2009 NJPA Advertising Contest Results
- Retail

General Excellence

Daily over 60,000

The Press of Atlantic City
Pleasantville

Daily under 60,000

Daily Record
Parsippany

Weekly

The SandPaper
Surf City
R-1, Best Single Ad – Black & White, smaller than 16” S.A.U.

**Daily over 60,000**

1st Place:  “R&J Tree Farm”  
Kari Squire – Sales Representative  
The Press of Atlantic City

2nd Place:  “The Flying Carp”  
Rachel O'Donnell – Sales Representative  
The Press of Atlantic City

3rd Place:  “Dr. Mordecai”  
Stacy Wagner – Sales Representative  
Jill Metzger – Artist  
The Press of Atlantic City

**Daily under 60,000**

1st Place:  “Free Tanning (Level 1) All Weekend”  
Staff – Sales Representatives  
Gaylen Gallimore – Artist  
The Times

2nd Place:  “Your, Best Friends’ Pet Care”  
Lenny Pergentile – Sales Representative  
Staff – Artists  
The Daily Record

3rd Place:  “Commit to Change Studio”  
Brenda Newkirk – Sales Representative  
Staff – Artists  
The Daily Record

**Weekly**

1st Place:  “Oaklyn Manor BBQ & Blues”  
Brett Ainsworth – Sales Representative  
Mark Zeigler – Artist  
The Retrospect

2nd Place:  “Are Your Feet Beat?”  
Brett Ainsworth – Sales Representative  
Mark Zeigler – Artist  
The Retrospect

3rd Place:  “Fisheads”  
Cindy Linkous – Sales Representative  
Jeff Kuhlman – Artist  
The SandPaper
**R-2, Best Single Ad – Black & White, 16” to 31.5” S.A.U.**

**Daily over 60,000**

1st Place:  “Bellyssimo”  
JoAnne Haring – Sales Representative  
Staff – Artists  
The Press of Atlantic City

2nd Place:  “AC Pet Motel”  
Patti Bradley – Sales Representative  
The Press of Atlantic City

3rd Place:  no winner

**Daily under 60,000**

1st Place:  “Prime Wine Tasting”  
Leanne Swallwood – Sales Representative  
Gaylen Gallimore – Artist  
The Times

2nd Place:  “Night and Day”  
Staff – Sales Representatives  
Gaylen Gallimore – Artist  
The Times

3rd Place:  “Butch Pine Emporium”  
Barbara Miele – Sales Representative  
Staff – Artists  
The West Essex Tribune

**Weekly**

1st Place:  “George Press – Winning Moves”  
Wendy Navin – Sales Representative  
Grisel Cardona, Karen Trachtenberg – Artists  
The West Essex Tribune

2nd Place:  “Teak – New Year’s Eve”  
Barbara Dillon – Sales Representative  
Michael Mitolo – Artist  
The Hoboken Reporter  
Hudson Reporter Associates

3rd Place:  “West Orange Jewelers – Jewelry Lasts Forever”  
Diane Driggs – Sales Representative  
Diane Driggs – Artist  
The West Essex Tribune
**R-3, Best Single Ad – Black & White, larger than 31.5” S.A.U.**

**Daily over 60,000**

1st Place:  “Oreck”  
Joan Esposito – Sales Representative  
Staff – Artists  
The Press of Atlantic City

2nd Place:  “D’Amato Law”  
Stacey Wagner – Sales Representative  
Pam Laschley – Artist  
The Press of Atlantic City

3rd Place:  no winner

**Daily under 60,000**

1st Place:  “Rena’s Jewelry”  
Marsha Lange – Sales Representative  
Staff – Artists  
Daily Record

2nd Place:  “Patio World Home & Hearth”  
Staff – Sales Representatives  
Staff – Artists  
The Times

3rd Place:  “Lights Come on in Morristown”  
Brenda Newkirk – Sales Representative  
Staff – Artist  
Daily Record

**Weekly**

1st Place:  “Shore Heaven Salon”  
Marianne Nahodyl – Sales Representative  
Staff – Artists  
The SandPaper

2nd Place:  “Welcome to Historic Cape May”  
Rosanne Merrick-Borgo – Sales Representative  
Sean Kolman – Artist  
Cape May Star & Wave  
Sample Media

3rd Place:  “MCRC Physical Therapy/Pyramid Fitness”  
Nancy Katz Perlmutter – Sales Representative  
Grisel Cardona, Karen Trachtenberg – Artists  
The West Essex Tribune
R-4, Best Single Ad – Spot (1) Color, smaller than 31.5" S.A.U.

**Daily over 60,000**

1st Place:  “Frank’s Jewelers”  
Melissa Lynch – Sales Representative  
David Caywood – Artist  
The Press of Atlantic City

2nd Place:  “Turn Cash for Klunkers”  
Dan McClaughlin – Sales Representative  
Ginny DeFilippis – Artist  
The Record (Bergen County)

3rd Place:  no winner

**Daily under 60,000**

1st Place:  “75% Off”  
Leanne Smallwood – Sales Representative  
Ruth O’Neill – Artist  
The Times

2nd Place:  “Timber Tree Experts”  
Kate Cammarto – Sales Representative  
Staff – Artists  
Daily Record

3rd Place:  “Arthur’s Tavern”  
Barbara Miele – Sales Representative  
Staff – Artists  
Daily Record

**Weekly**

1st Place:  “Nail Lounge”  
Carole Adams – Sales Representative  
Jennifer Wolfschmidt – Artist  
The SandPaper

2nd Place:  “Rexy’s Valentine Sweetheart Special”  
Brett Ainsworth – Sales Representative  
Mark Ziegler – Artist  
The Retrospect

3rd Place:  no winner
R-5, Best Single Ad – Spot (1) or Process Color, 31.5” S.A.U. or larger

Daily over 60,000

1st Place: “Retirement Living”
Bob Schrumpf – Sales Representative
Damon Cassaro, Jason Baum – Artists
The Record (Bergen County)

2nd Place: “Happy Holidays Crab Trap”
JoAnn Haring – Sales Representative
Staff – Artists
The Press of Atlantic City

3rd Place: “Seeking Spiritual Solutions”
Patricia Jewel – Sales Representative
Elaine Capsel, Sindy Hartman – Artists
The Press of Atlantic City

Daily under 60,000

1st Place: “Floor Solutions”
Valarie Gardner – Sales Representative
Staff – Artists
Daily Record

2nd Place: “36% Off”
Staff – Sales Representatives
Staff – Artists
The Times

3rd Place: no winner

Weekly

1st Place: “Fairfield Garden Center”
Garry DeYoung – Sales Representative
Linda Cavaleri – Artist
Parsippany Life
Community Newspapers of North Jersey Media Group

2nd Place: “Primo Water Ice Grand Opening”
Brett Ainsworth – Sales Representative
Mark Ziegler – Artist
The Retrospect

3rd Place: “George Press: Time to Celebrate”
Wendy Navin – Sales Representative
Karen Trachtenberg, Grisel Cardona – Artists
The West Essex Tribune

2009 NJPA Advertising Contest Results – Retail
R-6, Best Single Ad – Multi-Spot or Full Color, all sizes

Daily over 60,000

1st Place:  “Green Mountain Coffee”
           Andrea Dove – Sales Representative
           David Petersen – Artist
           The Star-Ledger

2nd Place:  “2nd Annual City Place Sidewalk Sale”
            Kathy Friedman – Sales Representative
            Ginny DeFilipps – Artist
            The Record (Bergen County)

3rd Place:  “Hawk Haven Winery”
            Joann Haring – Sales Representative
            Staff – Artists
            The Press of Atlantic City

Daily under 60,000

1st Place:  “Jersey Boy Bagels”
            Marsha Lange – Sales Representative
            Janet Zeek – Artist
            Daily Record

2nd Place:  “Largest Selection of Uggs in Mercer County”
            Bonnie Remmey – Sales Representative
            Gaylen Gallimore – Artist
            The Times

3rd Place:  “Rockaway Garden Center”
            Rebecca Bogonovich – Sales Representative
            Staff – Artist
            Daily Record

Weekly

1st Place:  “David vs. Goliath”
            David Unger – Sales Representative
            Pasquale Spina – Artist
            The Jersey City Reporter
            Hudson Reporter Associates

2nd Place:  “Flair”
            Dale DeFino – Sales Representative
            Craig Ruvere – Artist
            Franklin Lakes/Oakland Suburban
            Community Newspapers of North Jersey Media Group

3rd Place:  “Let’s Celebrate”
            Dale DeFino – Sales Representative
            Craig Ruvere – Artist
            Town Journal
            Community Newspapers of North Jersey Media Group

2009 NJPA Advertising Contest Results – Retail
R-7, Best Campaign for One Advertiser, Using Multiple Products

Daily over 60,000

1st Place: “Action Landscaping”
Stacy Wagner – Sales Representative
John Lunde, Mark Bohan – Artists
The Press of Atlantic City

2nd Place: “LaBottine”
Sindy Hartman – Artist
The Press of Atlantic City

3rd Place: “Transcend”
The Press of Atlantic City

Daily under 60,000

1st Place: “Christmas Décor”
Kate Commarato – Sales Representative
Daily Record

2nd Place: “Ben Franklin”
Chris Konsulis – Sales Representative
Daily Record

3rd Place: “North American Pfister”
Chris Konsulis – Sales Representative
Daily Record

Weekly

1st Place: “Surflight Theatre”
Cindy Linkous – Sales Representative
Adrian Antonio – Artist
The SandPaper

2nd Place: “Cording Landscape Design”
Lance Osborn – Sales Representative
Toni Codd, Sally Harris – Artists
The Bernardsville News
Recorder Community Newspapers

3rd Place: “Fantasy Island”
Cindy Linkous – Sales Representative
Adrian Antonio – Artist
The SandPaper
R-8, Best Ad Campaign or Series – Black & White, smaller than 31.5” S.A.U.

Daily over 60,000

1st Place: “Beach Comber”  
Melissa Lynch – Sales Representative  
Sindy Hartman – Artist  
The Press of Atlantic City

2nd Place: “Hometown Variety”  
Patti Bradley – Sales Representative  
The Press of Atlantic City

3rd Place: “Allen’s Shoes”  
Melissa Lynch – Sales Representative  
The Press of Atlantic City

Daily under 60,000

1st Place: “Sticky Wicket”  
Ruth O’Neill – Artist  
The Times

2nd Place: no winner

3rd Place: no winner

Weekly

1st Place: “Country Kettle Fudge”  
Cindy Linkous – Sales Representative  
Staff – Artists  
The SandPaper

2nd Place: “Little Ones/Fall Campaign”  
Wendy Navin – Sales Representative  
Grisel Cardona, Karen Trachtenberg – Artists  
The West Essex Tribune

3rd Place: “Between the Sheets”  
Carole Adams – Sales Representative  
The SandPaper
R-9, Best Ad Campaign or Series – Black & White, 31.5” S.A.U. or larger

**Daily over 60,000**

1st Place: “Golf and Tennis World”  
Kari Squire – Sales Representative  
The Press of Atlantic City

2nd Place: “Oreck”  
Joan Esposito – Sales Representative  
The Press of Atlantic City

3rd Place: “Charter Tech”  
Larry Fusaro – Sales Representative  
The Press of Atlantic City

**Daily under 60,000**

1st Place: “Arthur’s Tavern”  
Barbara Miele – Sales Representative  
Daily Record

2nd Place: no winner

3rd Place: no winner

**Weekly**

1st Place: no entries

2nd Place: no entries

3rd Place: no entries
R-10, Best Ad Campaign or Series - Color, all sizes

Daily over 60,000

1st Place: “Frank’s Jewelers”
Melissa Lynch – Sales Representative
David Caywood – Artist
The Press of Atlantic City

2nd Place: “B.F. Mazzeo”
Stacy Wagner – Sales Representative
Pam Lashley – Artist
The Press of Atlantic City

3rd Place: “Ky Lin”
Melissa Lynch – Sales Representative
The Press of Atlantic City

Daily under 60,000

1st Place: “Total Health”
John Kopec – Sales Representative
Janet Zeek – Artist
Daily Record

2nd Place: “Lakeland Hills Family YMCA”
Peter Bocchieri – Sales Representative
Daily Record

3rd Place: no winner

Weekly

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

2nd Place: “Juniper Village”
Florence Lenaz – Sales Representative
Toni Codd, Sally Harris – Artists
The Madison Eagle
Recorder Community Newspapers

3rd Place: “Between the Sheets”
Carole Adams – Sales Representative
The SandPaper
R-11, Best Newspaper Promotion Ad or Series – In Paper

Daily over 60,000

1st Place:  “Inside Jersey”  
Staff – Sales Representatives  
David Petersen – Artist  
The Star-Ledger

2nd Place:  “Faces & Places”  
Jaime Hoagland – Sales Representative  
David Caywood – Artist  
The Press of Atlantic City

3rd Place:  “Testimonial Ad: Ricciardi Bros.”  
Staff – Sales Representatives  
David Petersen – Artist  
The Star-Ledger

Daily under 60,000

1st Place:  “MorrisHomePros.com”  
Staff – Sales Representatives  
Staff – Artists  
Daily Record

2nd Place:  “Roma Bank”  
Mike Hoffman – Sales Representative  
Gaylen Gallimore – Artist  
The Times

3rd Place:  “Hamilton Holidays”  
Staff – Sales Representatives  
Gaylen Gallimore – Artist  
The Times

Weekly

1st Place:  “3-2-1”  
Cindy Linkous – Sales Representative  
Adrian Antonio – Artist  
The SandPaper

2nd Place:  “Cape May is Celebrating 400 Years”  
Rosanne Merrick-Borgo – Sales Representative  
Sean Kolman – Artist  
The Cape May Star & Wave

3rd Place:  “Fall Homefront”  
Cindy Linkous – Sales Representative  
Jennifer Eldridge – Artist  
The SandPaper
R-12, Best External Special Promotion Mailing Piece

**Daily over 60,000**

1st Place: “Holiday Campaign”  
Staff – Sales Representatives  
David Caywood, Catherine Galioto – Artists  
The Press of Atlantic City

2nd Place: “2009 Arts & Entertainment Preview”  
Tracey Brandsatter – Sales Representative  
David Petersen – Artist  
The Star-Ledger

3rd Place: “Summer Fun 2009”  
Staff – Sales Representatives  
David Caywood, Catherine Galioto – Artists  
The Press of Atlantic City

**Daily under 60,000**

1st Place: “MorrisBestBuys.com”  
Staff – Sales Representatives  
Staff – Artists  
Daily Record

2nd Place: “2009 Bridal Expo”  
Staff – Sales Representatives  
Staff – Artists  
Daily Record

3rd Place: no winner

**Weekly**

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

2nd Place: “Health, Mind & Body”  
Staff – Sales Representatives  
Lisa Cuthbert – Artist  
The Hoboken Reporter  
Hudson Reporter Associates

3rd Place: “Secaucus for the Holidays”  
Barbara Dillon – Sales Representative  
Lisa Cuthbert – Artist  
The Hoboken Reporter  
Hudson Reporter Associates

2009 NJPA Advertising Contest Results – Retail
R-13, Best Special Page(s) – Black & White, ROP

Daily over 60,000

1st Place: “Phillies Group Page”
   Staff – Sales Representatives
   Sindy Hartman – Artist
   The Press of Atlantic City

2nd Place: “Auto Care Services”
   The Press of Atlantic City

3rd Place: no winner

Daily under 60,000

1st Place: “Professional Directory”
   Brenda Newkirk – Sales Representative
   Staff – Artists
   Daily Record

2nd Place: “Wharton Canal Day”
   Rebecca Bogonovich – Sales Representative
   Staff – Artists
   Daily Record

3rd Place: no winner

Weekly

1st Place: “Celebrate Livingston History”
   Staff – Sales Representatives
   Staff – Artists
   The West Essex Tribune

2nd Place: “Women in Business”
   Staff – Sales Representatives
   Staff – Artists
   The West Essex Tribune

3rd Place: “Shop Downtown Hoboken”
   Christine Youngclaus – Sales Representative
   Lisa Cuthbert – Artist
   The Hoboken Reporter
   Hudson Reporter Associates
R-14, Best Special Page(s) – Color, ROP

Daily over 60,000

1st Place: “Season’s Greetings”  
Anthony Falduto – Sales Representative  
David Caywood, Kristin Gummel – Artists  
The Press of Atlantic City

2nd Place: “Exit to Fun”  
Staff – Sales Representatives  
Jim Emolo, Alan Post – Artists  
The Record (Bergen County)

3rd Place: “Summer Camp, Schools & Programs”  
Donna Gueterman – Sales Representative  
Staff – Artists  
The Record (Bergen County)

Daily under 60,000

1st Place: “Mother’s Day Restaurant Guide”  
Staff – Sales Representatives  
Staff – Artists  
The Times

2nd Place: “Holiday Great Plates”  
Rebecca Bogonovich – Sales Representative  
Daily Record

3rd Place: “Historic Milford”  
Valerie Gardner – Sales Representative  
Staff – Artists  
Daily Record

Weekly

1st Place: “Ice Cream”  
Kim Travers – Sales Representative  
Jennifer Wolfschmidt – Artist  
The SandPaper

2nd Place: “Breast Cancer Awareness”  
Staff – Sales Representatives  
Staff – Artists  
The West Essex Tribune

3rd Place: “Antiques”  
Staff – Sales Representatives  
Jennifer Eldridge – Artist  
The SandPaper

2009 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: “Newark Museum’s Next 100 Years”  
Staff – Sales Representatives  
Suzanne Anan – Artist  
The Star-Ledger

2nd Place: “Christmas in July”  
Karen Kuhn – Sales Representative  
Jill Metzger – Artist  
The Press of Atlantic City

3rd Place: no winner

**Daily under 60,000**

1st Place: “Holiday Decorating”  
Kate Commarato – Sales Representative  
Staff – Artists  
The Daily Record

2nd Place: “Community Soup Kitchen”  
Joe Bionci – Sales Representative  
Staff – Artists  
The Daily Record

3rd Place: no winner

**Weekly**

1st Place: “Turano’s Menu”  
Karen Burke – Sales Representative  
Winie Varillas – Artist  
The Leader

2nd Place: “Flemington Department Store”  
Lance Osborn – Sales Representative  
Toni Codd, Sally Harris – Artists  
The Bernardsville News  
Recorder Community Newspapers

3rd Place: “2009 Holiday Shopping Guide II”  
Staff – Sales Representatives  
Winie Varillas – Artist  
The Leader
**R-16, Best Special Section**

**Daily over 60,000**

1st Place:  “Bridal Planner 2010”  
Staff – Sales Representatives  
Suzanne Anan – Artist  
The Star-Ledger

2nd Place:  “Summer Fun”  
Staff – Sales Representatives  
Catherine Galioto, David Caywood – Artists  
The Press of Atlantic City

3rd Place:  “History of Bergen & Passaic Counties”  
Staff – Sales Representatives  
James Emolo, Alan Post – Artists  
The Record (Bergen County)

**Daily under 60,000**

1st Place:  “Living Magazine”  
Staff – Sales Representatives  
Staff – Artists  
Daily Record

2nd Place:  “Morristown Festival on the Green”  
Joe Bionci – Sales Representative  
Staff – Artists  
Daily Record

3rd Place:  “Big Summer Deals”  
Staff – Sales Representatives  
Staff – Artists  
Daily Record

**Weekly**

1st Place:  “Holiday Showcase”  
Staff – Sales Representatives  
Carolyn Molyneaux, Joe Ritacco, Christine Scotti, Alan Post – Artists  
Town Journal  
Community Newspapers of North Jersey Media Group

2nd Place:  “Marketplace Business Spotlight”  
Staff – Sales Representatives  
Vance Chiara, Mike Huang, Anna Kinal – Artists  
The Princeton Packet  
Packet Publications

3rd Place:  “Downtown”  
Ellie Kresesky – Sales Representative  
Toni Codd, Sally Harris – Artists  
The Bernardsville News  
Recorder Community Newspapers

*2009 NJPA Advertising Contest Results – Retail*
R-17, Best New Product Development

**Daily over 60,000**

1st Place: “Hot Cars 2010”  
Tom DiChiara, John Samra, Susan Donner – Sales Representatives  
Joram Mushinske, James Emolo – Artists  
The Record (Bergen County)

2nd Place: “Great Destinations Newark/Elizabeth”  
Staff – Sales Representatives  
Suzanne Anan, Karen Fazio – Artists  
The Star-Ledger

3rd Place: no winner

**Daily under 60,000**

1st Place: no winner

2nd Place: no winner

3rd Place: no winner

**Weekly**

1st Place: “Happily Ever After”  
Staff – Sales Representatives  
Staff – Artists  
The SandPaper

2nd Place: “North Jersey Pets”  
Staff – Sales Representatives  
Carolyn Molyneax, Joe Ritacco, Joram Mushinske – Artists  
South Bergenite  
Community Newspapers of North Jersey Media Group

3rd Place: “Neighborh oods of Bergen County”  
Staff – Sales Representatives  
Carolyn Molyneax, Joe Ritacco, Joram Mushinske – Artists  
Town News  
Community Newspapers of North Jersey Media Group