

# 2006 NJPA Circulation Contest Results

## General Excellence:

**Burlington County Times, Willingboro**  
Willingboro

## Home Delivery Sales Programs:

### A-1 Sales/News Subscription Promotions

1st Place: "Spring Campaign – Relax"  
Tracey DuFault, Margaret Rynshall, Doug Hutton, Matt Griffith,  
Carol Steiger  
The Press of Atlantic City, Pleasantville

### A-2 Direct/Targeted Marketing

1st Place: "NE Morris Targeted Marketing Approach"  
Staff  
The Record (Bergen County), Hackensack

### A-3 All Other Sales Promotions

1st Place: "NJHerald.com Trial Week"  
Lee Williams  
New Jersey Herald, Newton

## **Single Copy Sales Programs:**

### **B-1 Single Copy Sales (To Customers)**

NO ENTRIES

### **B-2 Single Copy Sales (To Retailers)**

NO ENTRIES

### **B-3 Third Party Sales**

1st Place: "Largest Paper Airplane Throw"  
Lee Williams  
New Jersey Herald, Newton

## **Retention Programs:**

### **C-1 Consumer Retention Programs**

1st Place: "Picture Perfect Photo Contest"  
H. Bateman, F. Eiss, S. Mustafa, A. Roig, V. Saigal, P. Simonis,  
P. Van Hemmen, H. Yuson  
The Star-Ledger, Newark

### **C-2 Carrier Recognition/Recruitment/Retention**

1st Place: "Aim for Excellence"  
Michele Nesbihal  
News Transcript, Freehold  
Greater Media Newspapers

## **Newspaper in Education Programs:**

### **D-1 All Promotions to Increase NIE Circulation**

1st Place: "National Red Ribbon Week"  
Antonette Bomentre-Walter  
Burlington County Times, Willingboro

### **D-2 Educational Projects**

1st Place: "Celebrating Benjamin Franklin's Tercentenary"  
Roland Gruszewski, Joe Di Paolo, Antonette Bomentre-Walter  
Burlington County Times, Willingboro

## **General Newspaper Promotion:**

### **E-1 Public Relations/Special Events**

1st Place: "NJ Nets Barter Agreement"  
Rick Gathen, Tom Kelly, Juan Madrid, Rich Klypka  
The Record (Bergen County), Hackensack