2005 NJPA Classified Advertising Contest Results

General Excellence Classified Advertising

Daily Division:

The Press of Atlantic City, Pleasantville

Weekly Division:

News Transcript, Freehold
Greater Media Newspapers

C-1 Best Automotive Display Ad, Black & White

Daily
1st Place: “You Can Drive Away Today - Haldeman Ford”
Trudy Holzbaur, Sales Representative
Staff, Artists
The Times, Trenton

2nd Place: “December to Remember”
Frank Conroy, Sales Representative
Cassandra Fileccia, Artist
The Daily Journal, Vineland

3rd Place: “We Make It Easy - Princeton Chevrolet”
Barbara Faulkner, Sales Representative
Staff, Artists
The Times, Trenton

Weekly
1st Place: “Eckenhoff Buick Double”
Rich Dinerman, Sales Representative
Mark Zeigler, Artist
The Retrospect, Collingswood

2nd Place: “Attention Rover Owners”
Scott Rountree, Sales Representative
Amanda Samuel, Artist
Hunterdon County Democrat, Flemington
NJN Publishing

3rd Place: “Jaguar Owners”
Scott Rountree, Sales Representative
Amanda Samuel, Artist
Hunterdon County Democrat, Flemington
NJN Publishing
C-2 Best Automotive Display Ad, Spot Color

**Daily**

1st Place: “Quality Lincoln Mercury Hyundai”
  Jody Stoothoff, Sales Representative
  Pamela Adams, Artist
  The Daily Journal, Vineland

2nd Place: “Lilliston - No One Beats Our Deal”
  Ray Calkin, Sales Representative
  Chris Fay, Artist
  The Press of Atlantic City, Pleasantville

3rd Place: “Quality Hyundai - Love Your Hyundai”
  Jody Stoothoff, Sales Representative
  Cassandra Fileccia, Artist
  The Daily Journal, Vineland

**Weekly**

1st Place: no entries
2nd Place: no entries
3rd Place: no entries

C-3 Best Automotive Display Ad, Multi Color

**Daily**

1st Place: “The Stable, Ltd.”
  Steve Visnic, Sales Representative
  Chris Carnese, Artist
  Courier News, Bridgewater

2nd Place: “Get on the Ball - Perrine”
  Trudy Holzbaur, Sales Representative
  Jodi Bozzi, Sharon Fillenger, Artists
  The Times, Trenton

3rd Place: “Quality Motor Cars - Style, Performance, Luxury”
  Jody Stoothoff, Sales Representative
  Cassandra Fileccia, Artist
  The Daily Journal, Vineland

**Weekly**

1st Place: “Eckenhoff Buick - Blizzard Ad”
  Rich Dinerman, Sales Representative
  Mark Zeigler, Artist
  The Retrospect, Collingswood

2nd Place: no winner
3rd Place: no winner
C-4 Best Real Estate Display Ad, Black & White

Daily
1st Place: “Watch The Game, We’ll Rake the Leaves”
   Dan Barrett, Sales Representative
   Lesley Reeves, Artist
   The Daily Journal, Vineland
2nd Place: “Prudential - The Jannone Team”
   Krystyna Baca, Sales Representative
   Chris Carnese, Artist
   Courier News, Bridgewater
3rd Place: “Need a Change”
   Melody Henderson, Sales Representative
   Jennifer Murray, Artist
   Burlington County Times, Willingboro

Weekly
1st Place: “Karen Loftus Holiday Ad”
   Sharon Schlesinger, Sales Representative
   Tracy Warech, Artist
   News Transcript, Freehold, Greater Media Newspapers
2nd Place: “Re-Max Holiday Wishes”
   Denise Binn, Sales Representative
   Tracy Warech, Artists
   Tri-Town News, Freehold
   Greater Media Newspapers
3rd Place: “Tall Timbers/Buon Vita Homes Realty”
   Rick Goldstein, Sales Representative
   Douglas Wipf, Artist
   Atlantic City Weekly
C-5 Best Real Estate Display Ad, Spot Color

**Daily**
1st Place: “Coldwell Banker”
   Roxanne Siegal, Sales Representative
   Staff, Artists
   New Jersey Herald, Newton
2nd Place: “Summit Financial”
   Shianne Burton, Sales Representative
   Chris Carnese, Artist
   Courier News, Bridgewater
3rd Place: “Century 21 Worden & Green Award Winners”
   Chris Carnese, Danielle Simpson, Artists
   Courier News, Bridgewater

**Weekly**
1st Place: “Farley & Ferry Realty”
   Rick Goldstein, Sales Representative
   Rich Downs, Artist
   Atlantic City Weekly
2nd Place: “Mezzina Real Estate”
   Rick Goldstein, Sales Representative
   Rich Downs, Artist
   Atlantic City Weekly
3rd Place: “Century 21 Mack-Morris Iris Lurie”
   Sharon Schlesinger, Sales Representative
   Staff, Artists
   News Transcript, Freehold
   Greater Media Newspapers
C-6 Best Real Estate Display Ad, Multi Color

**Daily**

1st Place: "New Homes Heritage House Realtors
D. Zemkoski, Sales Representative
Nichole Nappi, Artist
Asbury Park Press, Neptune

2nd Place: "It's Nice to Know"
Trudy Holzbaur, Sales Representative
The Times, Trenton

3rd Place: "Remax Preferred Professionals
Courier News, Bridgewater

**Weekly**

1st Place: "Prudential Fox/Roach"
Rich Dinerman, Sales Representative
Mark Zeigler, Artist
The Retrospect, Collingswood

2nd Place: "A Whole New World"
Elizabeth Fortune, Sales Representative
Staff, Artists
The Ridgewood News
Community Newspapers of North Jersey Media Group

3rd Place: "Prudential Zack Realtors-Noreen Callahan
Cindy Linkous, Sales Representative
Staff, Artists
The Sandpaper, Surf City
C-7 Best Recruitment/Miscellaneous Display Ad, Color or Black & White

**Daily**

1st Place: “Bergen Nursing Team”  
Jennifer Miller, Sales Representative  
Chris Dickinson, Artist  
The Record (Bergen County, NJ)

2nd Place: “Librarian Technician”  
Danielle Simpson, Artist  
Courier News, Bridgewater

3rd Place: “Barker Bus”  
Staff, Sales Representatives  
Staff, Artists  
Courier News, Bridgewater

**Weekly**

1st Place: “Curialle Tree Service”  
Shelly Belkin, Sales Representative  
Harvey Hersh, Artist  
News Transcript, Freehold  
Greater Media Newspapers

2nd Place: “Paint Works”  
Shelly Belkin, Sales Representative  
Harvey Hersh, Artist  
News Transcript, Freehold, Greater Media Newspapers

3rd Place: “Williams Paving”  
Shelly Belkin, Sales Representative  
Harvey Hersh, Artist  
News Transcript, Freehold  
Greater Media Newspapers
C-8 Best Agency Produced Newspaper Ad, Color or Black & White

Daily
1st Place: “Buick”
Frank Fillie, Sales Representative
McCann Erickson, Artist
The Record (Bergen County, NJ)
2nd Place: “Sneak Peek Preview”
Michael Aylwin, Sales Representative
Pace Advertising, Artists
The Press of Atlantic City, Pleasantville
3rd Place: “Flemington BMW”
Steve Visnic, Sales Representative
Forrest & Blake, Artists
Courier News, Bridgewater

Weekly
1st Place: “Circle Hyundai Holiday Savings Ad”
Bob Sims, Sales Representative
Magna Group, Artists
Independent, Freehold
Greater Media Newspapers
2nd Place: “Straub Lincoln-Mercury Mariner Hybrid”
Bob Konopack, Sales Representative
Unreal Productions, Artists
The Hub, Long Branch
Greater Media Newspapers
3rd Place: “Gold Coast Cadillac-New CTS”
Bob Sims, Sales Representative
Frank Lopes Advertising, Artists
News Transcript, Freehold
Greater Media Newspapers
C-9 Best In-Colum Classified Ad Idea

Daily
1st Place: “Shark Attack”
   Tina Simmons, Sales Representative
   Tina Simmons, Artist
   The Press of Atlantic City, Pleasantville
2nd Place: “Today’s Your Lucky Day”
   Chery Shockey, Sales Representative
   Chery Shockey, Artist
   The Press of Atlantic City, Pleasantville
3rd Place: “18 Dashing Dogs”
   Janice Trama, Sales Representative
   Janice Trama, Artist
   The Press of Atlantic City, Pleasantville

Weekly
1st Place: “This Job’s A Cut Up”
   Phyllis Roberts, Sales Representative
   Joe McDonald, Artist
   The Sandpaper, Surf City
2nd Place: “Stop The Failure Cycle”
   Theresa Berkman, Sales Representative
   Theresa Berkman, Artist
   The Bernardsville News
   Recorder Community Newspapers
3rd Place: “T&T Cleaning”
   Diana Wigmore, Sales Representatives
   Joe McDonald, Artist
   The Sandpaper, Surf City
C-10 Best In-Column Classified Ad with Graphics

**Daily**

1st Place: “SCM Bartending”
Mary Springer, Sales Representative
Mary Springer, Artist
The Press of Atlantic City, Pleasantville

2nd Place: “KMD Constructions Open House”
Chery Shockey, Sales Representative
Chery Shockey, Artist
The Press of Atlantic City, Pleasantville

3rd Place: “Nursing Opportunities - Compassionate Care Hospice”
Sue Collard, Sales Representative
Asbury Park Press, Neptune

**Weekly**

1st Place: “Horse Care”
Staff, Sales Representatives
Staff, Artists
Hunterdon County Democrat, Flemington, NJN Publishing

2nd Place: “McCool’s Ice”
Kathy Walker, Sales Representative
Kathy Walker, Artist
The Bernardsville News, Recorder Community Newspapers

3rd Place: “Mucking Around”
Staff, Sales Representatives
Staff, Artists
Hunterdon County Democrat, Flemington
NJN Publishing
**C-11 Best Special Section, (Free Standing)**

**Daily**

1st Place: “Drive Into Spring”  
Staff, Sales Representatives  
Ron Bishow, Artist  
The Record (Bergen County, NJ)

2nd Place: “Winter Auto Guide”  
Staff, Sales Representatives  
Alan Post, James Emolo, Artists  
The Record (Bergen County, NJ)

3rd Place: “Fall Automotive”  
Staff, Sales Representatives  
Greta Carlton, Artist  
The Times, Trenton

**Weekly**

1st Place: “Home Design Trends”  
Staff, Sales Representatives  
Al Kratzer, Staff, Artists  
The Reporter, Somerville  
NJN Publishing

2nd Place: “Real Estate Buyers Guide”  
Elizabeth Fortune, Sales Representatives  
Staff, Artists  
The Ridgewood News  
Community Newspapers of North Jersey Media Group

3rd Place: “Spring Real Estate Preview”  
Staff, Sales Representatives  
Toni Codd, Artists  
The Bernardsville News  
Recorder Community Newspapers
C-12 Best Non-Newspaper Special Section

Daily
1st Place: “2005 Summer Employment at the Jersey Shore”
Staff, Sales Representatives
Staff, Artists
The Press of Atlantic City, Pleasantville

2nd Place: “Luxury Automotive Showcase”
Staff, Sales Representatives
Staff, Artists
Daily Record, Parsippany

3rd Place: “Showcase of Estate Homes”
Staff, Sales Representatives
Staff, Artists
Daily Record, Parsippany

Weekly
1st Place: “Spring Home Makeover”
Staff, Sales Representatives
Harvey Hersh, Artist
News Transcript, Freehold
Greater Media Newspapers

2nd Place: “Fall Home Makeover”
Staff, Sales Representatives
Staff, Artists
News Transcript, Freehold
Greater Media Newspapers

3rd Place: “The Estates of NJ”
Staff, Sales Representatives
Pat Anderson, Editor
The Bernardsville News
Recorder Community Newspapers
C-13 Best Classified and/or Telemarketing Pages

Daily
1st Place: “My Favorite Goblin”
   Staff, Sales Representatives
   Staff, Artists
   The Daily Journal, Vineland
2nd Place: “It’s Baby’s 1st Christmas”
   Patricia Jewell, Sales Representative
   Staff, Artists
   The Press of Atlantic City, Pleasantville
3rd Place: “ABC’s of Schoolbus Safety”
   Advertising Department, Sales Representatives
   Cindy Manion, Artist
   The Trentonian

Weekly
1st Place: “Halloween Fun”
   Staff, Sales Representatives
   Production Staff, Artists
   News Transcript, Freehold, Greater Media Newspapers
2nd Place: “Happy Jewish New Year”
   Staff, Sales Representatives
   Production Staff, Artists
   News Transcript, Freehold, Greater Media Newspapers
3rd Place: “Tis The Seasoning:
   Maggie Chess, Sales Representative
   Carol Zawislak, Artist
   Suburban News, Clark
   NJN Publishing
C-14 Best Classified and/or Telemarketing Directory

**Daily**
1st Place: “New Home Neighborhoods”
   Staff, Sales Representatives
   Staff, Artists
   The Press of Atlantic City, Pleasantville

2nd Place: “Happy Halloween”
   Amy Kiss, Sales Representative
   Rich Stetson, Artist
   Burlington County Times, Willingboro

3rd Place: “Garage Sales”
   Staff, Sales Representatives
   Staff, Artists
   Courier News, Bridgewater

**Weekly**
1st Place: “Make Your House a Home Page”
   Staff, Sales Representatives
   Production Staff, Artists
   News Transcript, Freehold, Greater Media Newspapers

2nd Place: “Professionals”
   Carole Adams, Sales Representative
   Staff, Artists
   The Sandpaper, Surf City

3rd Place: “Yard Sales”
   Staff, Sales Representatives
   Staff, Artists
   Hunterdon County Democrat, Flemington
   NJN Publishing
C-15 Best Internal Classified Promotion Idea

**Daily**
1st Place: “Consider It Sold”
Robert E. Morgia, Artist
The Express-Times, Easton

2nd Place: “Your Local Job Specialist”
Annette Wischmann, Artist
The Record (Bergen County, NJ)

3rd Place: “There’s An Easier Way”
Robert E. Morgia, Artist
The Express-Times, Easton

**Weekly**
1st Place: “Just A Click Away”
Staff, Sales Representatives
Susan Greitz, Artist
News Transcript, Freehold
Greater Media Newspapers

2nd Place: “Make A Big Deal”
Ann Reilly, Sales Representative
Julio Pino, Artist
The Hoboken Reporter
Hudson Reporter Associates

3rd Place: “Garage Sale Promo”
Staff, Sales Representatives
Susan Greitz, Artist
News Transcript, Freehold
Greater Media Newspapers
C-16 Best External Classified Promotion Idea

**Weekly**

1st Place: "Classified Media Kit"
Staff, Sales Representatives
News Transcript, Freehold
Greater Media Newspapers

2nd Place: "Display Ads Now on Web"
Staff, Sales Representatives
Susan Greitz, Artist
News Transcript, Freehold
Greater Media Newspapers

3rd Place: "Baby’s First Christmas"
Claudette Moore, Laura Orginos, Sales Representatives
Michelle V. Levinsky, Artist
The Central Record, Medford
Intercounty Newspaper Group

**Daily**

1st Place: "Spring Real Estate Preview"
Roxanne Siegal, Sales Representative
Melissa Wydner, Artist
New Jersey Herald, Newton

2nd Place: "New Car Focus"
Roxanne Siegal, Sales Representative
Melissa Wydner, Artist
New Jersey Herald, Newton

3rd Place: "Luxury Auto Showcase"
Staff, Sales Representatives
Christopher Spolarich, Artist
Courier News, Bridgewater