

2007 NJPA Advertising Contest Results – Classified

General Excellence

Weekly

The News Transcript
Freehold
Greater Media Newspapers

Daily (tie)

Daily Record
Parsippany

The Times
Trenton

C-1 Best Automotive Display Ad – Black & White

Weekly

- 1st Place: "GM Superstore"
Lee Polidori, Sales Representative
Joan Hinman, Artist
Ocean City Sentinel
Sample Media, Inc.
- 2nd Place: "Reinersten Motors"
Jerry O'Donnell, Sales Representative
Toni Codd, Erin Warren, Sally Harris, Artists
The Bernardsville News
Recorder Community Newspapers
- 3rd Place: No Winner

Daily

- 1st Place: "Is it Possible to Engineer Desire?"
Barbara Faulkner, Sales Representative
Greta Carlton, Artist
The Times, Trenton
- 2nd Place: "There's No Snow ... But We Have Sleds"
Trudy Holzbaur, Sales Representative
Jeanne Black, Artist
The Times, Trenton
- 3rd Place: "More Savings, More Value"
Barb Faulkner, Sales Representative
Jeanne Black, Artist
The Times, Trenton

C-2 Best Automotive Display Ad – Spot Color or Multi Color

Weekly

1st Place: "Spirit Chevrolet"
Ed Quigley, Sales Representative
Kim Lynch, Artist
Cape May County Herald Times, Rio Grande

2nd Place: "The Stable, Ltd."
Jerry O'Donnell, Sales Representative
Toni Codd, Erin Warren, Sally Harris, Artist
The Bernardsville News
Recorder Community Newspapers

3rd Place: No Winner

Daily

1st Place: "Luxurious Holiday Savings"
Michael Byers, Sales Representative
Gaylen Gallimore, Artist
The Times, Trenton

2nd Place: "Cherry Hill Classic Cars, Inc. – Jaguar Countdown"
Helen Spengel, Sales Representative
Kathleen Rossell, Artist
Courier-Post, Cherry Hill

3rd Place: "J & S AutoHaus"
Roman Niedzwiez, Sales Representative
Joe DiPaolo, Artist
Burlington County Times, Willingboro

C-3 Best Real Estate Display Ad – Black and White

Weekly

1st Place: "Because Buying & Selling"
Sharon Schlesinger, Sales Representative
Staff, Artists
Independent, Freehold
Greater Media Newspapers

2nd Place: "Orange Key Realty"
Kathleen Masucci, Sales Representative
Staff, Artists
The News Transcript, Freehold
Greater Media Newspapers

3rd Place: "Absolute Auction – T. Michael L.L.C."
Marianne Nahodyl, Sales Representative
Staff, Artists
The SandPaper, Surf City

Daily

1st Place: "Remax Advantage – Donna Schaal"
Judy Reedy, Sales Representative
Christopher Carnese, Artist
Courier News, Bridgewater

2nd Place: "Cumberland Green – Discover a New World"
Dan Barrett, Sales Representative
Staff, Artists
The Daily Journal, Vineland

3rd Place: "Outstanding Agents (Re/Max)"
Ron Riddles, Sales Representative
Staff, Artists
Daily Record, Parsippany

C-4 Best Real Estate Display Ad – Spot or Multi Color

Weekly

- 1st Place: "Autumn Festival of Homes"
Sharon Schlesinger, Sales Representative
Staff, Artists
Examiner, Freehold
Greater Media Newspapers
- 2nd Place: "Weichert Realtors"
Bob Dello Russo, Sales Representative
Toni Codd, Erin Warren, Sally Harris, Artists
The Bernardsville News
Recorder Community Newspapers
- 3rd Place: "Coldwell Banker"
Bob Dello Russo, Sales Representative
Toni Codd, Erin Warren, Sally Harris, Artists
The Bernardsville News
Recorder Community Newspapers

Daily

- 1st Place: "Weichert"
Staff, Sales Representatives
Erin Lake, Artist
New Jersey Herald, Newton
- 2nd Place: "Classic European Elegance – Fritz Reuter"
Bob Schrupf, Sales Representative
Staff, Artists
The Record (Bergen County), Hackensack
- 3rd Place: "ReMax Competitive Edge"
Judy Reedy, Sales Representative
Christopher Carnese, Artist
Courier News, Bridgewater

**C-5 Best Recruitment/Miscellaneous Display Ad
– Color or Black and White**

Weekly

1st Place: "Do You Love Babies?"
Staff, Sales Representatives
Adam Sullens, Artist
Delaware Valley News, Frenchtown
NJN Publishing

2nd Place: "Salon & Spa"
Staff, Sales Representatives
Adam Sullens, Artist
Delaware Valley News, Frenchtown
NJN Publishing

3rd Place: "James Toyota Scion"
Staff, Sales Representatives
Adam Sullens, Artist
Delaware Valley News, Frenchtown
NJN Publishing

Daily

1st Place: "Electrician"
Joan D'Ambola, Sales Representative
Staff, Artists
Daily Record, Parsippany

2nd Place: "Start Your Career Today – Bergen Co. Technical Schools"
Cathy Zimmerman, Sales Representative
Craig Ruvere, Artist
The Record (Bergen County), Hackensack

3rd Place: "Come Work in the Exciting & Fast Paced Auto Auction Industry"
Barbara Rosenthal, Sales Representative
Greta Carlton, Artist
The Times, Trenton

**C-6 Best Agency Produced Newspaper Ad
– Color or Black and White**

Weekly

- 1st Place: "A Message from Harry"
Bob Sims, Sales Representative
Staff, Artists
The News Transcript, Freehold
Greater Media Newspapers
- 2nd Place: "Canyon Club Resort Marina"
Margaret Peterson, Sales Representative
Bob Weber, Artist
Cape May Star & Wave
Sample Media, Inc.
- 3rd Place: "Happy Holi-Duh"
Bob Sims, Sales Representative
Staff, Artists
The News Transcript, Freehold
Greater Media Newspapers

Daily

- 1st Place: "iProsper"
T3 Communications, Agency
Val Gardner, Recruitment Representative
T3 Communications, Artists
Daily Record, Parsippany
- 2nd Place: "Henley on the Hudson"
Staff, Sales Representatives
Staff, Artists
The Star-Ledger, Newark
- 3rd Place: "Somerset Nissan"
Shianne Owen, Sales Representative
Frank J. Lopes Advertising, Artists
Courier News, Bridgewater

C-7 Best Free Standing Special Section

Weekly

- 1st Place: "The Estates of New Jersey"
Bob Dello Russo, Staff, Sales Representatives
Classified Staff, Artists
The Bernardsville News
Recorder Community Newspapers
- 2nd Place: "The Estates of New Jersey"
Bob Dello Russo, Sales Representative
Toni Codd, Erin Warren, Sally Harris, Artists
The Bernardsville News
Recorder Community Newspapers
- 3rd Place: "Homes of South Jersey 2007 Summer/Fall Edition"
Staff, Sales Representatives
Staff, Artists
Atlantic City Weekly

Daily

- 1st Place: "New Construction – Now is the Time to Buy"
Bob Schrumph, Sales Representative
Jennifer Pinto, Alan Post, Artists
The Record (Bergen County), Hackensack
- 2nd Place: "Back to School"
Marie Vito, Sales Representative
Marie Vito, Artist
Gloucester County Times, Woodbury
- 3rd Place: "'Spin' 2007 New Vehicle Guide"
Staff, Sales Representatives
Staff, Artists
The Daily Journal, Vineland

C-8 Best Non-Newspaper Product

Weekly

1st Place: "Sand Castles"
Staff, Sales Representatives
Staff, Artists
The SandPaper, Surf City

2nd Place: "Homefront"
Staff, Sales Representatives
Staff, Artists
The SandPaper, Surf City

3rd Place: No Winner

Daily

1st Place: "Real Estate Monthly – June 2007"
Staff, Sales Representatives
Staff, Artists
The Press of Atlantic City, Pleasantville

2nd Place: "Real Estate Monthly – October 2007"
Staff, Sales Representatives
Staff, Artists
The Press of Atlantic City, Pleasantville

3rd Place: "Streetscapes"
Staff, Sales Representatives
Samantha Horning, Artist
The Star-Ledger, Newark

C-9 Best Classified and/or Telemarketing Pages

Weekly

- 1st Place: "The Perfect Tree"
Staff, Sales Representatives
Staff, Artists
The News Transcript, Freehold
Greater Media Newspapers
- 2nd Place: "At Your Service"
Staff, Sales Representatives
Staff, Artists
Delaware Valley News, Frenchtown
NJN Publishing
- 3rd Place: "This Way for Halloween"
Staff, Sales Representatives
Staff, Artists
The News Transcript, Freehold
Greater Media Newspapers

Daily

- 1st Place: "Happy Holidays"
Ruth Mongillo, Sales Representative
Joe DiPaolo, Artist
Burlington County Times, Willingboro
- 2nd Place: "Directory of Easter Services"
Staff, Sales Representatives
Staff, Artists
New Jersey Herald, Newton
- 3rd Place: "Baby's 1st Christmas"
Staff, Sales Representatives
Eileen Lakatos, Artist
New Jersey Herald, Newton

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

Weekly

- 1st Place: "Happy Chanukah"
Staff, Sales Representatives
Staff, Artists
The News Transcript, Freehold
Greater Media Newspapers
- 2nd Place: "Best Local Jobs"
Staff, Sales Representatives
Staff, Artists
Delaware Valley News, Frenchtown
NJN Publishing
- 3rd Place: "Greetings of the Season"
Staff, Sales Representatives
Staff, Artists
The News Transcript, Freehold
Greater Media Newspapers

Daily

- 1st Place: "Garage Sales"
Staff, Sales Representatives
Staff, Artists
Daily Record, Parsippany
- 2nd Place: "Pumpkin Harvest & Hayrides"
Staff, Sales Representatives
Stephanie Sapone, Artist
New Jersey Herald, Newton
- 3rd Place: "Blessings at Christmas"
Genevieve Michienzi, Sales Representative
Staff, Artists
The Record (Bergen County), Hackensack

C-11 Best Classified Section

Weekly

- 1st Place: "Classified"
Staff, Sales Representatives
Staff, Artists
The News Transcript, Freehold
Greater Media Newspapers
- 2nd Place: "Classified Section"
Staff, Sales Representatives
Staff, Artists
Delaware Valley News, Frenchtown
NJN Publishing
- 3rd Place: "Classified"
Staff, Sales Representatives
Staff, Artists
The Progress, Caldwell
Recorder Community Newspapers

Daily

- 1st Place: "Classified Marketplace Section"
Staff, Sales Representatives
Staff, Artists
Courier News, Bridgewater
- 2nd Place: "Classified Section"
Staff, Sales Representatives
Staff, Artists
The Times, Trenton
- 3rd Place: "Homes"
Staff, Sales Representatives
Staff, Artists
The Record (Bergen County), Hackensack

C-12 Best Use of Small Space

Weekly

- 1st Place: "Randy May Look Like a Lion"
Linda Hecht, Sales Representative
Staff, Artists
The News Transcript, Freehold
Greater Media Newspapers
- 2nd Place: "Let's Talk Dirty"
Brenda Burd, Sales Representative
Staff, Artists
The SandPaper, Surf City
- 3rd Place: "Just in Time for Christmas"
Kathy Walker, Sales Representative
Kathy Walker, Artist
The Bernardsville News
Recorder Community Newspapers

Daily

- 1st Place: "Campo Home Selling Team"
Ron Riddles, Sales Representative
Staff, Artist
Daily Record, Parsippany
- 2nd Place: "Paving & Sealcoating"
Jim Geffert, Sales Representative
Staff, Artists
Daily Record, Parsippany
- 3rd Place: "Sign & Drive Extended"
Trudy Holzbaur, Sales Representative
Jeanne Black, Artist
The Times, Trenton

C-13 Best Classified House Ad

Weekly

- 1st Place: "Now You Can Place Your Classified Ad"
Staff, Sales Representatives
Staff, Artists
Sentinel, Freehold
Greater Media Newspapers
- 2nd Place: "Hot Deal"
Janet Seitz, Rachel Seitz, Sales Representative
Chris Cusick, Artist
Cape May County Herald Times, Rio Grande
- 3rd Place: "Got Something for Sale?"
Staff, Sales Representatives
Staff, Artists
The News Transcript, Freehold
Greater Media Newspapers

Daily

- 1st Place: "Guaranteed Classified"
Staff, Sales Representative
Karen Fazio, Artist
The Star-Ledger, Newark
- 2nd Place: "JerseyDevilJobs.com"
Staff, Sales Representatives
Margaret Rynshall, Tom O'Connell, Artists
The Press of Atlantic City, Pleasantville
- 3rd Place: "Dot It Yourself!"
Staff, Sales Representatives
Staff, Artists
Daily Record, Parsippany

C-14 Best External Classified Promotion Idea

Weekly

1st Place: "My Town & Greater Media Interactive"
Staff, Sales Representatives
Staff, Artists
The News Transcript, Freehold
Greater Media Newspapers

2nd Place: "Luxury Living"
Staff, Sales Representatives
Staff, Artists
Delaware Valley News, Frenchtown
NJN Publishing

3rd Place: "Media Kit"
Staff, Sales Representatives
Staff, Artists
The News Transcript, Freehold
Greater Media Newspapers

Daily

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

2nd Place: "Pre-owned Showroom"
Carole Lotito, Sales Representative
Lisa Zaccone, Artist
The Record (Bergen County), Hackensack

3rd Place: "Outlook Residential – Real Estate Mini Book"
Staff, Sales Representatives
Darren Phillips, Artist
The Star-Ledger, Newark