, Weekly

The Two River Times

Just Restaurant

Chris Draper

Artist

NJPA

NEW JERSEY PRESS ASSOCIATION

5: Best Restaurant/Entertainment Ad – Color



Arthur's St. Moritz

Classic American Cuisine featuring our famous Delmonico Steaks, Burgers, Chicken, Seafood, Pasta and Salads.

Our beautiful garden room is available for parties, whether you are celebrating a birthday or a birth, planning a wedding or baby shower, a rehearsal dinner or anniversary, we always do our best to meet all your expectations.

Gift Certificates | Take Out | Weekend Entertainment

White Deer Plaza | Lake Mohawk | Sparta | 973-729-5677 | www.arthursstmoritz.net

Arthur's St. Moritz

One of Sussex County's premiere restaurants, Arthur's St. Moritz is noted for its excellent cuisine and superb setting in the heart of Sparta. Founded by Sparta resident Arthur McGreevy in 1995, the St. Moritz menu features steaks, seafood, poultry, and huge salad platters.

For steak lovers: Arthur's signature hand-cut **Delmonico steak** (a 24-ounce tender Rib eye served with red potatoes), **Steak Diane** (16-ounce crusted New York Strip Steak with grilled onions and mushroom gravy served with mashed potatoes) or the superb **Bacon Wrapped Filet Mignon** (9-ounce hand-cut filet topped with bleu cheese and mushrooms served with mashed potatoes and demi-glace).

For delectable seafood dishes: **Arthur's Famous Scrod** - a 14-ounce filet that is baked and served with tarrar sauce and red potatoes; the **Seared Sesame Tuna** is a 8-ounce portion of tuna steak seared rare with apple-fennel Cole slaw and the **Cedar Plank Salmon** - a delightful 8-ounce serving of grilled salmon with wild rice.

In the last year, Arthur's St. Moritz has undergone some classy renovations which makes it a superb choice for birthdays, family get-togethers, reunions, Sweet Sixteen's, showers, wedding rehearsal dinners or anniversaries.

Daily Events

Tuesdays - ENDLESS PASTA NIGHT!

\$12.95 per person with salad & bread. Kids eat pasta for free with adult purchase of pasta.

Wednesdays - JOE TRIVIA!

Team style trivia in the lounge with house cash prizes!

Thursdays - THIRSTY THURSDAYS!

\$5.00 liters & \$2.00 pints in the lounge from 7:00 to 9:00 p.m.

Fridays & Saturdays

LIVE entertainment starting @ 9 p.m. check our website at www.arthursstmoritz.net for performers.

Sundays - PRIME RIB

2 for \$22! Two 12-ounce classic prime ribs with choice of a side.

Every Day - HAPPY HOUR

in the lounge from 4-7 p.m.

1/2 off appetizers & \$1.00 off all sandwiches.

9 White Deer Plaza | Lake Mohawk | Sparta | 973-729-5677 | www.arthursstmoritz.net

Third Place
Daily Under 35,000

New Jersey
Herald

Arthur's St. Moritz

Eileen Lakatos
Corine Ztanze

NJPA

NEW JERSEY PRESS ASSOCIATION

5: Best Restaurant/Entertainment Ad – Color

Second Place, Daily Under 35,000

The Trentonian

5th Annual Halloween Costume Party
Saturday October 27th
starting at 9:00pm

Domestic Bottles and Pints \$2.00

Costume Contest at Midnight

LIVE MUSIC 10:00pm
"License to Chill"
Vini Lopez
Original E-Street Drummer

WINNERS RECEIVE
\$300 for Most Original
\$150 for Scariest
\$150 for Funniest

Pete's Steak House TAVERN
523 Whitehorse Ave, Hamilton, NJ
Easy to find, Hard to leave

CALL FOR FAST PICKUP 585-8008

5th Annual Halloween
Costume Party
Pete's Steak House

Cindy Manion

Graphic Artist

Sandy Hopkins

Sales Representative

NJPA
NEW JERSEY PRESS ASSOCIATION

5: Best Restaurant/Entertainment Ad – Color

First Place, Daily Under 35,000

The Times

Rho Hiring Fair

Gaylen Gallimore



Rho Hiring Fair

Monday March 19, Tuesday March 20
Wednesday March 21
3pm - 8pm
Saturday March 24
10am - 2pm

Seeking Hospitality Professionals in the following:

<i>Servers</i>	<i>Cocktail Servers</i>
<i>Hosts</i>	<i>Security</i>
<i>Barenders</i>	<i>Bussers</i>
<i>Kitchen</i>	<i>Barbacks</i>

APPLY NOW

50 Riverview Plaza, Trenton, NJ • 609-393-7300
[Http://www.rhowaterfront.com](http://www.rhowaterfront.com)

Menu
Rho
RISTORANTE • DISCOTECA



Better Newspaper Contest 2012

Category 6

Best Home Furnishings/ Appliances Ad – Black & White

NJPA Awards

6: Best Home Furnishings/Appliances Ad – Black & White

Third Place, Weekly

The SandPaper



The advertisement for Bucci Window Fashions is presented in a white rectangular box. On the left side, a list of products is provided: Draperies, Custom Shutters, Verticals, Skylight Shades, Pleated Shades, and Wood Blinds. The central focus is the company logo, which features the name 'Bucci' in a large, elegant script font, followed by 'WINDOW FASHIONS' in a bold, uppercase sans-serif font. To the right of the text is a stylized graphic of a window blind. Below the main logo, the tagline 'Beauty is in the details' is written in a smaller, lowercase sans-serif font. At the bottom of the ad, it states 'A Hunter Douglas Dealer serving Burlington & Ocean Counties, NJ' and 'Free Shop at Home'. The phone numbers '856-952-9045 • 856-266-4604' are prominently displayed at the very bottom.

Draperies
Custom Shutters
Verticals
Skylight Shades
Pleated Shades
Wood Blinds

Bucci
WINDOW FASHIONS

Beauty is in the details

A Hunter Douglas Dealer serving Burlington & Ocean Counties, NJ

Free Shop at Home

856-952-9045 • 856-266-4604

Bucci Window Fashions

Cindy Linkous

Sales Representative

Art Staff

NJPA
NEW JERSEY PRESS ASSOCIATION

6: Best Home Furnishings/Appliances Ad – Black & White

Second Place, Weekly

The SandPaper



Stitches

Cindy Linkus

Sales Representative

Art Staff

6: Best Home Furnishings/Appliances Ad – Black & White

First Place, Weekly

The SandPaper

Bathrooms R Us

**Sales and
Art Staffs**

BATHROOMS R US

Don't FALL Behind • Book Now
Fully Insured • Free Estimates
We do it all in a timely manner!

Tile • Drywall • Additions
Alterations • Kitchens • Finished Basements
• Plumbing • Electric

Serving Ocean County Since 1991

Larry Bracco Remodeling

EPA Lead Certified, #NAT-93764-1 • NJ Lic.#13VH00814700



609-607-8380 • Cell: 609-384-5550

NJPA
NEW JERSEY PRESS ASSOCIATION

6: Best Home Furnishings/Appliances Ad – Black & White

LEE INDUSTRIES • CASTELLE • GLOSTER TEAK • LLYOD FLANDERS

TENT SALE!

WALL TOWNSHIP STORE
Now Thru Memorial Day Weekend!

*Lots of 2011 Leftovers,
New 2012 Floor Samples,
Wicker, Aluminum, Teak,
Umbrellas and More!*

OPDYKE
Hwy. 35 South, Pt. Pleasant Beach, NJ - 732-892-2020
2036 Hwy. 35, Wall, NJ - 732-449-5940
www.OpdykeFurnitureNJ.com

BRAXTON CULLER • KETTLER • WINSTON • WEATHERMASTER

CAST CLASSICS • TRASURE GARDEN UMBRELLAS • GENSUN • SEASIDE CASUAL

BEKA CASTING • SUN GARDEN UMBRELLAS • TUCCI UMBRELLAS • CASTELLE

Third Place, Daily Over 35,000

The Star-Ledger

Tent Sale!

Ashley Langan

Artist

Joe Colasurdo

Sales Representative

Dawn Apisa

Sales Manager

NJPA

NEW JERSEY PRESS ASSOCIATION

6: Best Home Furnishings/Appliances Ad – Black & White



Elliott's Elite
HEATING & COOLING INC.
973.299.6413 Lic # 13VH00180900

Install an A.C. system in May or June and **SAVE \$1,000's**

Call about our meet or beat pricing
1.800.266.5550

Amana Heating & Air Conditioning
LASTS AND LASTS AND LASTS™

LIFETIME LIMIT REPLACEMENT LIMITED WARRANTY
10 YEAR PARTS LIMITED WARRANTY

Second Place, Daily Over 35,000

The Star-Ledger

Elliot's Elite

Ashley Langan

Artist

Brian Johnson

Sales Representative

Maureen Gaffey

Sales Manager

NJPA
NEW JERSEY PRESS ASSOCIATION

At Last...
in Monmouth County

Where Quality & Style Meet

TOUCH OF *Elegance* FURNITURE
The Grand Opening of



Many Fine Manufacturers

Aico, Sam Moore, Raquel's Collection,
Aspenhome, Prestige Arts...

**10%
OFF**

*All Purchases
Through the Month of June*

- Exquisite Home Furnishings
- Unique Finds • Huge Showroom

330 Route 9 North, Manalapan, NJ

(Between Taylors Mills Rd. & Gordon's Corner Rd.)

(732) 851-4884

**6: Best Home Furnishings/
Appliances Ad – Black & White**

First Place, Daily Over 35,000

The Star-Ledger

At Last... in Monmouth County
– Touch of Elegance

Ashley Langan

Artist

Christina Grimm

Sales Representative

Ed Burns

Business Development Sales Manager

NJPA
NEW JERSEY PRESS ASSOCIATION



Better Newspaper Contest 2012

Category 7

Best Home Furnishings/ Appliances Ad – Color

NJPA Awards

7: Best Home Furnishings/Appliances Ad – Color

SERVING UP THE SAVINGS

0% FINANCING FOR 1 YEAR
BEST PRICE GUARANTEE
FREE DELIVERY & REMOVAL

SAVE \$500 when you buy 4
SAVE \$300 when you buy 3
SAVE \$100 + when you buy 2
Save \$100 MORE when you include a wall oven and cooktop

Receive a GE Visa® prepaid card* when you buy select Café™ Series appliances | Now Through December 5

GE | Café™ Series
* Via mail-in rebate. See store for details.

Better Housekeeping Shop
Appliances with Exceptional Service Since 1939

Rely on Better Housekeeping Shop your local, family-owned appliance store for the best prices, expertise, service and selection of home appliances.

Discover why we're the #1 Appliance Store in Monmouth County.

732-741-4310
46 Monmouth Street, Red Bank
(MAIN SHOWROOM)
335 Broadway, Long Branch
(3 1/2% SALES TAX)
www.betterhousekeeping.com

Third Place, Weekly

The Two River Times

Serving Up Savings

Chris Draper

Artist

NJPA

NEW JERSEY PRESS ASSOCIATION

7: Best Home Furnishings/Appliances Ad – Color

Second Place, Weekly

The SandPaper



THE EMPTY WINDOW[®] LLC

Exclusive Shop @ Home

Window Treatments & Fabric Treatments
Shutters, Blinds, Drapes, Cornices,
Bedding, Pillows & More.

"Service is our Specialty"

HunterDouglas

Cynthia D. Allen
609-492-3777
theemptywindow.com

The Empty Window

Cindy Linkous

Sales Representative

Art Staff

NJPA
NEW JERSEY PRESS ASSOCIATION

7: Best Home Furnishings/Appliances Ad – Color



Memorial Day Sale!
Island Teak
Your Teak outlet on the Island for 12 years!
We will match our competitors!

Outdoor Teak Furniture
by Kingsley • Bate & Jewels of Java
Barlow Tyrie • Gloster • Regal Teak • Three Birds
High Quality • Plantation Grown
Custom Cushions and Umbrellas

Open Daily

**Now also
Outdoor Wicker
North Cape
International!**

15 N. Long Beach Blvd. Surf City, NJ 08008
609-361-7700 • islandteak.net
7 blocks North of 72 the Causeway

First Place, Weekly

The SandPaper

Memorial Day Sale!
Island Teak

Steve Havelka

Sales Representative

Art Staff

NJPA
NEW JERSEY PRESS ASSOCIATION

7: Best Home Furnishings/Appliances Ad – Color

**A SHOCKING TURN OF EVENTS — THIS IS IT!
IT'S THE END OF AN ERA!**

GOING OUT OF BUSINESS!

MICROFIBER SECTIONAL with chaise
\$788
Reg. \$1200

SOFA AND LOVESEAT
\$777
Reg. \$999

DOUBLE RECLINING SOFA
\$555
Reg. \$1200

THIS TUESDAY WEDNESDAY THURSDAY

DINING SET
INCLUDES TABLE & SIDE CHAIRS, 2 ARM CHAIRS & CHINA CAB
\$1499
Reg. \$4000

RECLINERS STARTING AT \$149
Most items priced at or below cost!

COMPLETE BEDROOM
DRESSER, MIRROR, QUEEN BED, NIGHTSTAND & 5-DRAWER CHEST
\$777
RETAIL: \$1398

ENTERTAINMENT CENTERS STARTING AT \$199
RETAIL: \$399

MANY BEDROOMS TO CHOOSE FROM!

SEALY POSTUREPEDIC MATTRESS SETS 50% OFF!

Lift Recliners BY CATNAPPER
ORIG. \$999 **Now \$499**

Wardrobes starting at **\$137**

Bunk Beds starting at **\$199**

Cedar Chests **\$99**

Sofas starting at **\$199**

Area Rugs starting at **\$50**

Pictures starting at **\$25**

Lamps starting at **\$20**

Best Price FURNITURE OUTLET

2175 SPRUCE ST., EWING, NJ
609-883-7373
Just down the street from The Farmers Market / Halo Farms
www.bestpricefurnoutlet.com
Cash and Carry. No Personal Checks Accepted. Delivery Services Available.

OPEN 7 DAYS!
Mon, Thurs, Fri. 10am-7pm
Tues, Wed & Sat. 10am-6pm
Sunday 12noon - 5pm

VISA MasterCard DISCOVER

Third Place
Daily Under 35,000

The Trentonian

Best Price Furniture
Going Out of Business

Cindy Manion

Graphic Artist

Michelle Prunetti

Sale Representative

NJPA

NEW JERSEY PRESS ASSOCIATION

7: Best Home Furnishings/Appliances Ad – Color

SUPER
MEMORIAL
DAY

SALE



Come in NOW and I'll show you how easy it is to acquire the furniture of your choice!

Randy Schafer
- Manager 17 years

COME IN NOW AND WE'LL PAY YOUR SALES TAX*

WE HAVE ALL KINDS OF RECLINERS
Big Mans • Small • Power • Lift • Swivel • Massagers • Leather



Recliner
\$177

Available in 2 colors
Limited quantities

Check Them Out!



\$599

Power Recliner
Bonded Leather with Cup Holders

IF YOU HAVE NO CREDIT
WE WILL HELP YOU GET THE FURNITURE YOU'VE ALWAYS WANTED. See store for details

Accent Table \$88

Genuine Leather SOFA \$599
Available in 3 colors

All Matching Pieces Also On Sale
13 Piece Package \$1998

Adjustable Bed Twin XL
Available in all sizes

\$899
Starting at

Great for sitting up, reading, watching TV, or if you have any medical issues

Sealy

Sealy Twin Mattress and Boxspring Sets
\$299

Includes Remote

Tile Top Dinette w/2 spindle back chairs
\$199

Faux Marble Table & 4 Side Chairs
\$699

Solid Wood Bunkbed
\$199

Captain's Bed w/drawers
\$299

Available in 22 colors

Matching Dresser & Chest Sale Priced

Best Price FURNITURE OUTLET

Formerly Randall Furniture... Same Family
www.bestpricefurnitureoutlet.com
2175 SPRUCE ST., EWING, NJ 609-883-7373
Just down the street from The Farmers Market/Halo Farms

* Does not apply to previous purchases, lay-aways, or rewritten orders. Cannot be combined with any other special advertised offers or super value tags. Amount equal to sales tax will be deducted from sale price. See store for details on this fantastic offer. Sale ends Monday, May 28, 2012.

OPEN 7 DAYS!
Mon, Thurs, Fri. 10am-7pm
Tues, Wed & Sat. 10am-6pm
Sunday 12noon-5pm

Follow us on Facebook 

Second Place
Daily Under 35,000

The Trentonian

Best Price Furniture
Super Memorial Day Sale

Cindy Manion

Graphic Artist

Michelle Prunetti

Sales Representative

NJPA

NEW JERSEY PRESS ASSOCIATION

7: Best Home Furnishings/Appliances Ad – Color

EAST WINDSOR CARPET ONE FLOOR & HOME EAST WINDSOR CARPET ONE FLOOR & HOME EAST WINDSOR CARPET ONE FLOOR & HOME EAST WINDSOR

INTRODUCING RESISTA REFRESH
A SILKY SOFT CARPET WITH ADVANCED STAIN AND ODOR PROTECTION

We Would Like To Thank All Our Customers & Friends For Voting Us BEST Carpet and Flooring In The Readers' Choice Awards! Serving Mercer County Homeowners For Over 50 Years!

"Always smells fresh."

ALL SALES FINAL FEB. 29, 2012



CARPET ONE FLOOR & HOME

BUY ONE GET ONE FREE

BUY ONE SQ. FOOT OF SELECT RESISTA REFRESH CARPET OR SELECT FOREVER HARDWOOD™ AND GET ONE FREE!

FEATURING THE NEW...
RESISTA Refresh
KEEPS YOUR LIFE WORK OF A DOGS BACK

THE FLOOR OF THE **Future is here!**

THE MOST RESISTANT TO DENTING • GOUGING FADING • STAINING

EVER!

Forever HARDWOOD™

FOREVER HARDWOOD \$4.99
SQ. FT. wood only

Regular Price \$9.99/sq. ft. (discounted reflected in sale price.)

CROSSPLAINS Casual **\$1.25** SQ. FT. carpet only
6 Delighted Natural Tones
10 Year Silver Warranty
Regular Price \$2.49/sq. ft. carpet only

BEARDEN FALLS Heavy Dense **\$1.99** SQ. FT. carpet only
Solid Flush
16 Decorator Shades
20 Year Platinum Warranty
Regular Price \$3.99/sq. ft. carpet only

RESISTA REFRESH FEATURES THESE UNIQUE BENEFITS

SUPERIOR Warranty Features a 10-Year No Exclusions Stain Warranty Against All Food and Beverages.

SILVER Shield Genuine silver particles inhibit odor and stain causing bacteria in your home.

ACTI Fresh Works around the clock to actively neutralize odors in your home.

Now available with **Healthier Living** Flooring Installation System See store for details.

FREE Pre-Measures And Estimates **1.800.CARPET.1**

Follow us:  

VOTED THE BEST 2010
in the southeast

Readers' Choice AWARD

FAMILY OWNED AND OPERATED FOR OVER 50 YEARS!

EAST WINDSOR CARPET ONE FLOOR & HOME

EAST WINDSOR FLOOR COVERING
405 Route 130, East Windsor, NJ 08520
At Corner Of Rts. 130 & 571
609-443-6999
Mon-Wed: 9:30-6 • Thurs & Fri: 9:30-8 • Sat: 9-6 • Sun: 11-5
www.eastwindsorcarpet1eastwindsor.com

EAST WINDSOR FLOOR COVERING
825 Route 33, Mercerville, NJ 08619
Block Plaza
609-890-6111
Mon, Thurs, Fri: 10-8 • Tues, Wed 10-6
Sat: 9-6 • Sun: 11-5
www.eastwindsorcarpet1mercerville.com



At participating stores only, not all products at all locations. Photos for illustrative purposes only. Not responsible for typographical errors. Offers cannot be combined with other discounts or promotional offers and are not valid on previous purchases. Buy one square foot, get one square foot free only applies to select products as indicated and discount is reflected in the featured sale price. ©Carpet One Floor & Home. *See store for details. Subject to credit approval. See actual warranty at store for details.

EAST WINDSOR CARPET ONE FLOOR & HOME EAST WINDSOR CARPET ONE FLOOR & HOME EAST WINDSOR CARPET ONE FLOOR & HOME EAST WINDSOR

First Place
Daily Under 35,000

The Trentonian

East Windsor Floor
Buy One Get One

Anne Bench
Graphic Artist

Sandy Hopkins
Sales Representative

NJPA
NEW JERSEY PRESS ASSOCIATION



Better Newspaper Contest 2012

Category 8

Best Apparel, Jewelry, Accessories Ad – Black & White

NJPA Awards

8: Best Apparel, Jewelry, Accessories Ad – Black & White

Third Place, Weekly

The SandPaper



CIAO BELLA!™
Fine & Handcrafted Jewelry

Mood boosting fashions
Eye-Popping Jewelry
Trendy Totes, Hats, Scarves & Handbags

Love LBI?
Wear an
“Endless Summer”
LBI Beach Badge

Also available:
Surf City,
Beach Haven,
Harvey Cedars
& Ship Bottom

OPEN SAT & SUN
10:30AM - 4:30PM

Full Service Jewelry Repair
Gifts Under \$10

PANDORA™
UNFORGETTABLE MOMENTS
CIAO BELLA! JEWELRY
1501 Long Beach Blvd.
Surf City, NJ 08008
609.361.8001

Ciao Bella Fine
& Handcrafted Jewelry

Andrea Driscoll
Sales Representative

Art Staff

NJPA
NEW JERSEY PRESS ASSOCIATION

8: Best Apparel, Jewelry, Accessories Ad – Black & White

Valentino
Hermes
Prada
Chanel
Missoni
Gucci YSL
Dior Fendi
Pucci Cavalli
Coach Versace
Tommy Bahama
Lilly Pulitzer
Louis Vuitton
Vintage Etc.

**House of
Consignment**

Resale Couture
619 Long Beach Blvd. & 7th St.
Ship Bottom, NJ
(1 Block North of Oskar Huber)
609-361-1900
OPEN Thursday thru Sunday
10am-5pm

Second Place, Weekly

The SandPaper

House of Consignment

Andrea Driscol

Sales Representative

Art Staff

NJPA

NEW JERSEY PRESS ASSOCIATION

8: Best Apparel, Jewelry, Accessories Ad – Black & White

First Place, Weekly

The SandPaper



HOP On Into
Fisheads

All Clothing 50% off
This weekend only, Friday 12-5 & Saturday 11-5
Re-opening for the Season Friday, May 4th, 2012
at the Sink'r Swim Shops
S. Carolina (112th St) & Long Beach Blvd • Haven Beach • 609-361-0361

Hop On Into Fisheads

Cindy Linkous

Sales Representative

Art Staff

NJPA
NEW JERSEY PRESS ASSOCIATION



Better Newspaper Contest 2012

Category 9

Best Apparel, Jewelry, Accessories Ad – Color

NJPA Awards

9: Best Apparel, Jewelry, Accessories Ad – Color

Third Place, Weekly

The Retrospect

If You Can Imagine It,
We Can Make It!

Mark Zeigler

Artist

If you can imagine it, we can make it!™

Custom-Created Jewelry

Sports Charms

Unique Rings, Earrings and Necklaces

Masonic and Organizational Jewelry

Wise Family Jewelers
– 29th Anniversary Sale –
30-50% Off Everything In Stock!

Includes one-of-a-kind and limited edition items. All sales final.
Great time to buy a special gift for mothers!
Hurry, sale ends May 12!

513 Station Avenue
Haddon Heights
856.546.1129
43 Years Experience
25 Years on Station Ave!

and don't forget...
Mothers' Day
is **May 13!**

Store Hours
Wed - Sat 10-3
Fri 'til 8

NJPA
NEW JERSEY PRESS ASSOCIATION

9: Best Apparel, Jewelry, Accessories Ad – Color

Second Place, Weekly

The SandPaper

UNITE **Farias** **REBUILD**
SURF **SPORT**

**THIS HOLIDAY
SHOP LOCAL & SURF GLOBAL!**
Gift Certificates Available
SUPER SALE - EVERYTHING ON SALE!
Bikes · Kayaks · Surfboards
Stand Up Paddle Boards · Skateboards

30% OFF
Fall Clothing

20% OFF
Bags & Accessories

40% OFF
Selected Sunglasses

50% OFF
Summer Clothing

**UNITE REBUILD
JETTY**
In Support of
Hurricane Relief
Available Here

Jetty profits from these sales will go
directly to the Victims of Hurricane Sandy
T-Shirts \$20 Sweat-Shirts \$45

LONG BEACH ISLAND - MANAHAWKIN
OPEN DAILY - STAPLES SHOPPING CENTER / NEXT TO PIER 1 - 609.549.6811

Farias Surf & Sport

Andrea Driscoll

Sales Representative

Jeffrey Kuhlman

Artist

NJPA
NEW JERSEY PRESS ASSOCIATION

9: Best Apparel, Jewelry, Accessories Ad – Color

EAST BRUNSWICK GOLD EXCHANGE
IS ONE OF NEW JERSEY'S TOP GOLD BUYERS. If You Have Any Questions Please Call (732) 801-7610
We Are Located At: 748 Route 18 North, East Brunswick (Immediately Past Red Lobster)

HIGHEST PRICES PAID
For Broken Or Unwanted Jewelry
GOLD • PLATINUM • SILVER • DIAMONDS • COINS • WATCHES

FREE EVALUATION OF YOUR GOLD!

FREE TESTING AND WEIGHING~ NO COST! NO OBLIGATION!

MEET THE GOLD GUY!
Family Owned & Operated

100% GUARANTEED!
TOP PRICES PAID
East Brunswick Gold Exchange
748 Route 18 North
732-801-7610

Don't Miss This Golden Opportunity!

The advertisement features a man in a dark shirt smiling, surrounded by gold jewelry, coins, and stacks of money. A small image of the business storefront is also visible.

First Place, Weekly

East Brunswick Sentinel

Highest Prices Paid

Anthony Naturale

Sales Representative

Diane Avery

Graphic Artist

NJPA

NEW JERSEY PRESS ASSOCIATION

9: Best Apparel, Jewelry, Accessories Ad – Color



Ladies Night Out
with CHAMILIA
October 18, 2012
from 6pm to 9pm

Come check out CHAMILIA'S newest line of beads while getting an early start to your holiday shopping!

Refreshments Served ♦ Free Layaway ♦ Free Gift Wrapping

October is Breast Cancer Awareness Month
We will be donating 5% of profits made at the event to Susan G. Komen For The Cure.

Everyone who attends the event will be entered into a drawing for a **FREE CHAMILIA Bracelet with Beads** (valued at \$400)

Buy 3 beads & get a **FREE crystal bead** (valued at \$70)
or
Spend \$100 on any Chamilia product and get a **FREE bracelet** (valued at \$50)

CHAMILIA
YOUR LIFE. YOUR STYLE.

STORE WIDE SALE
Up to 50% off everything!

We Buy GOLD & SILVER

GOLD
approaching **\$1747⁰⁰** OZ

SILVER
approaching **\$33⁰⁰** OZ

ALWAYS OFFERING YOU THE MOST MONEY FOR YOUR GOLD, PLATINUM & SILVER

DON'T MISS OUT ON THIS OPPORTUNITY TO SELL NOW!

Bank & Home Appointments

AVANZATO JEWELERS 2440 WHITEHORSE-HAMILTON SQ. RD. HAMILTON SQUARE, NJ
609-890-0500 **Don't forget to visit us at** Avanzatojewelers.com

MON, TUE, FRI. 10am-6pm
WED, THUR. 10am-8pm
SAT. 10am-5pm

*Must be 18 years or older with picture ID. On amounts too large to bring in, call and we will make an appointment at your home or bank. Not responsible for Print errors. We reserve the right to refuse any bid!

Third Place
Daily Under 35,000

The Trentonian

Ladies Night Out –
Avanzato Jewelers

Cindy Manion

Graphic Artist

Sandy Hopkins

Sales Representative

NJPA

NEW JERSEY PRESS ASSOCIATION

9: Best Apparel, Jewelry, Accessories Ad – Color

HAPPY EASTER TO YOU AND YOURS

ELLE JEWELRY

OFFICINA BERNARDI

SWAROVSKI

She wouldn't mind searching for these eggs

MONDAY 10-6, TUES. - FRI. 10-8,
SATURDAY 10-5, SUNDAY 10-4

Golden Pleasures
www.GoldenPleasuresJewelers.com

5 Mission Road, Trenton, NJ
(609) 291-1313

20030983

Second Place
Daily Under 35,000

The Trentonian

Happy Easter –
Golden Pleasure

Cindy Manion

Graphic Artist

Sandy Hopkins

Sales Representative

NJPA

NEW JERSEY PRESS ASSOCIATION

9: Best Apparel, Jewelry, Accessories Ad – Color

First Place, Daily Under 35,000

Burlington County Times

High End Look

Donna DeMaria



High End Look...

WITHOUT *the* PRICE.

BEAUTIFUL Bridal Gowns,
Mother of the Bride / Groom, Bridesmaids,
Prom, Evening Wear & Accessories

Mention this ad for a Special Discount

S POSABELLA
www.sposabella-bridal.com

1201 Buck Road | Feasterville, PA | 215.953.5801

NJPA
NEW JERSEY PRESS ASSOCIATION



Better Newspaper Contest 2012

Category 10

Best Ad for Retail Business

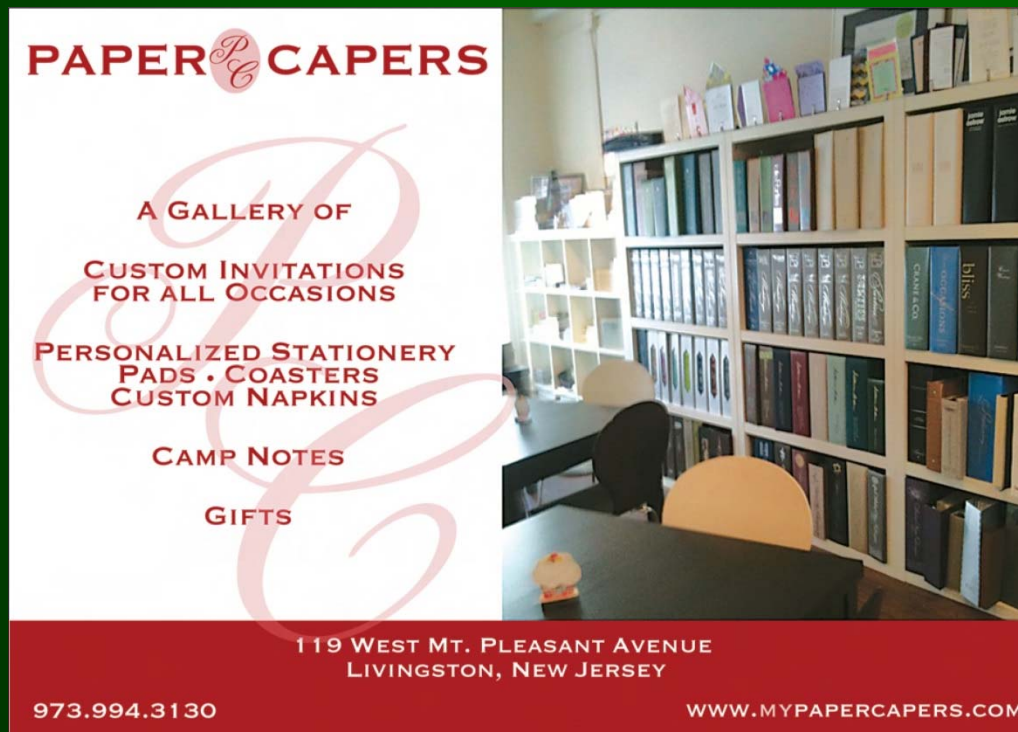


NJPA Awards

10: Best Ad for Retail Business

Third Place, Weekly

The West Essex Tribune



PAPER *PC* CAPERS

A GALLERY OF
CUSTOM INVITATIONS
FOR ALL OCCASIONS

PERSONALIZED STATIONERY
PADS • COASTERS
CUSTOM NAPKINS

CAMP NOTES

GIFTS

119 WEST MT. PLEASANT AVENUE
LIVINGSTON, NEW JERSEY

973.994.3130 WWW.MYPAPERCAPERS.COM

The advertisement includes a photograph of a store interior with bookshelves filled with books and a desk with a chair.

Paper Capers

**Nancy Perlmutter
Karen Trachtenberg
Grisel Cardona**

NJPA
NEW JERSEY PRESS ASSOCIATION

10: Best Ad for Retail Business

20% OFF
Any 1 Plant of your choice
With this ad. Not to be combined with any other offer. 1 per family. Expires 6/22/12

20% OFF
Any One Aquatic Item
With this ad. Not to be combined with any other offer. 1 per family. Expires 6/22/12

More Gifts For DAD Than Anywhere in Town!

MORE EVERGREENS AND FLOWERS
MORE NURSERY
MORE ANNUALS
MORE PERENNIALS
MORE EXPERIENCE
THAN
ANYPLACE, ANYWHERE!

MORE AQUATICS
MORE KOI
MORE PLANTS
MORE POND ACCESSORIES
MORE KNOWLEDGE
THAN
ANYPLACE ANYWHERE!
FISH AND AQUATIC PLANTS AT COLTS NECK LOCATION ONLY

MORE STATUARY
MORE FOUNTAINS
MORE POTTERY
MORE CHOICES
THAN
ANYPLACE, ANYWHERE!

New Jersey's #1 Garden Centers

FREE CUSTOM LANDSCAPE DESIGN *For The Do It Yourselfer!* DELIVERY AVAILABLE

BROCK FARMS
Home & Garden

Visit Us on Facebook Brock Farms Garden Center
www.brockfarms.com

NOT RESPONSIBLE FOR TYPOGRAPHICAL ERRORS.
Mon-Sat 8-7, Sun 8-6. Not all items available at both locations.

RT. 9 FREEHOLD 732-462-2700
1 MILE NORTH OF RACEWAY MALL

HOME & GARDEN SHOWPLACE

RT. 34 COLTS NECK 732-462-0900
1/4 MILE N.W. OF RT. 537 INTERSECTION

Gift Cards Available

Second Place, Weekly

The News Transcript

More Gifts for Dad

Lauren Simons

Sales Representative

Diane Avery

Graphic Artist

NJPA

NEW JERSEY PRESS ASSOCIATION

10: Best Ad for Retail Business

First Place, Weekly

The SandPaper

Acme Surf and Sport

RENTALS • SALES • SUNSET TOURS • ALL AGES WELCOME

New SUP Board and Paddle Package \$499

84th Street 609-492-5150
27th Street 609-492-6522
acmesurfsports.com

ELLIPTIGO
Run Without Impact
Sales & Rentals must be at least 21

5 Pass Cards Available For \$110

Acme Surf and Sport

Cindy Linkous
Sales Representative

Adrian Antonio
Production Artist

10: Best Ad for Retail Business

Bardy Farms 

Celebrating our 108th Anniversary

Est. 1904 and Still Growing "The Finest Quality at the Best Price"

Farmer Barby says "Thanks for pickin' Us Best Farm Market in NJ"

Lawn & Garden Favorites

10" HANGING BASKETS  \$12.99 & up
1,000 to choose from

4" Pot - Mix 'n' Match  Perennials, Herbs, Geraniums, African Violets \$2.99 

A WIDE VARIETY OF TROPICAL PLANTS AND SHRUBS

Flats of Annuals  Mix and Match 1000's to Choose From

Remember Mom on May 13! 

CEDAR MULCH, NUGGETS & STONE

MILK \$2⁹⁹ /gal

MARKET FAVORITES

Fresh Baked Goods: Homemade Fruit Pies, Rolls, Bread 

Fresh Produce: Lettuce, Tomatoes, Pears, Apples, Potatoes, Oranges, Strawberries

Organic: Milk, Eggs, Frozen Vegetables & Dinners

 **Propane Tank Exchange \$19⁹⁹**

TROPICAL PLANTS, PANSIES, PERENNIALS & HANGING PLANTS, UNIQUE POTTERY

149 Washington Valley Road • Warren, NJ • (732) 356-4244

Gift Cards and EBT Cards  Visit our website: www.bardyfarms.com • OPEN 7 DAYS, 8AM to 6PM

Third Place
Daily Under 35,000

Courier News

Bardy Farms Lawn
& Garden Favorites

Donna Van Zandt

Art Staff

NJPA

NEW JERSEY PRESS ASSOCIATION

10: Best Ad for Retail Business



Linda's
FARM STAND AND NURSERY

Spring Flowers
*including Perennials,
Tropicals & Bedding Plants!*

Landscaping
*Planting on Premises
Delivery of Trees & Plants
Delivery of Soil & Mulch
Landscaping Consultation
and Planting*

Pottery & Concrete
*Large Selection of Terra Cotta
Pottery & Saucers, Colored
Stoneware Pottery & more!
Unique Concrete Urns,
Planters & Fountains*

Deer Repellent

*Week of
May 6 -
Come See
Our Baby
Chicks
& Visit Our
Rabbits!*

**831 Rt. 202-206N
Bridgewater
New Jersey 08807
Ph: (908) 725-1555
Fax: (908) 526-7999**

**Farm Stand Hours:
Spring through December
Monday-Friday 9am-6pm
Saturday-Sunday 9am-5pm**



Second Place
Daily Under 35,000

Courier News

Spring Flowers

Donna Van Zandt

Art Staff

10: Best Ad for Retail Business

First Place, Daily Under 35,000

The Trentonian

CAIRO
Cakes & Pastries

2 Locations to Serve You Best!

\$5.00 off
\$25 purchase expires 6/3/12

Order your Dad's & Grads cakes now!

831 Parkway Ave
Ewing, NJ 08618
609-882-2058

Tues - Sat 8am-6 pm • Sun 9am-4pm
cairocakes.com

25 S. Main St.
Yardley, PA 19067
215-321-5731

Cario Cakes
& Pastries

Anne Bench
Graphic Artist

Nora Chepl
Sales Representative

NJPA
NEW JERSEY PRESS ASSOCIATION



Better Newspaper Contest 2012

Category 11

Best Ad for Non-Retail Business – Black & White

NJPA Awards

11: Best Ad for Non-Retail Business – Black & White

Frisbee Soccer Snacks
Summer 2012
HARVEY CEDARS
BIBLE CONFERENCE
Down by the Bay Day Camp
August 13-17 • August 20-24 • August 27-31
7:45-Noon 8:30-2:30 7:45-Noon
Call 609-494-5689 to register
Week 1 & 3 - \$25/Day • \$100/Week
Week 2 - \$35/Day • \$125/Week
www.hcbible.org
Turn at Camden Ave. in Harvey Cedars.
Follow the signs to
BIG FUN!

Third Place, Weekly

The SandPaper

Down by the Bay Day Camp –
Harvey Cedars Bible Conference

Steve Havelka

Sales Representative



Adrian Antonio

Production Artist

NJPA
NEW JERSEY PRESS ASSOCIATION

11: Best Ad for Non-Retail Business – Black & White

Save The Date!

 We're one year old! 

Grab your dog* and come out to celebrate with us all day
September 13th!

Enter your dog's name to win prizes, including free doggie day care, grooming and more! Stick around – prizes will be awarded every hour, but your dog must be present to win. Stay, play, socialize, and enjoy refreshments on us! All are invited to commemorate our anniversary, and check out the very best doggie daycare in Essex County!

- Daycare
- Grooming
- Training
- Holistic Health



- Dog Walking
- Vacation Care
- Boutique
- Bakery

A nurturing, cage-free environment where dogs are separated by size & supervised 100% of the time!

CALL TODAY 973.740.8500

42 Okner Parkway • Livingston, NJ
email: lori@pupsdaycare.com • www.pupsdaycare.com

*all dogs must have proof of up to date vaccinations



Second Place, Weekly

The West Essex Tribune

Save the Date!
Pups@Play

Diane Driggs

NJPA
NEW JERSEY PRESS ASSOCIATION

Say **No** to Summer Doldrums!

**Haddonfield
Summer
Academy**
offers
an array of
challenging
and fun ways
to spend
your
summer
days!



Open to all Area Youths from K-12

Over 40 offerings that include classes on using iPads, LEGO Robotics, SAT Prep, Getting Ready for Kindergarten, Exploring Philadelphia, Chess and Strategic Games, Spanish Immersion, Cities of the Underworld, Summer Engineering and many, many more!



Exploring
Philadelphia



Strategic
Games

Hogwart's
Summer
School



Visit

www.haddonfield.k12.nj.us

to find the brochure and register by clicking
the "Haddonfield Summer Academy" link.

Classes are 1-2 week sessions ranging from 1½ -3 hrs per day.

Questions can be directed to Sean Sweeney at
ssweeney@haddonfield.k12.nj.us or 609-707-2393.

11: Best Ad for Non-Retail Business
– Black & White

First Place, Weekly

The Retrospect

Say No to Summer Doldrums

Mark Zeigler

Artist

NJPA

NEW JERSEY PRESS ASSOCIATION

11: Best Ad for Non-Retail Business – Black & White

Third Place, Daily Under 35,000

The Times

10% Off
Any Service Call

Gaylen Gallimore



Sales • Installation • Residential & Commercial

10% off

Any Service Call
or Installation
With this ad

- Custom Sheet Metal Fabrication
- Oil to gas Conversions
- Electronic Air Cleaners
- Repairs on All Makes & Models
- Service & Maintenance Agreements
- Hot Water Boilers

Amana
Heating & Air Conditioning

**FREE ESTIMATES
ON INSTALLATIONS**

"We Have Been the Logical Choice for the Careful Buyer Since 1978"

K BROTHERS 24 Hour Emergency Service
Heating & Air Conditioning **609-584-8787**
www.KBrothersAir.com

11: Best Ad for Non-Retail Business – Black & White

**"The Rech Center" Voted
BEST DANCE STUDIO!!**

2012-2013 Registration
*Tues. Wed. & Thurs. Sept. 4th,
5th, 6th 6-8pm*

Classes include :
Tap, Ballet, Jazz, Hip-Hop,
Lyrical, and Pointe.

Our Mommy and Me classes
begin Sept. 22nd!
Our ZUMBA classes are held every
Sunday @ 9:30am and Wednesday
@ 6:15pm



20% off
*for any purchase of shoes
and dancewear order for
all "new" students with the
mention of this ad*

**Fall Classes Begin Saturday
September 8th!**

Offer expires 9.15.12

The Rech Center for Performing Arts

*Buckley Plaza • 621 Rt. 130 N. #7 Hamilton, NJ 08691
Easily accessible via Rt. 130 North & Rt. 130 South
<http://www.rechcenterdance.com/> • **609-585-6515***

Second Place, Daily Under 35,000

The Times

Best Dance Studio

Gaylen Gallimore

NJPA
NEW JERSEY PRESS ASSOCIATION

11: Best Ad for Non-Retail Business – Black & White



AFFORDABLE
Senior Housing

North 25 Housing
Is Now Accepting Applications

- Newly renovated apartments
- On site Laundry Facility
- 24-Hour Security
- 24-Hour Maintenance
- Senior Transportation and daily activities

Call now and receive a special gift at move-in
(609) 394-8687

If a reasonable accommodation is needed please contact us for assistance.

North 25 Housing
260 North Willow Street, Trenton, NJ 08618



First Place, Daily Under 35,000

The Trentonian

Affordable
Senior Housing

Anne Bench

Graphic Artist

Stephanie Ford

Sales Representative

NJPA
NEW JERSEY PRESS ASSOCIATION



Better Newspaper Contest 2012

Category 12

Best Ad for Non-Retail Business – Color

NJPA Awards

12: Best Ad for Non-Retail Business – Color

Third Place, Weekly

Examiner

Be Cool This Summer & Brush

Be Cool This Summer & Brush

Visit Your Pediatric Dentist Early

Eat Healthy Snacks and Brush Twice Daily

ADULT & PEDIATRIC DENTAL STUDIO
Pediatric Dentistry by **Dr. Kerry Gallagher Moran, DMD**, Specialty Permit #5378
Pediatric Dentistry by **Dr. Erin Power**, Specialty Permit #7538
Cosmetic & General Dentistry by **Dr. David Moran**

Call Us Today! (732) 972-0611
200 Bridge Plaza Drive, Manalapan, NJ 07726

Follow Us On

ACCREDITED BUSINESS

www.apdentalstudio.com

Susan Lalanas
Sales Representative

Joan Fruchter
Graphic Artist

NJPA
NEW JERSEY PRESS ASSOCIATION

12: Best Ad for Non-Retail Business – Color

Second Place, Weekly

The News Transcript

Be Ready For School With A Healthy Smile

Don't Forget:

- ✓ Eat Healthy Snacks
- ✓ Brush twice a day
- ✓ Visit Your Pediatric Dentist

ADULT & PEDIATRIC DENTAL STUDIO
Pediatric Dentistry by **Dr. Kerry Gallagher Moran, DMD**, Specialty Permit #5378
Cosmetic & General Dentistry by **Dr. David Moran**
Pediatric Dentistry by **Dr. Erin Power**, Specialty Permit #7538

Call Us Today! (732) 972-0611
200 Bridge Plaza Drive, Manalapan, NJ 07726

Find us on **Facebook**
follow us on **twitter**

ACCREDITED BUSINESS
www.apdentalstudio.com

RAINE
REACHING ALL IN NEED THROUGH
BACK TO SCHOOL DRIVE
Now thru Labor Day our office is collecting back to school supplies to assist local children in need.

Be Ready for School
with a Healthy Smile

Susan Lalanas
Sales Representative

Diane Thompson
Graphic Artist

12: Best Ad for Non-Retail Business – Color

**SATURDAY
SEPT. 15, 2012
4:00PM**

Bluegrass by the Bay
CRAB FEST

\$60 Adults • \$25 Children 12 & Under

LITTLE EGG HARBOR YACHT CLUB
401 BERKELEY AVENUE, BEACH HAVEN, NJ
Catering compliments of Stefano's Beach Haven Catering

CHINESE & LIVE AUCTION

SEAFOOD & BARBECUE

COMPLIMENTARY BEER & WINE

"Crabby Hour"
Crab Cake Sampling from local restaurant favorites

CLASSIC SAIL BOAT RIDES

Care to be Aware FOUNDATION
"Working to improve our community's health through the prevention and early detection of cardiovascular disease"

**FOR MORE INFORMATION, PLEASE CALL 609-978-8695
VISIT OUR WEBSITE AT WWW.CAREWAREFUND.ORG**

First Place, Weekly

The SandPaper

Bluegrass by the Bay –
Crab Fest

Marianne Nahodyl

Sales Representative

Adrian Antonio

Production Artist

NJPA

NEW JERSEY PRESS ASSOCIATION

12: Best Ad for Non-Retail Business – Color

BRACOLONI MEMORIALS

- NO APPLICATION
- NO FEES
- NO INTEREST
- LARGEST SELECTION IN NEW JERSEY

ASK ABOUT OUR FINANCING PLAN

Accepting All Major Credit Cards

1044 Cedar Lane • Hamilton NJ 08610 • 609-393-9519 Mon-Fri 8-5, Saturday 8-2

Third Place, Daily Under 35,000

The Trentonian

Bracoloni Memorials

Anne Bench

Graphic Artist

Elaine Steele

Sales Representative

NJPA

NEW JERSEY PRESS ASSOCIATION

12: Best Ad for Non-Retail Business – Color

Second Place, Daily Under 35,000

Courier News

Earn Cash
for the Holidays

Jennifer Ward
Donna Van Zandt



 **Moonlight
Madness**

Earn Cash for the Holidays!
Specials at Clinical Research Laboratories

- Earn Extra Money with Little Effort
- Test Cosmetics, Toiletries, & Fragrances
- New Flexible Hours to Meet Your Busy Schedule
- Bring a Friend and Earn Referral \$\$\$\$
- New Studies Starting Daily
- At-Home Testing Available
- All Ages Welcome - 1 to 70 Years
- Fundraising Opportunities

Clinical Research Laboratories, Inc.
Visit Our Website Daily! www.crl-inc.com/new_studies
or phone 732-562-1010

12: Best Ad for Non-Retail Business – Color



*Want to see
Your Face
in Print,
Commercials,
TV & Promotions?*

**Want to learn how to sign with a real agency?
If so, come to our Open Call!**

- All Ages • Sizes • All Body Types
- No Experience Necessary

No cost or registration fee. All models will be seen and evaluated.



**For more information call
1-877-781-3180 or 570-586-2626
Or online at www.keen-models.com**

Interviews & Open Calls for Models/ Actors

*Open calls/
Interviews at 6pm
AND 8pm on*

Monday, May 21st
at
HYATT REGENCY
PRINCETON
102 Carnegie Center,
Princeton, NJ,

— AND —

Tuesday, May 22nd
at
HILTON
GARDEN INN
800 Route 130,
Hamilton NJ

**Proud Sponsor
of New Jersey
Fashion and
Beauty Week**

Minors under 18
MUST be with a
parent or legal
guardian.

First Place
Daily Under 35,000

The Trentonian

Want to See Your Face
in Print – Keen-Agency

Anne Bench

Graphic Artist

Nora Chepl

Sales Representative

NJPA

NEW JERSEY PRESS ASSOCIATION



Better Newspaper Contest 2012

Category 13

Best Use of Color



NJPA Awards

13: Best Use of Color

Third Place, Weekly

The SandPaper

The advertisement is framed with a torn-edge effect. At the top left, the logo 'ooh la-la' is written in a colorful, bubbly font. Below it, the words 'Wonderful', 'Whimsical', and 'Unique' are written in smaller text. To the right, the phrase 'REALLY COOL STUFF' is written in large, bold, multi-colored letters. Below the logo, there are three items: a blue cat-shaped pin with a red and white striped collar and a gold heart, a green sign that says 'HOW SWEET IT IS TO BE LOVED BY YOU', and a black sign that says 'WE DON'T STOP LAUGHING BECAUSE WE GROW OLD. WE GROW OLD BECAUSE WE STOP LAUGHING.' To the left of the cat pin is the text 'Pins By Liztech'. To the right of the green sign is the text 'We Have Signs'. At the bottom, there is a list of products: 'Fantastic Unique Jewelry • Pottery • Glass • Home Decor Lovelinks Beads • Lyndsay Phillips Shoes • Wonderful Baby • Fun Gifts'. Below this list is the address '133rd & Blvd • Beach Haven Terrace • 492-LALA (5252)'. At the very bottom, there is a banner with the text 'JEWELRY • FINE CRAFTS • WOMEN'S ACCESSORIES • BABY'.

ooh la-la
Wonderful Whimsical Unique

Pins By Liztech

REALLY COOL STUFF

We Have Signs

WE DON'T STOP LAUGHING BECAUSE WE GROW OLD. WE GROW OLD BECAUSE WE STOP LAUGHING.

HOW SWEET IT IS TO BE LOVED BY YOU

Fantastic Unique Jewelry • Pottery • Glass • Home Decor
Lovelinks Beads • Lyndsay Phillips Shoes • Wonderful Baby • Fun Gifts
133rd & Blvd • Beach Haven Terrace • 492-LALA (5252)

JEWELRY • FINE CRAFTS • WOMEN'S ACCESSORIES • BABY

Ooh La La –
Really Cool Stuff

Cindy Linkous
Sales Representative

Art Staff

NJPA
NEW JERSEY PRESS ASSOCIATION

YOU'LL LOVE
OUR NEW
LADIES
COLLECTION



20% OFF
Summer
Clothing



Changeable
Bangle Bracelet



COME VISIT
OUR NEW
CHILDREN'S
SECTION

Cool Clothing from Newborn to 4T
Fisheads Wear, Unique Gifts, Accessories & Other Fun Stuff

IT'S
ALL
ABOUT
LBI



Pillows • Totes • Wine Bags • Jewelry • Glassware

OPEN DAILY

11117 Long Beach Blvd.
Haven Beach, NJ 08008
609.361.0361

50%
off
Select
Items



Find us on Facebook

Fisheads®

13: Best Use of Color

Second Place, Weekly

The SandPaper

You'll Love Our New Ladies
Collection – Fisheads

Cindy Linkous

Sales Representative

Art Staff

NJPA

NEW JERSEY PRESS ASSOCIATION

13: Best Use of Color

First Place, Weekly

Bayonne Community News

Mayor Mark Smith presents

The Holiday Tree Lighting Ceremony

Monday, November 19, 2012

6:00 pm

25th Street & Broadway

Enjoy holiday classics performed by the talented students of Bayonne High School and All Saints Catholic Academy.

Santa's first stop this holiday season is Bayonne. . .
So don't miss him!

For additional information, please call 201-436-5057

Sponsored by the Bayonne Special Improvement District and the Bayonne UEZ



The Holiday Tree
Lighting Ceremony

Pasquale Spina

Senior Graphic Designer

Tish Kraszyk

Sales Representative

NJPA
NEW JERSEY PRESS ASSOCIATION

13: Best Use of Color

Haunted By High Heating
& Cooling
Maintenance Costs?

Call Joe's
Heating & Cooling
Service

973-300-9296 • www.joesheatingandcooling.com

Special \$250 OFF The replacement of your Heating
and/or Air Conditioning Equipment

Must present this ad at time of installation.
Coupon Expires December 31, 2012

Your total satisfaction is our very best compliment!

Third Place
Daily Under 35,000

New Jersey Herald

Haunted Joe's Heating
& Cooling

Eileen Lakatos
Jayne McHugh

NJPA
NEW JERSEY PRESS ASSOCIATION

Best Quality at the the Lowest Prices Around

Violet Marie's
**Store Open For All Your Holiday/
 Christmas Gifts For Everyone!**

Look For Us at **SomersetBestBuys.com** for Special Offers and Coupons

Large Selection of **American Girl** Doll Clothing & Accessories
2 Look-Alike Dolls Available
\$18.95 & \$38.00

Large Selection of **Ladies Evening Bags and Jewelry**
all sizes, styles and colors!

We Discount **Melissa & Doug Toys**
25% & 30%

Gifts for Red Hat Ladies!

We invite you to come in and see for yourself and save even more with these coupons!

\$1.00 OFF any purchase of \$10.00 or more	\$2.00 OFF any purchase of \$20.00 or more	\$3.00 OFF any purchase of \$30.00 or more
\$4.00 OFF any purchase of \$40.00 or more	\$5.00 OFF any purchase of \$50.00 or more	Gift Certificates Available

Look for us now online!
Google Violet Marie's Gifts
 Coupons are now available on the website, as well as directions and store hours We are right off Route 202 with plenty of FREE parking, and as always free gift wrapping

NOW OPEN 7 DAYS!

CORNER OF RTE 202 & THOMPSON ST.
 Bridgewater/Raritan Area • 908-704-8080
 (Located 1/4 mile north of the Somerville Circle - Parking lot next to Jetway Plaza)

HOURS: Monday-Friday 11am-6pm; Sat. 11am-5pm; Sun. 11am-4pm

13: Best Use of Color

Second Place, Daily Under 35,000

Courier News

Best Quality
 at the Lowest Prices Around

Novlette Griffin

Donna Van Zandt

NJPA

NEW JERSEY PRESS ASSOCIATION

13: Best Use of Color

First Place, Daily Under 35,000

The Trentonian

6 Annual Free Easter Egg Hunt –
Dragon Fly Farms

Dragonfly Farms
966 Kuser Rd.
Hamilton, NJ 08619
609-588-0013

6 Annual FREE Easter Egg Hunt and Family Festivities
Sunday, April 1 11am - 3pm

Our Famous Easter Egg Hunt
Moon Bounce
Coloring Competition
Pictures with the Easter Bunny
and much much more!

Enter one of many raffles and WIN Kindle Fire, assorted garden and home decor basket

Beverages, Cotton Candy, Popcorn and Hot Dogs On Sale

Find the Golden Eggs and..
WIN ONE OF THE SPECIAL PRIZES

www.dragonflyfarmsnj.com

check us out on Facebook!

COUPON
\$10 Off
Towards Any Plants or Home Good Purchase
Expires 4/30/12.

Cindy Manion

Graphic Artist

Sandy Hopkins

Sales Representative

NJPA

NEW JERSEY PRESS ASSOCIATION



Better Newspaper Contest 2012

Category 14

Best Use of Humor



NJPA Awards

14: Best Use of Humor

“Would you *repeat* that please?”



WILLIAM ABER
AUDIOLOGIST

**for hearing tests, hearing aids, strategies
and ideas to help cope with hearing loss**

HMO Provider

Former Chief Audiologist at Mountainside Hospital and NYU Medical Center

Licensed Audiologist YA3

Licensed Hearing Aid Dispenser 315

Practicing in Livingston over 30 years



349 E. Northfield Rd., Livingston • 973-992-0820

Third Place, Weekly

The West Essex Tribune

Would You Repeat That
Please?

Diane Driggs
Grisel Cardona


NJPA

NEW JERSEY PRESS ASSOCIATION

14: Best Use of Humor

Second Place, Weekly

Bayonne Community News



Mayor Mark Smith presents

Annual Turkey Toss

One of the town's favorite events
Brought to you by the Bayonne Department of Recreation

Wednesday, November 21, 2012
2:00 pm
at the Mini-Golf Course
24th Street & Del Monte Drive

COMPETITION IS OPEN TO ALL CHILDREN AGE 12 AND UNDER • TROPHIES WILL BE AWARDED TO ALL WINNERS!

We will also be offering **Free Horse Drawn Hayrides**
from 2:00 pm - 5:00 pm at the same location.
Courtesy of the Bayonne Special Improvement District.

For more information, please call 201-858-6127 or 201-436-5057

Annual Turkey Toss

Pasquale Spina

Senior Graphic Designer

Tish Kraszyk

Sales Representative

NJPA


NEW JERSEY PRESS ASSOCIATION

14: Best Use of Humor

First Place, Weekly

The West Essex Tribune


Dog ate your homework?
Send them back to school!

 **Vote For Us!**
Suburban Essex
Best of 2012

Renowned Dog Behavioral Consultant and Trainer, Fernando Camacho, is back with new classes to help you have a better life with your dog.

***BASIC OBEDIENCE CLASSES**
starts Sept. 12th, 7-8pm
(7 weeks)

***PUPPY KINDERGARTEN**
starts Sept. 16th, 10-11am
(7 weeks)





- Daycare • Grooming • Training • Holistic Health
- Dog Walking • Vacation Care • Boutique • Bakery

A nurturing, cage-free environment where dogs are separated by size & supervised 100% of the time!

CALL TODAY 973.740.8500

42 Okner Parkway • Livingston, NJ
Email: lori@pupsdaycare.com • www.pupsdaycare.com

Dog Ate
Your Homework?

Diane Driggs



Better Newspaper Contest 2012

Category 15

Best Newspaper Promotion or House Ad



NJPA Awards

Extra! Extra! Read all about it!

Check out *The Retrospect's* revamped website.
We've redesigned the site, added features and content.

Local news all the time at
www.theretrospect.com

Links you can use

Need to
comment now?
Have your say here.

Your ad
could be here!

or here!

Add your event
here for the web
and the paper

A quick synopsis
of this week's
top stories

Find out
what happens today,
next week or
next month

Like us on
Facebook!

Follow
us on
Twitter!

Video, too!

Find breaking
news here from our
Twitter stream

To submit news items for consideration,
send email to editor@theretrospect.com.

To advertise,
send email to publisher@theretrospect.com.

15: Best Newspaper Promotion or House Ad

Third Place, Weekly

The Retrospect

Extra! Extra!
Read All About It!

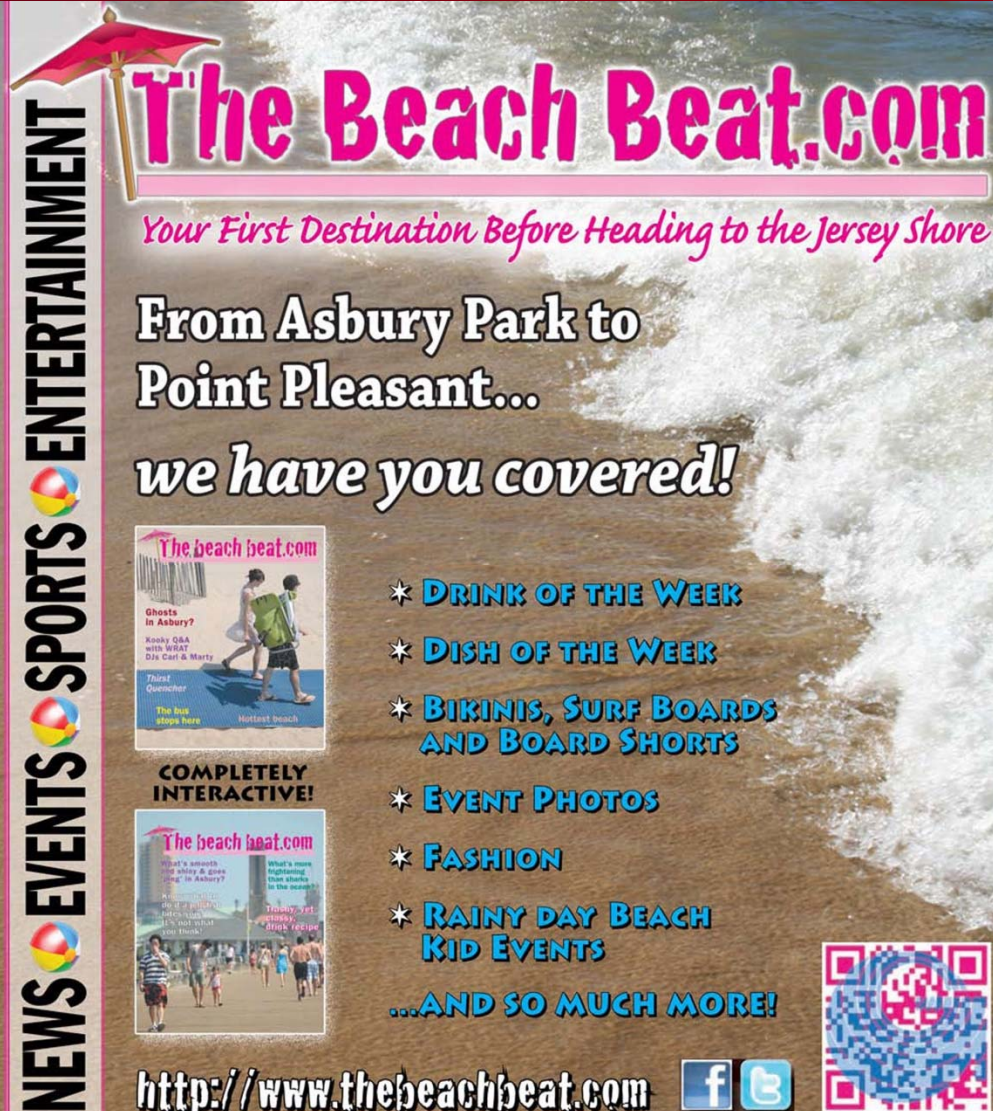
Mark Zeigler

Artist

NJPA

NEW JERSEY PRESS ASSOCIATION

15: Best Newspaper Promotion or House Ad



NEWS EVENTS SPORTS ENTERTAINMENT

The Beach Beat.com

Your First Destination Before Heading to the Jersey Shore

**From Asbury Park to Point Pleasant...
we have you covered!**

DRINK OF THE WEEK

DISH OF THE WEEK

BIKINIS, SURF BOARDS AND BOARD SHORTS




EVENT PHOTOS

FASHION

RAINY DAY BEACH KID EVENTS

...AND SO MUCH MORE!

<http://www.thebeachbeat.com>



Second Place, Weekly

Atlanticville

The BeachBeat.com

Kate Rochelle

Advertising Director

Toni Smith

Production Manager

NJPA

NEW JERSEY PRESS ASSOCIATION

15: Best Newspaper Promotion or House Ad

This off-season...

STAY CONNECTED!



thesandpaper.net

Searchable news & views...photo galleries...
classified marketplace...useful business
directories...essential calendar and activity
updates...the complete LBI scene available

ALL YEAR, ALL THE TIME!

First Place, Weekly

The SandPaper

Stay Connected!

Cindy Linkous

Sales Representative

Adrian Antonio

Production Artist

NJPA

NEW JERSEY PRESS ASSOCIATION

New Jersey Herald njherald.com

THIS IS HUGE

SUBSCRIBE AND GET TWO TICKETS to the New Jersey State Fair Sussex County Farm & Horse Show

Presented by New Jersey Herald njherald.com

Come see Beulah take a POWER SHOWER! 8/4/11! IT'S FREE! Family Fun!

13 Weeks of Daily & Sunday Home Delivery
Only \$40.95 \$3.15 a week!

Also... Upgrade to Daily Sunday Delivery or Upgrade to EZPay to receive TWO FREE FAIR TICKETS!

Mail completed form to: The New Jersey Herald, P.O. Box 10, Newton, NJ 07860. Or call 973-383-1300 today to take advantage of this great offer!

Name _____
Phone _____ e-mail _____
Address _____
Town _____ State _____ Zip _____

Enclosed is \$40.95 for 13 weeks of daily/sunday home delivery of The New Jersey Herald.

Please charge my Visa Mastercard Amex Discover Card
Card # _____ Expiration Date _____
Signature _____ 3-digit code _____

AT THE FAIR Subscription Includes Annual Fair Guide

New Jersey Herald njherald.com Presenting:

Beulah's Power Shower
1st Time Ever!

On August 4th come see FREE FAMILY FUN!
-Power Wash Starts at 1pm at the pond
NJ State Fairground, Augusta
Bring Your Lunch • Snacks Available
Stop by The New Jersey Herald Booth:

- Get your picture taken with a Beulah Cutout!
- Discount Subscription Specials!
- Free Give-aways!

15: Best Newspaper Promotion or House Ad

Third Place, Daily Under 35,000

New Jersey Herald

This Is Huge

Lee Williams

NJPA

NEW JERSEY PRESS ASSOCIATION

15: Best Newspaper Promotion or House Ad

Raising awareness, raising hope.

The New Jersey Herald and local businesses have partnered to support breast cancer awareness in Sussex County.



This Promotion will bring additional foot traffic to your location!

FREE PINK BAGEL

with the purchase of The New Jersey Herald
A portion of the proceeds will benefit local breast cancer awareness efforts.

Promotion runs every FRIDAY in October - National Breast Cancer Month participating locations.

New Jersey Herald | njherald.com

Second Place, Daily Under 35,000

New Jersey Herald

Free Pink Bagel

Lee Williams
Anthony Muzikar

NJPA

NEW JERSEY PRESS ASSOCIATION



Fan Photos

Can't find your photo?

View the online galleries and purchase photos at:
<http://TimesofTrenton.zenfolio.com>



No matter where you travel, you'll feel like Home!

FIRST BANK
 Welcome Home to First Bank... Where Our Neighbors Come First

43,000
FREE* ATMs
Worldwide

LAWRENCE - (609) 587-3111 • Ewing - (609) 643-0470 • HAMILTON - (609) 528-4400 • WILLIAMSTOWN - (856) 728-3400 • FIRSTBANKNJ.COM

*First Bank is part of the Allpoint ATM network. Allpoint is America's largest surcharge-free ATM network, with over 43,000 ATMs. First Bank customers that use Allpoint ATMs will not be charged a fee.

15: Best Newspaper Promotion or House Ad

First Place, Daily Under 35,000

The Times

Fan Photos – Trenton Thunder

Gaylen Gallimore

NJPA

NEW JERSEY PRESS ASSOCIATION

15: Best Newspaper Promotion or House Ad

PACK YOUR BAGS FOR
**TRINIDAD
& TOBAGO**
ENTER FOR YOUR CHANCE
TO WIN!

PRIZE GIVEAWAY:
A 5-night trip for four to
Trinidad & Tobago!
First-class Round-trip Airfare
Hotel Accommodations
Daily Excursions
Two Meals per Day

NO PURCHASE NECESSARY.
Open to legal NJ Residents 18 years of age
and over. Void outside of NJ. A.R.V. of prize
is \$15,000. Sponsors: The Star-Ledger
and TEMPO Networks.

Star-Ledger nj OCT 2012
TRAVEL SHOW
SUNDAY, OCTOBER 21
11AM-4PM: FREE ADMISSION
Kean University, Harwood Arena, 1000 Morris Avenue, Union, NJ

TRIP GIVEAWAYS - LIVE MUSIC - CULTURAL DANCE - TRAVEL WORKSHOPS
WORLD CLASS MAGIC - BRIDAL RUNWAY FASHION SHOW

Register and enter for a chance to win at:
WWW.NJTRAVELSHOW.COM
ATTEND THE SHOW AND DOUBLE YOUR CHANCE TO WIN!

Sponsored by:
APPLE VACATIONS.com
AAA Travel
Una Tempo Trip
The Government of the Republic
of Trinidad and Tobago
Ministry of the Arts
and Multiculturalism

Third Place, Daily Over 35,000

The Star-Ledger

Travel Show –
Sunday, October 21

Gokce Yurekli

Artist

Kevin McIntosh

Artist

Doug Hutton

Sports and Marketing
Manager

NJPA
NEW JERSEY PRESS ASSOCIATION

15: Best Newspaper Promotion or House Ad

We have a 50% increase in new patients!

“Our campaign with The Star-Ledger and NJ.com is a work of genius. New patients are seeing us in print, online, and on smartphones. I feel we’re keeping up with the changing times. **”**

ALICE BROWN
Practice Manager, Adam E. Feret DMD
Westfield



Star-Ledger POWERING **nj**

STRONG. TRUSTED. EFFECTIVE.

Let us help you reach your marketing goals!

For more information, contact a Star-Ledger Multimedia Consultant.
973-392-4072 or advertisinginfo@starledger.com

Second Place, Daily Over 35,000

The Star-Ledger

Strong. Trusted. Effective.

Gokce Yurekli

Artist

Melissa Chin

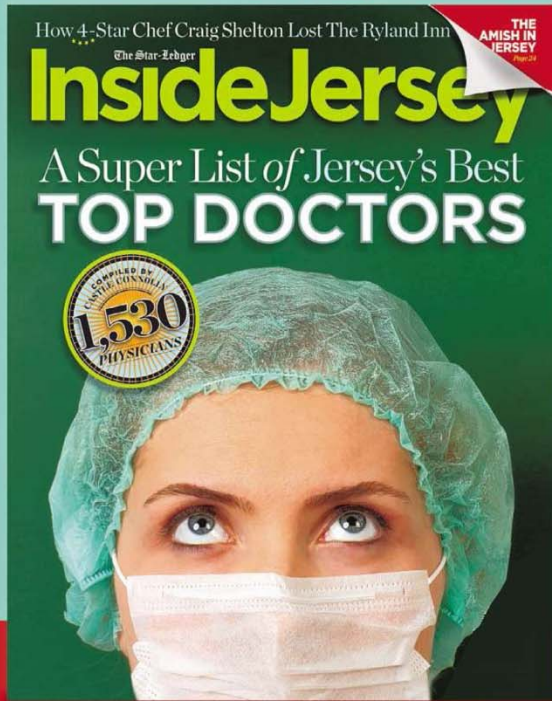
Artist

Michele Hayes

Marketing Services Manager

NJPA
NEW JERSEY PRESS ASSOCIATION

onsalenow



From everyday amusements to extraordinary lifestyles, Inside Jersey presents a fresh take on the Jersey way of life.

Also check out the Food & Drink, Style & Home, and Arts & Events Features.

\$
6.95
FOR 12 ISSUES

SUBSCRIBE TODAY
NJ.COM/INSIDEJERSEY/SUBSCRIBE
OR CALL 1-800-876-2326 Mention Promo Code: J1NSROP

ON SALE NOW*
A&P, BARNES & NOBLE, CVS, PATHMARK, QUICK CHEK,
7-ELEVEN, SHOPRITE, STOP & SHOP, TARGET,
WALMART, WEGMANS & MANY OTHER RETAIL STORES.

*IN SELECT LOCATIONS
GO TO WWW.INSIDEJERSEY.COM TO FIND STORE LOCATIONS.

POWERING
Inside Jersey nj

15: Best Newspaper Promotion or House Ad

First Place, Daily Over 35,000

The Star-Ledger

On Sale Now

Suzanne Anan

Artist

Michele Hayes

Marketing Services Manager

Isabella Mest

Advertising Operations
and Special Sections Manager

NJPA

NEW JERSEY PRESS ASSOCIATION



Better Newspaper Contest 2012

Category 16

Best External Promotion Piece or Media Kit

NJPA Awards

16: Best External Promotion Piece or Media Kit



We now offer *Repositionable Notes* similar to Post-It-Notes® on the cover of The SandPaper and The Leaders.

These round cornered notes measure 3" x 3". Full back adhesive keeps your notes securely fastened.

Production schedule - camera ready art at least 3 weeks prior to publication.

Ask your sales rep for more details and price quotes.

1816 Long Beach Blvd. Surf City, NJ 08008

THE SANDPAPER

609-494-5900
thesandpaper.net

The **LEADER**

Third Place, Weekly

The SandPaper

Sticky Note Advertising

Cindy Linkous

Sales Representative

Adrian Antonio

Production Artist

NJPA

NEW JERSEY PRESS ASSOCIATION

16: Best External Promotion Piece or Media Kit



For the past six years, Riverview Medical Center and thousands of people have joined forces with one common goal — to raise awareness of the importance of annual mammography.

THE TWO RIVER TIMES™

paint the town pink



SPECIAL SECTION

Publication Date: May 4th

Ad Deadline: April 26th

The Two River Times™ is proud to be a Fuchsia Partner of Paint the Town Pink, which spotlights town-wide events from May 4th to 12th. Red Bank, Rumson, Shrewsbury, Holmdel, Fair Haven, Monmouth Beach, Little Silver and Atlantic Highlands are all proud towns in the Pink Family.

In support of this important campaign, The Two River Times™ is proud to become *The Pink River Times*, with a special Paint the Town Pink section in our May 4th edition, featuring reduced rates to encourage local businesses to show their support for this worthwhile cause.

AD SIZE	RATE
2x4 (3.75"wide x 4"tall)	\$125
2x6 (3.75"wide x 6"tall)	\$200
3x5 (5.7"wide x 5"tall)	\$275
1/4 Page (5.7"wide x 10"tall)	\$450
1/2 Page (11.55"wide x 10"tall)	\$750
Full Page (11.55"wide x 20.5"tall)	\$1250

If interested in being a part of this special section, please call Sheila Schramm at 201-264-2241 or email sheilajschramm@gmail.com

Second Place, Weekly

The Two River Times

Paint the Town Pink

Chris Draper

Artist

NJPA

NEW JERSEY PRESS ASSOCIATION

16: Best External Promotion Piece or Media Kit



Holiday
Shopping
& Dining

featuring
Downtown Secaucus, The Plaza &
Mill Creek Mall
Delivered to 25,000 units in
North Bergen, Secaucus,
Union City and West New York

- » Full-Color production
- » Maps & store listings
- » Ad space measures:
 - Full Page (10"x13") \$1,000
 - 1/2 Page (10"x6.5") \$600
 - 1/4 Page (4.875"x6.5") \$350

Publishing: December 9, 2012
Deadline: November 30, 2012

For additional information,
please contact *The Hudson Reporter*
Jay Slansky 201-798-7800 ext 610
jslansky@hudsonreporter.com

THE HUDSON REPORTER NEWSPAPERS
1400 WASHINGTON STREET, HOBOKEN NJ 07030

First Place, Weekly

The Secaucus Reporter

Holiday Shopping
& Dining

Patricia Verano

Graphic Designer

Jay Slansky

Sales Representative

NJPA

NEW JERSEY PRESS ASSOCIATION

16: Best External Promotion Piece or Media Kit

Third Place, Daily Under 35,000

The Times

Hamilton Plus Flyer

Gaylen Gallimore

The Times
POWERING NJ

HAMILTON PLUS

Reach every home in Hamilton, every week.

Hamilton Plus is a bold new strategy for advertisers who value the large and diverse audience that makes up "America's Favorite Hometown."

Hamilton residents read their daily newspaper, The Times, more than any other community in Mercer County. They shop locally, have a high level of home ownership with home values above the national level, and earn at levels higher than the national average*.

Hamilton Plus has been developed so that advertisers like you get the benefit of saturated reach into this desirable community.

Each Thursday, starting Oct. 25, The Times will be delivered to more than 24,000 Hamilton homes in zip codes 08501, 08619, 08620, 08690 and 08691. It will be placed inside a special full-color Hamilton Plus jacket featuring community news, timely event information, recent real estate transactions and valuable offers designed specifically for Hamilton residents.

The value of this package is greatly enhanced by the inclusion of The Times, the Mercer County region's best-read daily newspaper, which has provided comprehensive and responsible news coverage for more than 125 years.

By targeting your message in Hamilton Plus, you will reach more potential customers in a consistent and cost-effective way—driving more sales and ultimately growing your bottom line.

For sponsorship information, rates and deadlines, contact your Times Advertising Sales Executive today or call (609) 989-5457.

*Source: Nielsen 2012, U.S. Census

16: Best External Promotion Piece or Media Kit

Second Place, Daily Under 35,000

The Times

Health Conversation
Flyer

Gaylen Gallimore

The Times POWERING nj presents

Healthcare Conversations

A look at the greater Mercer County medical community through the eyes of its leaders

Beginning Sunday, July 1, The Times Sunday Business section will feature a 26-week series of interviews with prominent people involved in the local medical community. The profiles, written by Times newsroom staff and enhanced by full-color photography, will share insights and views of those leaders who have made contributions, great and small, to the regional medical community.

Healthcare Conversations provides a unique opportunity to share your message with a full-color strip ad on the front of the Sunday Business section featuring this high-impact series.

Each strip ad will be 10.75" x 2" and full color – for just \$695

Contact your Times Advertising Representative today or call (609) 989-5457.

A calling for caring
Not-so-average nurse takes charge of ever-growing community

Business booming for novices

ROMA BANK
A Rich Tradition... 90 years in the making... continue today

Visit Us Today

The advertisement features a group of six healthcare professionals (three women and three men) in various attire (scrubs, lab coats, business suits) standing in front of a large blue sphere with a golden caduceus symbol. To the right, a newspaper clipping from 'The Times' is shown, featuring a photo of a woman in a purple blazer and the headline 'A calling for caring'.

NJPA
NEW JERSEY PRESS ASSOCIATION

16: Best External Promotion Piece or Media Kit



First Place, Daily Under 35,000

New Jersey Herald

Sussex County Overview
Print | Digital | Mobile

Lee Williams
Keith Flinn
Jack Findley

16: Best External Promotion Piece or Media Kit

MORE EFFICIENT ZONE PLANS


Zone advertising is a great solution for businesses that don't need to reach The Star-Ledger's entire North/Central New Jersey audience. Our new zoning configurations will provide you with greater choice in targeting your message and improve the appearance of zoned ads.

We will now offer two different zone plans. On Wednesdays and Fridays we'll divide the newspaper into four regional zones, ideal for customers with larger service areas. On Tuesdays, Thursdays and Sundays, we'll split into eight smaller zones designed for customers that want to reach prospects in one or two counties.

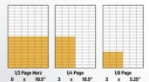
WEDNESDAY AND FRIDAY FOUR REGIONAL ZONES

Adult Readers

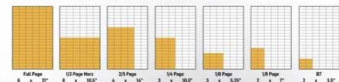
- Northwest 183,200
- Northeast 242,400
- Central 214,800
- South 160,300



MODULAR SIZES AVAILABLE ON WEDNESDAY ZONED PAGES




MODULAR SIZES AVAILABLE ON FRIDAY ZONED PAGES



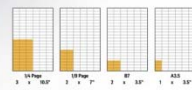
TUESDAY, THURSDAY AND SUNDAY EIGHT COUNTY ZONES

Adult Readers

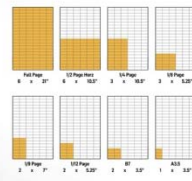
	Tuesday	Thursday	Sunday
Essex	187,200	203,100	202,800
Hudson	104,400	142,400	171,000
Morris	109,000	125,500	146,300
Union	133,400	147,200	177,400
Bergen/Passaic/Hudson	55,000	73,700	124,300
Monmouth/Ocean	55,000	59,000	64,000
Somerset/Hunterdon	81,000	106,200	110,200
Sussex/Warren	54,200	60,200	69,000






MODULAR SIZES AVAILABLE ON TUESDAY ZONED PAGES



MODULAR SIZES AVAILABLE ON THURSDAY AND SUNDAY ZONED PAGES





Third Place, Daily Over 35,000

The Star-Ledger

You Asked... We Listened!

Suzanne Anan

Artist

Advertising Staff

Michele Hayes

Marketing Services Manager

NJPA
NEW JERSEY PRESS ASSOCIATION

16: Best External Promotion Piece or Media Kit

Second Place, Daily Over 35,000

The Star-Ledger

Targeted Recruitment Strategies

Melissa Chin
Artist

Kim Alavarez
Recruitment & Classified Manager

Michele Hayes
Marketing Services Manager



NEW JERSEY'S MOST POWERFUL MULTIMEDIA PARTNER

Our targeted marketing products and services deliver the solutions you need to keep pace with the ever-changing recruitment landscape.

- Employer Branding
- Targeted Email Campaigns
- Resume Database
- Search Engine Marketing
- Search Engine Optimization
- Custom Mobile Sites
- Extended Reach
- Mobile Display Ads
- Social Media with Custom Facebook Page
- Enhanced Job Postings
- Diversity, Healthcare & Niche Posting Opportunities

DIGITAL
Interactive marketing services to meet your needs.

PRINT
5 powerful newspapers to target your message.

LOCAL REACH AND BRAND CREDIBILITY NO ONE ELSE CAN DELIVER.

DIGITAL DOMINANCE
New Jersey's Local Media Website Audience Leader

NJ.com	1,722,400
NJ123.COM	
COMCAST.NET	

PRINT LEADERSHIP
New Jersey's Newspaper Audience Leader

THE STAR-LEDGER Sunday	3,104,000
THE RECORD-GUIDE	
ASSEMBLY DAILY PRESS-Sunday	

NORTH/CENTRAL NEW JERSEY - All Audits Open to all Bergen, Essex, Hudson, Morris, Passaic, Warren, Sussex, Middlesex, Monmouth, Mercer, Ocean, Passaic, Somerset, Sussex, Union and Warren Counties. Source: Nielsen. For more details, visit www.nielsen.com. © 2014 Star-Ledger. All rights reserved. Star-Ledger is a registered trademark of Star-Ledger Media Group. All other trademarks are the property of their respective owners.

16: Best External Promotion Piece or Media Kit

Your Guide to Farmer's Markets, "Pick Your Own" Farms and Farm Stands.

farm fresh

Don't miss the opportunity to attract shoppers and families in Northern/Central New Jersey to your harvest of fall fun.

- Pumpkin Picking
- Hayrides
- Corn Mazes
- Country Stores
- Fresh Baked Goods
- Halloween displays and haunted houses

The Star-Ledger's Farm Fresh Directory will publish Fridays in the weekend entertainment section "Ticket" beginning on Friday, September 7 through October 26. All ads include a 7-day presence on NJ.com's Find N Save® Section and will be featured as part of our Fall Family Fun Guide pull-out feature publishing on Friday, October 26, 2012.

2012 DIRECTORY

PUBLICATION DATES:

- Friday, September 7
- Friday, September 14
- Friday, September 21
- Friday, September 28
- Friday, October 5
- Friday, October 12
- Friday, October 19
- Friday, October 26
Family Fun Guide

The Farm Fresh Directory is the perfect spot to reach **731,500 daily Star-Ledger readers** and build awareness and revenue for your business.

Advertising Investment: **\$118.38**
Per Column Inch. Plus: **25¢** for your digitized ad on nj.com's Find N Save® Section. Rates are net.

Give your business even greater exposure by adding an online impression campaign on the entertainment section of NJ.com. NJ.com reaches **10.3 million unique monthly visitors**.

Add **30,000 impressions** to your print ad campaign for as little as **\$300**.

The Star-Ledger
New Jersey's
**BEST SELLING
BEST READ
Newspaper**

Star-Ledger POWERING **nj**

Sources: The Star-Ledger - 2012 Release 1, Scarborough Report, NY Study, NJ.com Omniture Site Catalyst (internal log files), June 2012. All advertising is subject to The Star-Ledger's non-conflicting advertising terms and conditions. Publisher may require cash with order.

First Place, Daily Over 35,000

The Star-Ledger

Farm Fresh Directory

Suzanne Anan

Artist

Dawn Apisa

Sales Manager

NJPA

NEW JERSEY PRESS ASSOCIATION

NJPA

NEW JERSEY PRESS ASSOCIATION

Better Newspaper Contest

2012 Advertising Awards

Go to Part 2 for Categories 17-39
& General Excellence Awards

NJPA Awards

NJPA

NEW JERSEY PRESS ASSOCIATION

Better Newspaper Contest

2012 Advertising Awards

Continued from Part 1

NJPA Awards