

2009 NJPA Advertising Contest Results – Classified

General Excellence

Daily

The Press of Atlantic City
Pleasantville

Weekly

The SandPaper
Surf City

C-1, Best Automotive Display Ad – Black & White or Color

Weekly

1st Place: "Smythe Volvo"
Jerry O'Donnell – Sales Representative
Toni Codd, Sally Harris – Artists
The Bernardsville News
Recorder Community Newspapers

2nd Place: no winner

3rd Place: no winner

Daily

1st Place: "Hyundai Holidays"
Roy Clakin – Sales Representative
Staff – Artists
The Press of Atlantic City

2nd Place: "Hurry A to Z"
Russ Riches – Sales Representative
Gaylen Gallimore – Artist
The Times

3rd Place: "Every Vehicle Marked Down"
Russ Riches – Sales Representative
Gaylen Gallimore – Artist
The Times

C-2, Best Real Estate Display Ad – Black & White or Color

Weekly

- 1st Place: "Bayfront, Best Buys"
Rob Elder – Sales Representative
Sean Kolman – Artist
Ocean City Sentinel
Sample Media
- 2nd Place: "Fall into Savings"
Rob Elder – Sales Representative
Sean Kolman – Artist
Ocean City Sentinel
Sample Media
- 3rd Place: "Stonehenge Realty"
Marianne Nahodyl – Sales Representative
Adrian Antonio – Artist
The SandPaper

Daily

- 1st Place: "No Mortgage Payments"
Ray Calkin – Sales Representative
Robin Deweese – Artist
The Press of Atlantic City
- 2nd Place: "Octoberfest"
Ray Calkin – Sales Representative
Staff – Artists
The Press of Atlantic City
- 3rd Place: "ReMax Renown Realty"
Ron Riddles – Sales Representative
Staff – Artists
Daily Record

C-3, Best Recruitment/Miscellaneous Display Ad – Color or Black & White

Weekly

- 1st Place: "You Dream...Ted Fluehr, Inc."
Teresa Brazill – Sales Representative
Staff – Artists
The SandPaper
- 2nd Place: "Heritage Construction"
Carole Adams – Sales Representative
Jennifer Wolfschmidt – Artist
The SandPaper
- 3rd Place: "Thomas J. Keller"
Tony Matthews – Sales Representative
Jennifer Eldridge – Artist
The SandPaper

Daily

- 1st Place: "Do What You Love"
Larry Fusaro – Sales Representative
Elaine Capsel – Artist
The Press of Atlantic City
- 2nd Place: "The Smart Career Move"
Larry Fusaro – Sales Representative
Staff – Artists
The Press of Atlantic City
- 3rd Place: "Become a Practical Nurse"
Larry Fusaro – Sales Representative
Staff – Artists
The Press of Atlantic City

C-4, Best Agency Produced Newspaper Ad – Color or Black & White

Weekly

- 1st Place: "No Dues"
Rob Elder – Sales Representative
Tilton Fitness – Artists
Ocean City Sentinel
Sample Media
- 2nd Place: "Easter Sunday Brunch"
Rob Elder – Sales Representative
Heather Woakneveich – Artist
Ocean City Sentinel
Sample Media
- 3rd Place: "The Magic of Macy's"
Lee Polidori – Sales Representative
Macy's – Artists
Ocean City Sentinel
Sample Media

Daily

- 1st Place: "Welcome to the Price Is Right"
Bridget Fields – Sales Representative
Paul Miller – Artist
The Press of Atlantic City
- 2nd Place: "Our Standards"
Jerry Ardris – Sales Representatives
Zimmerman & Partners – Artists
The Press of Atlantic City
- 3rd Place: "Sales Blitz"
Yvette Reed – Sales Representative
Cameron Ad Agency – Artists
The Press of Atlantic City

C-5, Best Special Section

Weekly

1st Place: "The Estates of New Jersey"
Bob Dello Russo – Sales Representative
Toni Codd, Sally Harris – Artists
The Bernardsville News
Recorder Community Newspapers

2nd Place: no winner

3rd Place: no winner

Daily

1st Place: "Best of The Press"
David Caywood, Catherine Galioto – Artists
The Press of Atlantic City

2nd Place: "Real Estate Showcase"
Bob Schrumpf – Sales Representative
James Emolo, Alan Post – Artists
The Record (Bergen County)

3rd Place: "Fore Golf"
David Caywood, Catherine Galioto – Artists
The Press of Atlantic City

C-6, Best Non-Newspaper Product

Weekly

1st Place: no entries

2nd Place: no entries

3rd Place: no entries

Daily

1st Place: "2009 Tide Tables"
David Caywood – Artist
The Press of Atlantic City

2nd Place: "Real Estate Monthly, August"
The Press of Atlantic City

3rd Place: "Real Estate Monthly, September"
The Press of Atlantic City

C-7, Best Telemarketing Pages or Directory

Weekly

- 1st Place: "Happy Holidays"
Jennifer Eldridge – Artist
The SandPaper
- 2nd Place: "Estate and Home Sale Professionals"
Carol Taylor, Kathy Walker – Sales Representatives
Toni Codd – Artist
The Bernardsville News
Recorder Community Newspapers
- 3rd Place: "The Business Guide"
Carol Taylor, Kathy Walker – Sales Representatives
Stacey Talerico – Writer
The Bernardsville News
Recorder Community Newspapers

Daily

- 1st Place: "Dealer Directory"
The Press of Atlantic City
- 2nd Place: "North Jersey Homes/Rental Solutions"
The Record (Bergen County)
- 3rd Place: "At Your Service"
Patricia Jewell – Sales Representative
The Press of Atlantic City

C-8, Best Classified Section

Weekly

1st Place: "West Essex Tribune Classifieds"
Lori Fine, Ellen Harte – Sales Representatives
The West Essex Tribune

2nd Place: no winner

3rd Place: no winner

Daily

1st Place: "Market Place, October 18, 2009"
The Press of Atlantic City

2nd Place: no winner

3rd Place: no winner

C-9, Best Use of Small Space

Weekly

- 1st Place: "TNT Electric"
Lori Fine – Sales Representative
Grisel Cardona – Artist
The West Essex Tribune
- 2nd Place: "Axis Builder"
Carole Adams – Sales Representative
Jennifer Eldridge – Artist
The SandPaper
- 3rd Place: "Pannucci Paving"
Lori Fine – Sales Representative
Grisel Cardona – Artist
The West Essex Tribune

Daily

- 1st Place: "Frank's Jewelers"
Melissa Lynch – Sales Representative
David Caywood – Artist
The Press of Atlantic City
- 2nd Place: "Homes/Delelah Terrace"
Jerry Ardron – Sales Representative
Sindy Hartman – Artist
The Press of Atlantic City
- 3rd Place: "Wenz's Christmas Trees"
Jim McGowan – Sales Representative
The Press of Atlantic City

C-10, Best Classified House Ad

Weekly

1st Place: "The Gift of Advertising"
Staff – Sales Representatives
Sean Kolman – Artist
Ocean City Sentinel
Sample Media

2nd Place: "Smart Cookies"
Lee Little – Sales Representative
Jennifer Eldridge – Artist
The SandPaper

3rd Place: no winner

Daily

1st Place: "Auto Finder"
Staff – Sales Representatives
David Petersen – Artist
The Star-Ledger

2nd Place: "Marketplace"
Staff – Sales Representatives
Eggz Agency, Jeff Barber – Artists
The Press of Atlantic City

3rd Place: "Garage Sale"
Staff – Sales Representatives
David Petersen – Artist
The Star-Ledger

C-11, Best External Classified Promotion Idea

Weekly

1st Place: "Advertise in Our Classified Section"
Staff – Sales Representatives
Winie Varillas – Artist
The Leader

2nd Place: no winner

3rd Place: no winner

Daily

1st Place: "Obituaries & Remembrance Options"
Staff – Sales Representatives
David Petersen – Artist
The Star-Ledger

2nd Place: "Keep on Building"
Larry West – Sales Representative
David Caywood – Artist
The Press of Atlantic City

3rd Place: "Featured Advertiser Package"
Larry West – Sales Representative
David, Caywood – Artist
The Press of Atlantic City