

2010 NJPA Advertising Contest Results – Retail

General Excellence

Daily Over 60,000

The Times
Trenton

Daily Under 60,000

Courier News
Bridgewater

Weekly

The SandPaper
Surf City

R-1, Best Single Ad – Black & White, Smaller than 16" S.A.U.

Daily Over 60,000

1st Place: "WOW Congrats TR Boys"
Elizabeth Reiley
Asbury Park Press

2nd Place: "Carella's Winter Sale"
Donna Poole
Gaylen Gallimore, Artist
The Times

3rd Place: "Hair It Is"
Gerald Walter
Gaylen Gallimore, Artist
The Times

Daily Under Daily

1st Place: "Gaetano's"
Sue McCooe, Sales
Donna Van Zandt, Artist
Courier News

2nd Place: "Taylor's Consignment"
Staff, Sales
Janet Zeek, Artist
Daily Record

3rd Place: "Sublime"
Jen Rosener, Sales
Donna Van Zandt, Artist
Courier News

Weekly

1st Place: "Haddon Township Hydrant Flushing"
Brett Ainsworth, Sales
Mark Zeigler, Artist
The Retrospect

2nd Place: "The Fabric Yard – Mystery Sale"
Ellie Kresefsky, Sales
Toni Codd, Artist
The Bernardsville News

3rd Place: "We're Ready for Spring – Little Ones"
Wendy Navin, Sales
Grisel Cardona, Karen Trachtenberg, Artists
The West Essex Tribune

R-2, Best Single Ad – Black & White, 16" to 31.5" SAU

Daily Over 45,000

1st Place: "Holiday Bazaar"
Gerald Walter
Gaylen Gallimore, Artist
The Times

2nd Place: "Music on the Green"
Michael Gavin
Gaylen Gallimore, Artist
The Times

3rd Place: "Bernie's Bicycles"
Gerald Walter
Gaylen Gallimore, Artist
The Times

Daily Under 45,000

1st Place: "Messler Auto Body"
Staff, Sales
Janet Zeek, Artist
Daily Record

2nd Place: "Perfect Formation Gymnastics"
Ian McDermott, Sales
Donna Van Zandt, Artist
Courier News

3rd Place: "Priority Medical Care"
Sue McCooe, Sales
Donna Van Zandt, Artist
Courier News

Weekly

1st Place: "Model Madness"
Brett Ainsworth, Sales
Mark Zeigler, Artist
The Retrospect

2nd Place: "Perfect Press Cleaners"
Brett Ainsworth, Sales
Mark Zeigler, Artist
The Retrospect

3rd Place: "Francie Milano"
Cindy Linkous, Sales
Staff, Artist
The SandPaper

R-3, Best Single Ad – Black & White, Larger than 31.5" SAU

Daily Over 45,000

1st Place: "Bring in Your Bling"
David Prior
Gaylen Gallimore, Artist
The Times

2nd Place: "21st Century Landscaping"
Elizabeth Reiley
Asbury Park Press

3rd Place: no winner

Daily Under 45,000

1st Place: "Olympic Pools"
Marsha Lange, Sales
Janet Zeek, Artist
Daily Record

2nd Place: "Best Value Rugs"
Jen Rosener, Sales
Donna Van Zandt, Artist
Courier News

3rd Place: "Legends Hair Salon"
Jen Ward, Sales
Chris Carnese, Artist
Courier News

Weekly

1st Place: "With Due Respect – Livingston Democrats"
Jennifer Cone Chciuk, Sales
Grisel Cardona, Karen Trachtenberg, Artists
The West Essex Tribune

2nd Place: "Andy's Family Music Center"
Nancy Katz Perlmutter, Sales
Grisel Cardona, Karen Trachtenberg, Artists
The West Essex Tribune

3rd Place: "Attention Livingston Residents – Waste Industries"
Diane Driggs, Sales, Sales
The West Essex Tribune

R-4, Best Single Ad – Spot (1) Color, Smaller than 31.5" SAU

Daily Over 45,000

1st Place: "Here Are Some Facts About..."
Elizabeth Reiley
Asbury Park Press

2nd Place: "Give a Little Summer for the Holidays"
Elizabeth Reiley
Asbury Park Press

3rd Place: no winner

Daily Under 45,000

1st Place: "Sparta Trades"
Valerie Gardner, Sales
Janet Zeek, Artist
Daily Record

2nd Place: "Blackwell Jewelers"
Kate Commarato, Sales
Janet Zeek, Artist
Daily Record

3rd Place: "Avalon"
Sue McCooe, Sales
Donna Van Zandt, Artist
Courier News

Weekly

1st Place: "Our Biggest Summer Sale – Rowma Custom Tailors"
Nancy Katz Perlmutter, Sales
Grisel Cardona, Karen Trachtenberg, Artists
The West Essex Tribune

2nd Place: no winner

3rd Place: no winner

**R-5, Best Single Ad – Spot (1) or Process Color,
31.5" SAU or Larger**

Daily Over 45,000

1st Place: "Voted Best Supermarket"
SuSan Chieco-Culkin
Asbury Park Press

2nd Place: "Carella's Winter Sale"
Donna Poole
Gaylen Gallimore, Artist
The Times

3rd Place: "Seeing Is Believing"
Lisa Hoffman
Deanna Ditty
Home News Tribune

Daily Under 45,000

1st Place: "It's All About Black & White"
Sandy Hopkins, Sales
Samara Gabriel, Artist
The Trentonian

2nd Place: "Let it Sew! Let it Sew! Let it Sew!"
Jurga Pareigyte, Sales
Samara Gabriel, Artist
The Trentonian

3rd Place: "Is Your Pond Closed? Allquatics"
Michelle Prunetti, Sales
Cindy Manion, Artist
The Trentonian

Weekly

1st Place: "For This Holiday Season – In Town Livingston"
Jennifer Cone Chciuk, Sales
Karen Trachtenberg, Artist
The West Essex Tribune

2nd Place: "Landscape Aesthetics"
Ellie Kresefsky, Sales
Sally Harris, Artist
The Bernardsville News

3rd Place: "BTC Hot Summer Weekend"
Tish Kraszyk, Sales
Pasquale Spina, Artist
Bayonne Community News

R-6, Best Single Ad – Multi Spot or Full Color, Any Size

Daily Over 45,000

- 1st Place: "The Perfect Place for Your Most Important Day"
Kathy Friedman
Ginny DeFillippis, Artist
The Record (Bergen County)
- 2nd Place: "The Time Machine Band"
Joe Bionci
Barbara Bucher
The Record (Bergen County)
- 3rd Place: "Summer Sale Carella's"
Donna Poole
Gaylen Gallimore, Artist
The Times

Daily Under 45,000

- 1st Place: "American Red Cross – Military Families"
AnnaMarie Heverly, Sales
Eileen Lakatos, Artist
New Jersey Herald
- 2nd Place: "ProHair Cutter"
Brenda Newkirk, Sales
Janet Zeek, Artist
Daily Record
- 3rd Place: "IHOP Bridgewater"
Sue McCooe, Sales
Donna Van Zandt, Artist
Courier News

Weekly

- 1st Place: "Halloween and More Store"
Barbara Nasonte
Dale De Fino
Wyckoff Suburban News
- 2nd Place: "Brewer's Towne Tavern"
Brett Ainsworth, Sales
Mark Zeigler, Artist
The Retrospect
- 3rd Place: "In a Pickle Over Lunch or Dinner?"
Brett Ainsworth, Sales
Mark Zeigler, Artist
The Retrospect

R-7, Best Campaign for One Advertiser Using Multiple Products

Daily Over 45,000

1st Place: no winner

2nd Place: no winner

3rd Place: no winner

Daily Under 45,000

1st Place: "Par Troy Funeral Home"
Chris Konsulis, Sales
Frank Barbaro, Artist
Daily Record

2nd Place: no winner

3rd Place: no winner

Weekly

1st Place: "Fantasy Island"
Cindy Linkous, Sales
Adrian Antonio, Artist
The SandPaper

2nd Place: "Sea Shell"
Cindy Linkous, Sales
Adrian Antonio, Artist
The SandPaper

3rd Place: "Classic Home & Garden"
Ellie Kresefsky, Sales
Toni Codd, Artist
The Bernardsville News

R-8, Best Advertising Campaign or Series – Black & White, Smaller than 31.5" SAU

Daily Over 45,000

1st Place: "Al's Prime Meats, Deli and Pizza"
Ron Ostroff, Sales
Staff, Artist
The Star-Ledger

2nd Place: "Westfield Diner"
Ron Ostroff, Sales
Staff, Artist
The Star-Ledger

3rd Place: "The Sticky Wicket"
Ruth O'Neill
Jason Mathis
The Times

Daily Under 45,000

1st Place: "Gold & Silver"
Sue McCooe, Sales
Donna Van Zandt, Artist
Courier News

2nd Place: "G.O. Kellers"
Jen Rosener, Sales
Donna Van Zandt, Artist
Courier News

3rd Place: "Clinical Research"
Novlette Griffin, Sales
Donna Van Zandt, Artist
Courier News

Weekly

1st Place: "Francie Milano"
Cindy Linkous, Sales
Staff, Artist
The SandPaper

2nd Place: "The Cheese Shoppe"
Tony Matthews, Sales
Staff, Artist
The SandPaper

3rd Place: "Wink"
Steve Havelka, Sales
Staff, Artist
The SandPaper

**R-9, Best Advertising Campaign or Series –
Black & White, 31.5" SAU or Larger**

Daily Over 45,000

1st Place: no winner

2nd Place: no winner

3rd Place: no winner

Daily Under 45,000

1st Place: "Ridewise"
Sue McCooe, Sales
Staff, Artist
Courier News

2nd Place: "Somerset County Business Partnership"
Sue McCooe, Sales
Donna Van Zandt, Judy Coddington, Artists
Courier News

3rd Place: no winner

Weekly

1st Place: no winner

2nd Place: no winner

3rd Place: no winner

R-10, Best Advertising Campaign or Series – Color, All Sizes

Daily Over 45,000

1st Place: "Green Mountain Coffee"
Andrea Dove, Sales
David Petersen, Artist
The Star-Ledger

2nd Place: "Carella's Shoes"
Donna Poole
Gaylen Gallimore, Artist
The Times

3rd Place: "Roma"
Michael Hoffman
Gaylen Gallimore, Artist
The Times

Daily Under 45,000

1st Place: "Lakeland Hills"
Peter Bocchieri, Chris Konsulis, Barbara Miele, Sales
Janet Zeek, Artist
Daily Record

2nd Place: "Somerset Farms"
Jen Rosener, Sales
Donna Van Zandt, Artist
Courier News

3rd Place: "Homestyle Kitchens"
Kate Commarato, Sales
Frank Barbaro, Artist
Daily Record

Weekly

1st Place: "Total Health"
Renee Illan, Sales
Toni Codd, Sally Harris, Artists
The Madison Eagle

2nd Place: "Bayard's Chocolates"
Brett Ainsworth, Sales
Mark Zeigler, Artist
The Retrospect

3rd Place: "Charm Dress Boutique"
Brett Ainsworth, Sales
Mark Zeigler, Artist
The Retrospect

R-11, Best Newspaper Promotion Ad or Series – In Paper

Daily Over 45,000

- 1st Place: "Best of New Jersey"
David Petersen, Artist
The Star-Ledger
- 2nd Place: "On Sale Now Inside Jersey"
Suzanne Anan, Artist
The Star-Ledger
- 3rd Place: "Great Savings from Your Favorite Local Merchants – Best Buys"
Chris Carnese, Artist
Asbury Park Press

Daily Under 45,000

- 1st Place: "Wish List"
Marketing Staff, Sales
Chris Carnese, Artist
Courier News
- 2nd Place: "Open House Weekend"
Marketing Staff, Sales
Chris Carnese, Artist
Courier News
- 3rd Place: no winner

Weekly

- 1st Place: "Make Sure Everyone Knows"
Cindy Linkous, Sales
Adrian Antonio, Artist
The SandPaper
- 2nd Place: "3/2/2001"
Cindy Linkous, Sales
Adrian Antonio, Artist
The SandPaper
- 3rd Place: "The West Essex Tribune Works for Your Business!"
Staff, Artist
The West Essex Tribune

R-12, Best External Special Promotion Mailing Piece or Media Kit

Daily Over 45,000

- 1st Place: "Neighbors"
Suzanne Anan, Artist
The Star-Ledger
- 2nd Place: "Holiday Arts & Entertainment"
David Petersen, Artist
The Star-Ledger
- 3rd Place: "Dining in Somerset County"
Suzanne Anan, Artist
The Star-Ledger

Daily Under 45,000

- 1st Place: "Stick-On Note Marketing Flyer"
Chris Carnese, Artist
Courier News
- 2nd Place: "Pencil Ad Marketing Flyer"
Chris Carnese, Artist
Courier News
- 3rd Place: "Small Business Solution Marketing Flyer"
Chris Carnese, Artist
Courier News

Weekly

- 1st Place: "The SandPaper Media Kit"
Cindy Linkous, Sales
Adrian Antonio, Artist
The SandPaper
- 2nd Place: "Kinder Connections"
Christine M. Youngclaus, Sales
Lisa Cuthbert, Artist
The Secaucus Reporter
- 3rd Place: no winner

R-13, Best Special Page(s) – Black & White, ROP

Daily Over 45,000

1st Place: no winner

2nd Place: no winner

3rd Place: no winner

Daily Under 45,000

1st Place: "Central Jersey Deals"
Staff, Sales
Donna Van Zandt, Judy Coddington, Artists
Courier News

2nd Place: "Let's Play Ball!"
Staff, Sales
Donna Van Zandt, Judy Coddington, Artists
Courier News

3rd Place: "We're Part of the Cure"
Brenda Newkirk, Sales
Janet Zeek, Artist
Daily Record

Weekly

1st Place: "Let's Eat Out"
Staff
The West Essex Tribune

2nd Place: "Celebrate Livingston's History"
Staff
The West Essex Tribune

3rd Place: "LHS Fall Sports Focus"
Staff
The West Essex Tribune

R-14, Best Special Page(s) – Color, ROP

Daily Over 45,000

- 1st Place: "We're Part of the Cure"
Ann Marie Dixon
Asbury Park Press
- 2nd Place: "Volunteer Week"
Staff
The Times
- 3rd Place: "Ocean County Is Part of the Cure"
Ann Marie Dixon
Asbury Park Press

Daily Under 45,000

- 1st Place: "Home of the Free, Thanks to the Brave"
Staff
Courier News
- 2nd Place: "Mother's Day A to Z"
Staff
Courier News
- 3rd Place: "Chester Shopping"
Barbara Miele, Sales
Janet Zeek, Artist
Daily Record

Weekly

- 1st Place: "Ice Cream"
Staff
The SandPaper
- 2nd Place: "Pumpkin Patch"
Staff, Sales
Toni Codd, Sally Harris, Artists
The Bernardsville News
- 3rd Place: "Allendale Festival Day and Car Show"
Staff
Town Journal

R-15, Best Free Standing Insert Built by Newspaper for One Advertiser

Daily Over 45,000

- 1st Place: "Dream Guide"
Fran Macaluso
Ginny DeFillippis, Artist
The Record (Bergen County)
- 2nd Place: "Special Olympics New Jersey"
Russ Riches, Laurie Pellichero, Amy Hiestand
Gaylen Gallimore, Artist
The Times
- 3rd Place: no winner

Daily Under 45,000

- 1st Place: "Karen Ann Quinlan Hospice"
Mitch Mayer, Sales
Jessica Demarest and Staff, Artist
New Jersey Herald
- 2nd Place: "Suds City Laundromat"
Lori McNeil, Sales
Eileen Lakatos, Artist
New Jersey Herald
- 3rd Place: "Pennington Avenue Shopping Village"
Michelle Prunetti, Sales
Samara Gabriel, Artist
The Trentonian

Weekly

- 1st Place: no winner
- 2nd Place: no winner
- 3rd Place: no winner

R-16, Best Special Section – Free Standing

Daily Over 45,000

- 1st Place: "Hot Cars 2010 Mid-Year Review"
Tom DiChiara, Susan Donner, Sales
Joram Mushinske, James Emolo, Artists
The Record (Bergen County)
- 2nd Place: "Think Pink"
Isabella Mest and Staff, Sales
Karen Fazio and Special Sections Staff, Artists
The Star-Ledger
- 3rd Place: "Essex County Dining Guide"
Isabella Mest and Staff, Sales
Karen Fazio and Special Sections Staff, Artists
The Star-Ledger

Daily Under 45,000

- 1st Place: "Living Magazine"
Staff, Sales
Staff, Artist
Daily Record
- 2nd Place: "2010 Wedding Guide"
Mitch Mayer, Sales
Kathy Stevens, Content
Stephanie Sapone, Artist
New Jersey Herald
- 3rd Place: "Forecast 2010"
Staff
Courier News

Weekly

- 1st Place: "Englewood Answer Guide"
Mary Nicastro, Samara Feldstein, David Varick, Carrol Moore
Northern Valley Suburbanite
- 2nd Place: "Bergen Visitor's Guide, The Barclays 2010"
Staff
The Ridgewood News
- 3rd Place: "99 Ways to Have Fun"
Staff, Sales
Staff, Artist
The SandPaper

R-17, Best New Product Development

Daily Over 45,000

- 1st Place: "Conversations"
Staff
The Times
- 2nd Place: "The Pink Sunday Paper"
Advertising Department
Asbury Park Press
- 3rd Place: "Next Up"
Kerri Fox, Fran Macaluso, Sales
James Emolo, Alan Post, Artists
The Record (Bergen County)

Daily Under 45,000

- 1st Place: "Gift Certificate Warehouse"
Lee Williams, Mitch Mayer, Jen Lechiski, Sales
New Jersey Herald
- 2nd Place: "Sunday Courier News Raising Awareness About Breast Cancer"
Staff
Courier News
- 3rd Place: "Mount Olive This Week"
Staff, Sales
Staff, Artist
Daily Record

Weekly

- 1st Place: "Simply Bergen"
Staff
Franklin Lakes/Oakland Suburban News
- 2nd Place: no winner
- 3rd Place: no winner