

# 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 Representatie  
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 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