

2007 NJPA Better Newspaper Contest

Circulation Awards



2007 NJPA Better Newspaper Contest

The Press of Atlantic City

Coming Up

The Record (Bergen County)

New Jersey Herald

Burlington County Times

General Excellence

NJPA

NEW JERSEY PRESS ASSOCIATION

The Press of Atlantic City

Home Delivery/New Subscription
Sales Programs, Sales/News
Subscription Promotions

First Place

"Sign and Drive Carrier Contest"

Carol Steiger, Signal Graphics



NJPA

NEW JERSEY PRESS ASSOCIATION

The Press of Atlantic City

**Home Delivery/New Subscription
Sales Programs,
All Other Sales Promotions
First Place**

**"JerseyDevilCARS.com &
JerseyDevilJOBS.com"**

**Marketing & Online Departments,
Tom O'Connell, Margaret Rynshall**

NJPA

NEW JERSEY PRESS ASSOCIATION



The Press of Atlantic City

Single Copy Sales Programs, Single Copy Sales (To Retailers) First Place

"Cool Lunches/Dinners Promotion Building
Successful Restaurant Partnership"

Robert Gulian, Anne Nguyen, Gary Ruble



The Press of Atlantic City

**Single Copy Sales Programs,
Third Party Sales
First Place**

**“Winning Combination for
Third Party Sales Programs”**

**Anne Nguyen,
Single Copy/Home Delivery,
Lee Anne LeCourter,
Trish Engelmann, Artists**

NJPA

NEW JERSEY PRESS ASSOCIATION



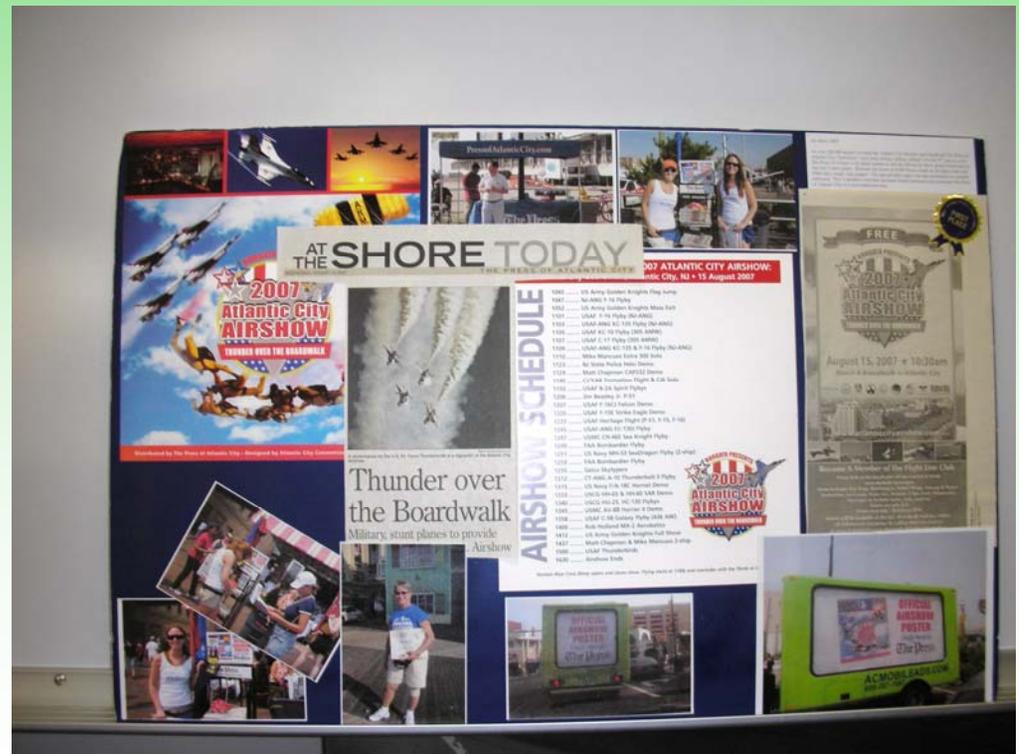
The Press of Atlantic City

**General Newspaper Promotion,
Public Relations/Special Events**

First Place

“Atlantic City Air Show”

**Marketing & Circulation
Promotions,
Margaret Rynshall, Artist**



NJPA

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NEW JERSEY PRESS ASSOCIATION

The Record (Bergen County)

**Home Delivery/New Subscription
Sales Programs,
Direct/Targeted Marketing
First Place**

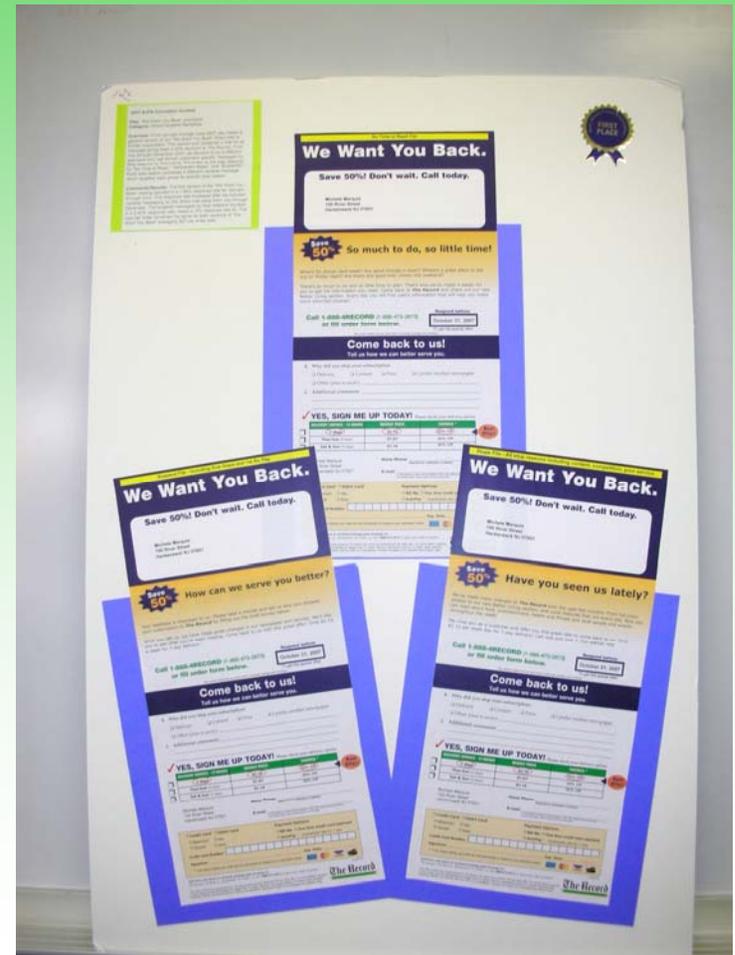
"We Want You Back"

**Michele Marquis, Staff,
Promotion Creators**

Juan Madrid, Artist

NJPA

NEW JERSEY PRESS ASSOCIATION



The Record (Bergen County)

**Single Copy Sales Programs,
Single Copy Sales (To Customers)
First Place**

"Curtis Martin Day NY Jets Promotion"

**Rick Gathen & Circulation
and Marketing Team**

NJPA

NEW JERSEY PRESS ASSOCIATION



The Record (Bergen County)

**Newspaper in Education Programs,
Educational Projects**

First Place

"Diff-Abilities...Not Disabilities"

**Jon McClain,
NIE Coordinator**

**Cynthia Forster,
Marketing Development Manager**

Patricia Koziol, Artist

NJPA

NEW JERSEY PRESS ASSOCIATION



2007 NJPA Better Newspaper Contest

New Jersey Herald

Coming Up

Burlington County Times

General Excellence

NJPA

NEW JERSEY PRESS ASSOCIATION

New Jersey Herald

**Retention Programs,
Consumer Retention Programs**

First Place

“Reader’s Reward Card”

**Mike Lawson
Lee Williams**



NJPA

NEW JERSEY PRESS ASSOCIATION

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Burlington County Times

Coming Up

General Excellence

NJPA

NEW JERSEY PRESS ASSOCIATION

Burlington County Times

**Newspaper in Education Programs,
All Promotions to Increase NIE
Circulation**

First Place

“Pet Star Calendar Contest”

**Antonette Bomentre-Walker,
Roland Gruszewski,
Lori Smith, Ellen Cauthen**

NJPA

NEW JERSEY PRESS ASSOCIATION



2007 NJPA Better Newspaper Contest

**General Excellence
Award**

NJPA

NEW JERSEY PRESS ASSOCIATION

2007 NJPA Better Newspaper Contest

General Excellence

NJPA

NEW JERSEY PRESS ASSOCIATION

2007 NJPA Better Newspaper Contest

General Excellence

**The Press of
Atlantic City**

NJPA

NEW JERSEY PRESS ASSOCIATION

2007 NJPA Better Newspaper Contest

Congratulations!

from

NJPA

NEW JERSEY PRESS ASSOCIATION