Home Delivery/New Subscription Sales Programs
Sales/News Subscription Promotions
First Place
Who Needs Hockey
Lou Lambert
The Press of Atlantic City, Pleasantville

Home Delivery/New Subscription Sales Programs Direct/Targeted Marketing
First Place
Targeted Balloon Sampling
Lou Lambert, Evelyn Holt
The Press of Atlantic City, Pleasantville

Home Delivery/New Subscription Sales Programs
All Other Sales Promotions
First Place
Holiday Gift Subscriptions
Margaret Rynshall, Lou Lambert
The Press of Atlantic City, Pleasantville

Single Copy Sales Programs
Single Copy Sales (To Customers)
First Place
Frequent Buyer Card
Judy Morgan
Hunterdon County Democrat, Flemington, NJN Publishing

Single Copy Sales Programs
Single Copy Sales (To Retailers)
First Place
Corner Candy Store
J. Viola, Jaime E. Lejalde, Steve Piersa
Herald News, West Paterson
Single Copy Sales Programs
Third Party Sales
First Place
NY Football Giants Promotion
Rick Gathen, Tom Kelly, Gene Swinarski, Juan Madrid
The Record (Bergen County), Hackensack

Retention Programs
Consumer Retention Programs
First Place
Gas Card Survey
Jean Callahan, Dale P. O'Brien
The Times, Trenton

Retention Programs
Carrier Recognition/Recruitment/Retention
First Place
Grocery Gift Card
Joe Herrmann, Nieves Garcia, Steve Piersa, J. Viola
Herald News, West Paterson

Newspaper In Education Programs
All Promotions to Increase NIE Circulation
First Place
Newspaper in Education
Kay O'Malley, Nieves Garcia, Steve Piersa, J. Viola
Herald News, West Paterson

Newspaper In Education Programs
Educational Projects
First Place
Support our Troops Showcase
Andrea Spaeth
The Record (Bergen County), Hackensack

General Newspaper Promotion
Public Relations/Special Events
First Place
Mystery Photo Contest
Judy Morgan
Hunterdon County Democrat, Flemington
NJN Publishing

General Excellence
The Press of Atlantic City, Pleasantville