

**2004 NJPA Better Newspaper Contest  
Circulation Results**

**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