2010 NJPA Advertising Contest Results – Retail

General Excellence

Daily Over 60,000

The Times
Trenton

Daily Under 60,000

Courier News
Bridgewater

Weekly

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

Daily Over 60,000

1st Place: “WOW Congrats TR Boys”
Elizabeth Reiley
Asbury Park Press

2nd Place: “Carella’s Winter Sale”
Donna Poole
Gaylen Gallimore, Artist
The Times

3rd Place: “Hair It Is”
Gerald Walter
Gaylen Gallimore, Artist
The Times

Daily Under Daily

1st Place: “Gaetano’s”
Sue McCooe, Sales
Donna Van Zandt, Artist
Courier News

2nd Place: “Taylor’s Consignment”
Staff, Sales
Janet Zeek, Artist
Daily Record

3rd Place: “Sublime”
Jen Rosener, Sales
Donna Van Zandt, Artist
Courier News

Weekly

1st Place: “Haddon Township Hydrant Flushing”
Brett Ainsworth, Sales
Mark Zeigler, Artist
The Retrospect

2nd Place: “The Fabric Yard – Mystery Sale”
Ellie Kresefsky, Sales
Toni Codd, Artist
The Bernardsville News

3rd Place: “We’re Ready for Spring – Little Ones”
Wendy Navin, Sales
Grisel Cardona, Karen Trachtenberg, Artists
The West Essex Tribune

2010 NJPA Advertising Contest Results – Retail
R-2, Best Single Ad – Black & White, 16” to 31.5” SAU

Daily Over 45,000

1st Place: “Holiday Bazaar”
   Gerald Walter
   Gaylen Gallimore, Artist
   The Times

2nd Place: “Music on the Green”
   Michael Gavin
   Gaylen Gallimore, Artist
   The Times

3rd Place: “Bernie’s Bicycles”
   Gerald Walter
   Gaylen Gallimore, Artist
   The Times

Daily Under 45,000

1st Place: “Messerl Auto Body”
   Staff, Sales
   Janet Zeek, Artist
   Daily Record

2nd Place: “Perfect Formation Gymnastics”
   Ian McDermott, Sales
   Donna Van Zandt, Artist
   Courier News

3rd Place: “Priority Medical Care”
   Sue McCooe, Sales
   Donna Van Zandt, Artist
   Courier News

Weekly

1st Place: “Model Madness”
   Brett Ainsworth, Sales
   Mark Zeigler, Artist
   The Retrospect

2nd Place: “Perfect Press Cleaners”
   Brett Ainsworth, Sales
   Mark Zeigler, Artist
   The Retrospect

3rd Place: “Francie Milano”
   Cindy Linkous, Sales
   Staff, Artist
   The SandPaper
R-3, Best Single Ad – Black & White, Larger than 31.5” SAU

Daily Over 45,000

1st Place: “Bring in Your Bling”
  David Prior
  Gaylen Gallimore, Artist
  The Times

2nd Place: “21st Century Landscaping”
  Elizabeth Reiley
  Asbury Park Press

3rd Place: no winner

Daily Under 45,000

1st Place: “Olympic Pools”
  Marsha Lange, Sales
  Janet Zeek, Artist
  Daily Record

2nd Place: “Best Value Rugs”
  Jen Rosener, Sales
  Donna Van Zandt, Artist
  Courier News

3rd Place: “Legends Hair Salon”
  Jen Ward, Sales
  Chris Carnese, Artist
  Courier News

Weekly

1st Place: “With Due Respect – Livingston Democrats”
  Jennifer Cone Chciuk, Sales
  Grisel Cardona, Karen Trachtenberg, Artists
  The West Essex Tribune

2nd Place: “Andy’s Family Music Center”
  Nancy Katz Perlmutter, Sales
  Grisel Cardona, Karen Trachtenberg, Artists
  The West Essex Tribune

3rd Place: “Attention Livingston Residents – Waste Industries”
  Diane Driggs, Sales, Sales
  The West Essex Tribune
R-4, Best Single Ad – Spot (1) Color, Smaller than 31.5” SAU

Daily Over 45,000

1st Place:  “Here Are Some Facts About…”
            Elizabeth Reiley  
            Asbury Park Press

2nd Place:  “Give a Little Summer for the Holidays”
            Elizabeth Reiley  
            Asbury Park Press

3rd Place:  no winner

Daily Under 45,000

1st Place:  “Sparta Trades”
            Valerie Gardner, Sales
            Janet Zeek, Artist
            Daily Record

2nd Place:  “Blackwell Jewelers”
            Kate Commarato, Sales
            Janet Zeek, Artist
            Daily Record

3rd Place:  “Avalon”
            Sue McCooe, Sales
            Donna Van Zandt, Artist
            Courier News

Weekly

1st Place:  “Our Biggest Summer Sale – Rowma Custom Tailors”
            Nancy Katz Perlmutter, Sales
            Grisel Cardona, Karen Trachtenberg, Artists
            The West Essex Tribune

2nd Place:  no winner

3rd Place:  no winner
R-5, Best Single Ad – Spot (1) or Process Color, 31.5” SAU or Larger

Daily Over 45,000

1st Place:  “Voted Best Supermarket”
SuSan Chieco-Culkin
Asbury Park Press

2nd Place:  “Carella’s Winter Sale”
Donna Poole
Gaylen Gallimore, Artist
The Times

3rd Place:  “Seeing Is Believing”
Lisa Hoffman
Deanna Ditty
Home News Tribune

Daily Under 45,000

1st Place:  “It’s All About Black & White”
Sandy Hopkins, Sales
Samara Gabriel, Artist
The Trentonian

2nd Place:  “Let it Sew! Let it Sew! Let it Sew!”
Jurga Pareigyte, Sales
Samara Gabriel, Artist
The Trentonian

3rd Place:  “Is Your Pond Closed? Allquatics”
Michelle Prunetti, Sales
Cindy Manion, Artist
The Trentonian

Weekly

1st Place:  “For This Holiday Season – In Town Livingston”
Jennifer Cone Chciuk, Sales
Karen Trachtenberg, Artist
The West Essex Tribune

2nd Place:  “Landscape Aesthetics”
Ellie Kresefsky, Sales
Sally Harris, Artist
The Bernardsville News

3rd Place:  “BTC Hot Summer Weekend”
Tish Kraszyk, Sales
Pasquale Spina, Artist
Bayonne Community News
R-6, Best Single Ad – Multi Spot or Full Color, Any Size

**Daily Over 45,000**

1st Place:  “The Perfect Place for Your Most Important Day”
Kathy Friedman
Ginny DeFillippis, Artist
The Record (Bergen County)

2nd Place:  “The Time Machine Band”
Joe Bionci
Barbara Bucher
The Record (Bergen County)

3rd Place:  “Summer Sale Carella’s”
Donna Poole
Gaylen Gallimore, Artist
The Times

**Daily Under 45,000**

1st Place:  “American Red Cross – Military Families”
AnnaMarie Heverly, Sales
Eileen Lakatos, Artist
New Jersey Herald

2nd Place:  “ProHair Cutter”
Brenda Newkirk, Sales
Janet Zeek, Artist
Daily Record

3rd Place:  “IHOP Bridgewater”
Sue McCooe, Sales
Donna Van Zandt, Artist
Courier News

**Weekly**

1st Place:  “Halloween and More Store”
Barbara Nasonte
Dale De Fino
Wyckoff Suburban News

2nd Place:  “Brewer’s Towne Tavern”
Brett Ainsworth, Sales
Mark Zeigler, Artist
The Retrospect

3rd Place:  “In a Pickle Over Lunch or Dinner?”
Brett Ainsworth, Sales
Mark Zeigler, Artist
The Retrospect
R-7, Best Campaign for One Advertiser Using Multiple Products

Daily Over 45,000

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

Daily Under 45,000

1st Place: “Par Troy Funeral Home”
Chris Konsulis, Sales
Frank Barbaro, Artist
Daily Record
2nd Place: no winner
3rd Place: no winner

Weekly

1st Place: “Fantasy Island”
Cindy Linkous, Sales
Adrian Antonio, Artist
The SandPaper
2nd Place: “Sea Shell”
Cindy Linkous, Sales
Adrian Antonio, Artist
The SandPaper
3rd Place: “Classic Home & Garden”
Ellie Kresefsky, Sales
Toni Codd, Artist
The Bernardsville News
R-8, Best Advertising Campaign or Series – Black & White, Smaller than 31.5” SAU

Daily Over 45,000

1st Place: “Al’s Prime Meats, Deli and Pizza”
Ron Ostroff, Sales
Staff, Artist
The Star-Ledger

2nd Place: “Westfield Diner”
Ron Ostroff, Sales
Staff, Artist
The Star-Ledger

3rd Place: “The Sticky Wicket”
Ruth O’Neill
Jason Mathis
The Times

Daily Under 45,000

1st Place: “Gold & Silver”
Sue McCooe, Sales
Donna Van Zandt, Artist
Courier News

2nd Place: “G.O. Kellers”
Jen Rosener, Sales
Donna Van Zandt, Artist
Courier News

3rd Place: “Clinical Research”
Novlette Griffin, Sales
Donna Van Zandt, Artist
Courier News

Weekly

1st Place: “Francie Milano”
Cindy Linkous, Sales
Staff, Artist
The SandPaper

2nd Place: “The Cheese Shoppe”
Tony Matthews, Sales
Staff, Artist
The SandPaper

3rd Place: “Wink”
Steve Havelka, Sales
Staff, Artist
The SandPaper
R-9, Best Advertising Campaign or Series – Black & White, 31.5” SAU or Larger

**Daily Over 45,000**

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

**Daily Under 45,000**

1st Place: “Ridewise”  
Sue McCooe, Sales  
Staff, Artist  
Courier News  

2nd Place: “Somerset County Business Partnership”  
Sue McCooe, Sales  
Donna Van Zandt, Judy Coddington, Artists  
Courier News  

3rd Place: no winner

**Weekly**

1st Place: no winner  
2nd Place: no winner  
3rd Place: no winner
R-10, Best Advertising Campaign or Series – Color, All Sizes

Daily Over 45,000

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

2nd Place: “Carella’s Shoes”
Donna Poole
Gaylen Gallimore, Artist
The Times

3rd Place: “Roma”
Michael Hoffman
Gaylen Gallimore, Artist
The Times

Daily Under 45,000

1st Place: “Lakeland Hills”
Peter Bocchieri, Chris Konsulis, Barbara Miele, Sales
Janet Zeek, Artist
Daily Record

2nd Place: “Somerset Farms”
Jen Rosener, Sales
Donna Van Zandt, Artist
Courier News

3rd Place: “Homestyle Kitchens”
Kate Commarato, Sales
Frank Barbaro, Artist
Daily Record

Weekly

1st Place: “Total Health”
Renee Illan, Sales
Toni Codd, Sally Harris, Artists
The Madison Eagle

2nd Place: “Bayard’s Chocolates”
Brett Ainsworth, Sales
Mark Zeigler, Artist
The Retrospect

3rd Place: “Charm Dress Boutique”
Brett Ainsworth, Sales
Mark Zeigler, Artist
The Retrospect
R-11, Best Newspaper Promotion Ad or Series – In Paper

Daily Over 45,000

1st Place: “Best of New Jersey”
    David Petersen, Artist
    The Star-Ledger

2nd Place: “On Sale Now Inside Jersey”
    Suzanne Anan, Artist
    The Star-Ledger

3rd Place: “Great Savings from Your Favorite Local Merchants – Best Buys”
    Chris Carnese, Artist
    Asbury Park Press

Daily Under 45,000

1st Place: “Wish List”
    Marketing Staff, Sales
    Chris Carnese, Artist
    Courier News

2nd Place: “Open House Weekend”
    Marketing Staff, Sales
    Chris Carnese, Artist
    Courier News

3rd Place: no winner

Weekly

1st Place: “Make Sure Everyone Knows”
    Cindy Linkous, Sales
    Adrian Antonio, Artist
    The SandPaper

2nd Place: “3/2/2001”
    Cindy Linkous, Sales
    Adrian Antonio, Artist
    The SandPaper

3rd Place: “The West Essex Tribune Works for Your Business!”
    Staff, Artist
    The West Essex Tribune
R-12, Best External Special Promotion Mailing Piece or Media Kit

Daily Over 45,000

1st Place: “Neighbors”  
Suzanne Anan, Artist  
The Star-Ledger

2nd Place: “Holiday Arts & Entertainment”  
David Petersen, Artist  
The Star-Ledger

3rd Place: “Dining in Somerset County”  
Suzanne Anan, Artist  
The Star-Ledger

Daily Under 45,000

1st Place: “Stick-On Note Marketing Flyer”  
Chris Carnese, Artist  
Courier News

2nd Place: “Pencil Ad Marketing Flyer”  
Chris Carnese, Artist  
Courier News

3rd Place: “Small Business Solution Marketing Flyer”  
Chris Carnese, Artist  
Courier News

Weekly

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

2nd Place: “Kinder Connections”  
Christine M. Youngclaus, Sales  
Lisa Cuthbert, Artist  
The Secaucus Reporter

3rd Place: no winner
R-13, Best Special Page(s) – Black & White, ROP

**Daily Over 45,000**

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

**Daily Under 45,000**

1st Place: “Central Jersey Deals”  
Staff, Sales  
Donna Van Zandt, Judy Coddington, Artists  
Courier News

2nd Place: “Let’s Play Ball!”  
Staff, Sales  
Donna Van Zandt, Judy Coddington, Artists  
Courier News

3rd Place: “We’re Part of the Cure”  
Brenda Newkirk, Sales  
Janet Zeek, Artist  
Daily Record

**Weekly**

1st Place: “Let’s Eat Out”  
Staff  
The West Essex Tribune

2nd Place: “Celebrate Livingston’s History”  
Staff  
The West Essex Tribune

3rd Place: “LHS Fall Sports Focus”  
Staff  
The West Essex Tribune
R-14, Best Special Page(s) – Color, ROP

Daily Over 45,000

1st Place: “We’re Part of the Cure”
Ann Marie Dixon
Asbury Park Press

2nd Place: “Volunteer Week”
Staff
The Times

3rd Place: “Ocean County Is Part of the Cure”
Ann Marie Dixon
Asbury Park Press

Daily Under 45,000

1st Place: “Home of the Free, Thanks to the Brave”
Staff
Courier News

2nd Place: “Mother’s Day A to Z”
Staff
Courier News

3rd Place: “Chester Shopping”
Barbara Miele, Sales
Janet Zeek, Artist
Daily Record

Weekly

1st Place: “Ice Cream”
Staff
The SandPaper

2nd Place: “Pumpkin Patch”
Staff, Sales
Toni Codd, Sally Harris, Artists
The Bernardsville News

3rd Place: “Allendale Festival Day and Car Show”
Staff
Town Journal
**R-15, Best Free Standing Insert Built by Newspaper for One Advertiser**

**Daily Over 45,000**

1st Place: “Dream Guide”  
Fran Macaluso  
Ginny DeFillippis, Artist  
The Record (Bergen County)

2nd Place: “Special Olympics New Jersey”  
Russ Riches, Laurie Pellichero, Amy Hiestand  
Gaylen Gallimore, Artist  
The Times

3rd Place: no winner

**Daily Under 45,000**

1st Place: “Karen Ann Quinlan Hospice”  
Mitch Mayer, Sales  
Jessica Demarest and Staff, Artist  
New Jersey Herald

2nd Place: “Suds City Laundromat”  
Lori McNeil, Sales  
Eileen Lakatos, Artist  
New Jersey Herald

3rd Place: “Pennignton Avenue Shopping Village”  
Michelle Prunetti, Sales  
Samara Gabriel, Artist  
The Trentonian

**Weekly**

1st Place: no winner

2nd Place: no winner

3rd Place: no winner
**R-16, Best Special Section – Free Standing**

**Daily Over 45,000**

1st Place:  “Hot Cars 2010 Mid-Year Review”  
Tom DiChiara, Susan Donner, Sales  
Joram Mushinske, James Emolo, Artists  
The Record (Bergen County)

2nd Place:  “Think Pink”  
Isabella Mest and Staff, Sales  
Karen Fazio and Special Sections Staff, Artists  
The Star-Ledger

3rd Place:  “Essex County Dining Guide”  
Isabella Mest and Staff, Sales  
Karen Fazio and Special Sections Staff, Artists  
The Star-Ledger

**Daily Under 45,000**

1st Place:  “Living Magazine”  
Staff, Sales  
Staff, Artist  
Daily Record

2nd Place:  “2010 Wedding Guide”  
Mitch Mayer, Sales  
Kathy Stevens, Content  
Stephanie Sapone, Artist  
New Jersey Herald

3rd Place:  “Forecast 2010”  
Staff  
Courier News

**Weekly**

1st Place:  “Englewood Answer Guide”  
Mary Nicastro, Samara Feldstein, David Varick, Carrol Moore  
Northern Valley Suburbanite

Staff  
The Ridgewood News

3rd Place:  “99 Ways to Have Fun”  
Staff, Sales  
Staff, Artist  
The SandPaper
R-17, Best New Product Development

Daily Over 45,000

1st Place: “Conversations”
Staff
The Times

2nd Place: “The Pink Sunday Paper”
Advertising Department
Asbury Park Press

3rd Place: “Next Up”
Kerri Fox, Fran Macaluso, Sales
James Emolo, Alan Post, Artists
The Record (Bergen County)

Daily Under 45,000

1st Place: “Gift Certificate Warehouse”
Lee Williams, Mitch Mayer, Jen Lechiski, Sales
New Jersey Herald

2nd Place: “Sunday Courier News Raising Awareness About Breast Cancer”
Staff
Courier News

3rd Place: “Mount Olive This Week”
Staff, Sales
Staff, Artist
Daily Record

Weekly

1st Place: “Simply Bergen”
Staff
Franklin Lakes/Oakland Suburban News

2nd Place: no winner

3rd Place: no winner