2008 NJPA Advertising Contest Results – Retail

General Excellence

Daily over 60,000

**The Record**
Bergen County

Daily under 60,000

**The Times**
Trenton

Weekly

**The SandPaper**
Surf City
R-01 Best Single Ad – Black & White – Smaller than 16” SAU

Daily over 60,000

1st Place:  “Gabriela’s”
Tom Bohen, Sales Representative
Dave Peterson, Artist
The Star-Ledger

2nd Place:  “Close Knit”
Staff, Sales Representatives
Ginny DeFilippis, Artist
The Record (Bergen County)

3rd Place:  “St. Joseph’s Spring Sale”
Gloria Quinglietta, Sales Representative
Ginny DeFilippis, Artist
The Record (Bergen County)

Daily under 60,000

1st Place:  “Smitten By Kittens”
Nancy D’Albus, Sales Representative
Staff, Artists
Daily Record

2nd Place:  “Lounge Around All Night”
Staff, Sales Representatives
Staff, Artists
The Times, Trenton

3rd Place:  “St. Patrick’s Day Bash”
Staff, Sales Representatives
Staff, Artists
The Times, Trenton

Weekly

1st Place:  “The View”
Teresa Brazill, Sales Representative
Jeff Kuhlman, Artist
The SandPaper

2nd Place:  “Elmer’s Auto Body”
Brett Ainsworth, Sales Representative
Mark Zeigler, Artist
The Retrospect

3rd Place:  “Livingston Symphony Orchestra”
Diane Driggs, Sales Representative
Diane Driggs, Artist
The West Essex Tribune
R-02 Best Single Ad – Black & White – 16” to 31.5” SAU

Daily over 60,000

1st Place: “Community Charter School”
George Rivera, Sales Representative
Ginny DeFilippis, Artist
The Record (Bergen County)

2nd Place: “Union County Department of Parks”
Ralph Branch, Sales Representative
Dave Peterson, Artist
The Star-Ledger

3rd Place: no winner

Daily under 60,000

1st Place: “Messiah”
Staff, Sales Representatives
Gaylen Gillmore, Artist
The Times, Trenton

2nd Place: “Opera On The Liberty Belle”
Staff, Sales Representatives
Gaylen Gillmore, Artist
The Times, Trenton

3rd Place: “T. M. Ward”
Val McCormick, Sales Representative
Staff, Artists
Daily Record

Weekly

1st Place: “Salon Sauvage”
Nancy Katz Perlmutter, Sales Representative
Grisel Cardona, Karen Trachtenberg, Artists
The West Essex Tribune

2nd Place: “The Tiger Bar”
Mitch Lotenberg, Sales Representative
Smara Santaella, Artist
The Princeton Packet
Packet Publications

3rd Place: “Lobster Claw”
Marianne Nahodyl, Sales Representative
Staff, Artists
The SandPaper

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2008 NJPA Advertising Contest Results – Retail
R-03 Best Single Ad – Black & White – Larger than 31.5” SAU

**Daily over 60,000**

1st Place: “Noa Noa Restaurant”  
Joe Colasurdo, Sales Representative  
Dave Peterson, Artist  
The Star-Ledger  

2nd Place: “Woodbridge Pool”  
Joe Colasurdo, Sales Representative  
Dave Peterson, Artist  
The Star-Ledger  

3rd Place: “Associated Auctioneers A.C.”  
Bridget Fields, Sales Representative  
Christine Fay, Artist  
The Press of Atlantic City  

**Daily under 60,000**

1st Place: “What Do Women Want”  
Staff, Sales Representatives  
Staff, Artists  
The Times, Trenton  

2nd Place: “Furnish Your Outdoor Room”  
Staff, Sales Representatives  
Staff, Artists  
The Times, Trenton  

3rd Place: “Huge Floor Sample Sale”  
Staff, Sales Representatives  
Ruth O’Neill, Artist  
The Times, Trenton  

**Weekly**

1st Place: “Fall into Savings”  
Elena Selmi, Sales Representative  
Michael Mitolo, Artist  
Bayonne Community News  
Hudson Reporter Associates  

2nd Place: “PJ’s Home Theater Concepts”  
Wendy Navin, Sales Representative  
Grisel Cardona, Karen Trachtenberg, Artists  
The West Essex Tribune  

3rd Place: “What’s the Buzz? Park Avenue Bar & Grill”  
Jay Slansky, Sales Representative  
Jennifer Martiak, Artist  
The West New York Reporter  
Hudson Reporter Associates
R-04 Best Single Ad – Spot (1) Color – Smaller than 31.5” SAU

Daily over 60,000

1st Place: “Globe Shoes”
Rosemary Lynch, Sales Representative
Ginny DeFilippis, Artist
The Record (Bergen County)

2nd Place: “Beth Israel Cemetery”
Joe Colasurdo, Sales Representative
Dave Peterson, Artist
The Star-Ledger

3rd Place: “Gallo Roofing”
Staff, Sales Representatives
Christine Fay, Artist
The Press of Atlantic City

Daily under 60,000

1st Place: “Celebrate Mother’s Day”
Staff, Sales Representatives
Staff, Artists
The Times, Trenton

2nd Place: “Wanted Mr. Gold Diamonds”
Staff, Sales Representatives
Staff, Artists
The Times, Trenton

3rd Place: “The Dain Shoppe”
Karlie Marino, Sales Representative
Staff, Artists
Daily Record

Weekly

1st Place: “Spotlight”
Anthony Matthews, Sales Representative
Adrian Antonio, Artist
The SandPaper

2nd Place: “Terrace Tavern St. Patrick’s”
Cindy Linkous, Sales Representative
Adrian Antonio, Artist
The SandPaper

3rd Place: “George Press: Go Green”
Wendy Navin, Sales Representative
Grisel Cardona, Karen Trachtenberg, Artists
The West Essex Tribune
R-05 Best Single Ad – Spot (1) or Process Color – 31.5” SAU or larger

Daily over 60,000
1st Place: “Trocki Cosmetic”
    Stacy Wagner, Sales Representative
    Patricia Engelmann, Artist
    The Press of Atlantic City

2nd Place: “D’Angelo Farms”
    Staff, Sales Representatives
    Ginny DeFilippis, Artist
    The Record (Bergen County)

3rd Place: “Be Even More Amazing”
    Karen Kuhn, Sales Representative
    Jill Metzger, Artist
    The Press of Atlantic City

Daily under 60,000
1st Place: “Total Health”
    John Kopec, Sales Representative
    Staff, Artists
    Daily Record

2nd Place: “Boonton Main Street”
    Noemi Teleky, Sales Representative
    Andrew Lazarus, Artist
    Daily Record

3rd Place: “Real Deal”
    Chris Konsolis, Sales Representative
    Staff, Artists
    Daily Record

Weekly
1st Place: “1st Colonial Bank Safe Harbor”
    Brett Ainsworth, Sales Representative
    Mark Zeigler, Artist
    The Retrospect

2nd Place: “Lakeside Manor”
    Denise Reinle, Christopher Blaszczyk, Artists
    The Courier, Middletown

3rd Place: “Wise Family Jewelers”
    Brett Ainsworth, Sales Representative
    Mark Zeigler, Artist
    The Retrospect
R-06 Best Single Ad Any Size – Multi-Spot or Full Color

Daily over 60,000

1st Place: “Oberg & Lindquist”
Fran Macaluso, Sales Representative
Ginny DeFilippis, Artist
The Record (Bergen County)

2nd Place: “Theatre Square Grill & Bistro”
Carmela Giardina, Sales Representative
Dave Petersen, Artist
The Star-Ledger

3rd Place: “Architectural Products”
Deneen Wright, Sales Representative
Ginny DeFilippis, Artist
The Record (Bergen County)

Daily under 60,000

1st Place: “Creations in Fabric”
Valerie McCormick, Sales Representative
Staff, Artists
Daily Record

2nd Place: “Arctic Ice Cream”
Susan Goss, Sales Representative
Samara Santaella, Artist
The Trentonian

3rd Place: “The 60th Anniversary for Ferrari”
Staff, Sales Representatives
Gaylen Gallimore, Artist
The Times, Trenton

Weekly

1st Place: “M.S. Brown”
Karen Dickinson, Sales Representative
Dawn Austin, Artist
Cape May County Herald Times

2nd Place: “George Press: Anniversary Sale”
Wendy Navin, Sales Representative
Grisel Cardona, Diane Driggs, Artists
The West Essex Tribune

3rd Place: “Kickoff the Holiday Season with the Bayonne Town Center”
Tish Kraszyk, Sales Representative
Pasquale Spina, Artist
Bayonne Community News
Hudson Reporter Associates

2008 NJPA Advertising Contest Results – Retail
R-07 Best Campaign for One Advertiser – Using Multiple Products

Daily over 60,000

1st Place: “Fairmount Eats”
Dan McLaughlin, Sales Representative
Ginny DeFilippis, Artist
The Record (Bergen County)

2nd Place: “Action Landscaping”
Stacy Wagner, Sales Representative
Trisha Engelman, Artist
The Press of Atlantic City

3rd Place: “Press On Ad - Clips Coupon Ad”
Joan Esposito, Sales Representative
Cindy Lim, Margaret Rynshall, Artists
The Press of Atlantic City

Daily under 60,000

1st Place: no winners

2nd Place: no winners

3rd Place: no winners

Weekly

1st Place: “Fantasy Island”
Cindy Linkous, Sales Representative
Adrian Antonio, Artist
The SandPaper

2nd Place: “Somerset Grain Food & Supply”
Ellie Kresefsky, Sales Representative
Toni Codd, Sally Harris, Artists
The Bernardsville News
Recorder Community Newspapers

3rd Place: “Faria’s Surf & Sport”
Anthony Matthews, Sales Representative
Staff, Artists
The SandPaper
R-08 Best Ad Campaign or Series – Black & White – Smaller than 31.5” SAU

Daily over 60,000
1st Place: no winner
2nd Place: no winner
3rd Place: no winner

Daily under 60,000
1st Place: “Big Brothers Big Sisters”
   Maria Lyons, Sales Representative
   Staff, Artists
   Daily Record

2nd Place: “Sticky Wicket”
   Staff, Sales Representatives
   Staff, Artists
   The Times, Trenton

3rd Place: no winner

Weekly
1st Place: “Capture the Moment”
   Wendy Navin, Sales Representative
   Diane Driggs, Artist
   The West Essex Tribune

2nd Place: “Indian Summer”
   Cindy Linkous, Sales Representative
   Staff, Artists
   The SandPaper

3rd Place: “Henry’s”
   Rob Elder, Sales Representative
   Sean Kohman, Artist
   Ocean City Sentinel
   Sample Media
**R-09 Best Ad Campaign or Series – Black & White – 31.5” SAU or larger**

**Daily over 60,000**

1st Place: no entries

2nd Place: no entries

3rd Place: no entries

**Daily under 60,000**

1st Place: no entries

2nd Place: no entries

3rd Place: no entries

**Weekly**

1st Place: “Affordable Housing in NJ”
Timothy Kovach, Artist
The Courier, Middletown

2nd Place: “LBIF”
Teresa Brazill, Sales Representative
Jeff Kuhlman, Artist
The SandPaper

3rd Place: no winner
R-10 Best Ad Campaign or Series – Color – All Sizes

Daily over 60,000

1st Place: “Corrado’s”
  George Rivera, Sales Representative
  Ginny DeFilippis, Artist
  The Record (Bergen County)

2nd Place: “Best Carpets”
  Katina Wilson, Sales Representative
  Jason Baum, Artist
  The Record (Bergen County)

3rd Place: “New Jersey Decorating Exchange”
  “Brian Perlman, Rosemary Lynch”, Sales Representatives
  Ginny DeFilippis, Artist
  The Record (Bergen County)

Daily under 60,000

1st Place: “Delightful Dining Destinations”
  Staff, Sales Representatives
  Staff, Artists
  The Times, Trenton

2nd Place: “Maggie Moore’s”
  Nick Fiore, Sales Representative
  Staff, Artists
  Daily Record

3rd Place: no winner

Weekly

1st Place: “Juniper Village”
  Florence Lenaz, Sales Representative
  Toni Codd, Artist
  The Madison Eagle
  Recorder Community Newspapers

2nd Place: “Bartlett Tree Expert”
  Mark Zeigler, Sales Representative
  Mark Zeigler, Artist
  The Retrospect

3rd Place: “Nature Craft Jewelry”
  Teresa Brazill, Sales Representative
  Staff, Artists
  The SandPaper
R-11 Best Newspaper Promotion Ad or Series – In Paper

**Daily over 60,000**

1st Place: “Business Finder”  
Staff, Sales Representatives  
Darren Phillips, Artist  
The Star-Ledger

2nd Place: “Inside Jersey - Are You An Insider?”  
Staff, Sales Representatives  
Samantha Horning, Artist  
The Star-Ledger

3rd Place: no winner

**Daily under 60,000**

1st Place: “Spring Dining Guide”  
Staff, Sales Representatives  
Gaylen Gallimore, Artist  
The Times, Trenton

2nd Place: no winner

3rd Place: no winner

**Weekly**

1st Place: “Crisp, Local, Fresh”  
Anna Kinal, Artist  
The Lawrence Ledger  
Packet Publications

2nd Place: “Free Breaking News Alert”  
Staff, Sales Representatives  
Winie Varillas, Artist  
The Leader  
Leader Newspapers

3rd Place: “Fifth Anniversary Relaunch”  
Staff, Sales Representatives  
Winie Varillas, Artist  
The Leader  
Leader Newspapers
R-12 Best External Special Promotion Mailing Piece

Daily over 60,000

1st Place:  “Inside Jersey”
Staff, Sales Representatives
Samantha Horning, Artist
The Star-Ledger

2nd Place:  “Business Finder”
Staff, Sales Representatives
Samantha Horning, Artist
The Star-Ledger

3rd Place:  “Great Destinations”
Staff, Sales Representatives
Karen Fazio, Artist
The Star-Ledger

Daily under 60,000

1st Place:  “Real Morris Marketing Presentation”
Gionna Abouzeid, Sales Representative
Staff, Artists
Daily Record

2nd Place:  no winner

3rd Place:  no winner

Weekly

1st Place:  “The SandPaper Media Kit”
Cindy Linkous, Sales Representative
Adrian Antonio, Artist
The SandPaper

2nd Place:  “Experience the Variety”
Elena Selmi, Sales Representative
Lisa M. Cuthbert, Artist
Bayonne Community News
Hudson Reporter Associates

3rd Place:  “The Leader Media Kit”
Staff, Sales Representatives
Wini Varillas, Artist
The Leader
Leader Newspapers
R-13 Best Special Page(s) – ROP – Black & White

Daily over 60,000

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

Daily under 60,000

1st Place: “Fall Home and Garden”
   Staff, Sales Representatives
   Staff, Artists
   The Times, Trenton

2nd Place: no winner
3rd Place: no winner

Weekly

1st Place: “Women in Business”
   Staff, Sales Representatives
   Grisel Cardona, Karen Trachtenberg, Diane Driggs, Artists
   The West Essex Tribune

2nd Place: “Boutique Chic”
   Staff, Sales Representatives
   Jennifer Martiak, Artist
   The Jersey City Reporter
   Hudson City Associates

3rd Place: “Holiday Gift Guide”
   Staff, Sales Representatives
   Grisel Cardona, Karen Trachtenberg, Diane Driggs, Artists
   The West Essex Tribune
R-14 Best Special Page(s) – ROP – Color

Daily over 60,000

1st Place: “Oh What a Night”
Lisbeth Cirello, Sales Representative
Staff, Artists
The Record (Bergen County)

2nd Place: “Valentine’s Day Dining Guide”
Staff, Sales Representatives
Staff, Artists
The Record (Bergen County)

3rd Place: “Ocean County Holidays”
“Joann Haring, Kari Squire”, Sales Representatives
Gloria Sabato, Artist
The Press of Atlantic City

Daily under 60,000

1st Place: “Spring Home and Garden”
Staff, Sales Representatives
Staff, Artists
The Times, Trenton

2nd Place: “Going Green - Environmentally Friendly Products”
Staff, Sales Representatives
Staff, Artists
The Times, Trenton

3rd Place: “Route 46 Advertisers”
Staff, Sales Representatives
Staff, Artists
Daily Record

Weekly

1st Place: “Seashore Treasurers”
Rosanne Merrick-Borgo, Sales Representative
Sean Kolman, Artist
Cape May Star & Wave
Sample Media

2nd Place: “Weekly NFL Picks”
Staff, Sales Representatives
Staff, Artists
Atlantic City Weekly

3rd Place: “October Dining Guide”
Karen Burke, Marc Foley, Sales Representatives
Winie Varillas, Artist
The Leader
Leader Newspapers

2008 NJPA Advertising Contest Results – Retail
R-15 Best Free Standing Insert – Built by a Newspaper for Single Advertiser or Group of Advertisers

Daily over 60,000

1st Place: “Bob’s Garden Center”
Joan Esposito, Sales Representative
Cindy Lim, Artist
The Press of Atlantic City

2nd Place: no winner

3rd Place: no winner

Daily under 60,000

1st Place: “Morris County Vocational School District”
Linda Kussick, Sales Representative
Staff, Artists
Daily Record

2nd Place: “Leewood Properties - Why Rent?”
Mark Velez, Sales Representative
Ann Bench, Artist
The Trentonian

3rd Place: no winner

Weekly

1st Place: “Season’s Greetings”
“Karen Burke, Marc Foley”, Sales Representatives
Winie Varillas, Artist
The Leader
Leader Newspapers

2nd Place: “Princeton Area Life”
Staff, Sales Representatives
Michelle Riganati, Artist
The Princeton Packet
Packet Publications

3rd Place: “Junior League of Greater Princeton”
Staff, Sales Representatives
Michelle Riganati, Artist
The Princeton Packet
Packet Publications

2008 NJPA Advertising Contest Results – Retail
R-16 Best Special Section

Daily over 60,000

1st Place: “NJ Family Time”
Staff, Sales Representatives
Suzanne Anan, Karen Fazio, Artists
The Star-Ledger

2nd Place: “NJ Sophisticate”
Staff, Sales Representatives
Suzanne Anan, Karen Fazio, Artists
The Star-Ledger

3rd Place: “Global Green Expo 2008”
Staff, Sales Representatives
Darren Phillips, Artist
The Star-Ledger

Daily under 60,000

1st Place: “History of the World Series”
Staff, Sales Representatives
Staff, Artists
The Trentonian

2nd Place: “Let’s Shop!”
Staff, Sales Representatives
Staff, Artists
Daily Record

3rd Place: no winner

Weekly

1st Place: “Fine Living in Central Jersey”
Staff, Sales Representatives
Michelle Riganati, Artist
The Princeton Packet
Packet Publications

2nd Place: “Our Town”
Staff, Sales Representatives
Toni Codd, Sally Harris, Artists
The Bernardsville News
Recorder Community Newspapers

3rd Place: “Dining, Entertainment & Recreation Guide 2008”
Staff, Sales Representatives
Staff, Artists
Cape May County Herald Times
R-17 Best New Product Development

Daily over 60,000

1st Place: “Then & Now”
Staff, Sales Representatives
James Emolo, Alan Post & Staff, Artists
The Record (Bergen County)

2nd Place: “North Jersey Homes”
Tom Morgan, Sales Representative
Eileen Watkins, Jason Tyburczy, Antoinette Rainone, James Emolo, Artists
The Record (Bergen County)

3rd Place: “Inside Jersey”
Staff, Sales Representatives
Staff, Artists
The Star-Ledger

Daily under 60,000

1st Place: “Real Morris Magazine”
Marsha Lange, Sales Representative
Staff, Artists
Daily Record

2nd Place: “Your Health Monthly”
Marsha Lange, Sales Representative
Staff, Artists
Daily Record

3rd Place: no winner

Weekly

1st Place: “99 Ways to Have Fun”
Staff, Sales Representatives
Staff, Artists
The SandPaper

2nd Place: no winner

3rd Place: no winner