Better Newspaper Contest

2011 Retail Awards

Awards Banquet
Spring Awards Banquet

is sponsored by SmallTownPapers, Inc.
R1: Best Single Ad
Black & White
Smaller than 16" SAU
R1: Best Single Ad - Black & White, Smaller than 16” SAU

Third Place, Weekly

The Retrospect

“Gopher Girl”

Mark Zeigler
Brett Ainsworth
RL: Best Single Ad - Black & White, Smaller than 16” SAU

Second Place, Weekly

The West Essex Tribune

“Charming”

Diane Driggs
R1: Best Single Ad - Black & White, Smaller than 16” SAU
First Place, Weekly

The Retrospect

“Charm Spring Sale”

Mark Zeigler
Brett Ainsworth
GRAND OPENING!

THE DOG HOUSE
918 ROUTE 22 EAST
NORTH PLAINFIELD, NJ 07060
908-791-9800

Saturday, October 1, 2011
• Full Menu • Breakfast
• Free Delivery • Daily Specials

918 Route 22 East, North Plainfield, NJ 07060
908-791-9800
Sun-Thu 6am - 12pm • Fri-Sat 6am - 3pm

Third Place, Daily under 45,000

Courier News

“The Dog House”

Sales Representative
Jen Rosener

Artist
Donna Van Zandt
R1: Best Single Ad - Black & White, Smaller than 16” SAU

Second Place, Daily under 45,000

The Trentonian

“Windsor Farm Hayrides to the Pumpkin Patch”

Artist
Cindy Manion

Sales Representative
Stephanie Ford

WINDSOR FARM
1202 Windsor Rd., West Windsor, NJ
(609) 443-9379

Hayrides to the Pumpkin Patch
Open to the public
Sat. & Sun. 10am-5pm
One Mile of Attractions
Schools & Groups Welcome!
Book our weekday trips to the Pumpkin Patch

For info, visit www.windsorfarmandmarket.com

NJPA
New Jersey Press Association
Anita Renfroe presents
Big Ol’ Sweet Iced Tea Tour
Live at The College of New Jersey
Kendall Hall – Main Stage
2000 Pennington Road, Ewing
Saturday, April 30 at 7 p.m.
Tickets start at $25 - Go to www.salvationarmy.flix.com

Anita is an acclaimed artist, comedian and author. She became an overnight sensation on YouTube when a video of her singing everything a mother says to her children in a single day, set to the tune of the “William Tell Overture,” was viewed by millions.

She has been featured on morning and late night entertainment shows, news programs and is a comedy contributor for “Good Morning America.”

Proceeds to benefit The Salvation Army Mercer County

R1: Best Single Ad - Black & White,
Smaller than 16” SAU
First Place, Daily under 45,000

The Times

“Anita Renfroe”

Artist

Gaylen Gallimore
R1: Best Single Ad - Black & White, Smaller than 16” SAU

Third Place, Daily over 45,000

The Star-Ledger

“La Primavera”

Sales Representative

Carmela Giardina

Artist

David Petersen

OPENING TUESDAY, JUNE 7TH

La Primavera
TRATTORIA

Owned and Operated By Dominick
of Primavera Ristorante at The Wilshire Hotel

Our menu boasts the unique & familiar in Italian Cooking
served in a casual European Atmosphere

Featuring Homemade Pastas, as well as
Daily Meat & Fish Specials

“Come, Join us every Sunday for
Mamma’s Sunday Gravy”

500 MT. PLEASANT WAY • WEST ORANGE, NJ • 973.669.0966
R1: Best Single Ad - Black & White, Smaller than 16” SAU

Second Place, Daily over 45,000

The Star-Ledger

“Genki Sakura”

Sales Representative
Carmela Giardina

Artist
Ashley Langan

GENKI SAKURA
Japanese•Korean•Chinese Restaurant

GRAND OPENING SPECIAL
Every Day 4:00pm to 10:00pm & Saturday All Day
30% Off Check (dine in only) ($25.00 and over) (Special Expires 8/31/11)

We Deliver ($10.00 minimum)
Open 7 Days • 59 Halsey Street, Newark, NJ • 973-643-8888 • 973-643-8889
Unwanted Facial Veins?

There is an Answer!

Find out about Vein Wave

• Facial Veins
• Rosacea
• Leg Veins
• Spider Veins

NJ VeinCare
Advanced Venous Therapy

Gary B. Nackman, M.D.
1355 Broad St., Clifton, NJ
www.njveincare.com
973-778-2222

First Place, Daily over 45,000

The Star-Ledger

“There is an Answer”

Sales Representative
Jack Marflak

Artist
John Fugett
R2: Best Single Ad
Black & White
16” to 31.5” SAU
R2: Best Single Ad - Black & White, 16” to 31.5” SAU

Third Place, Weekly

The Retrospect

“Get Ready for Spring”

Mark Zeigler
Brett Ainsworth
R2: Best Single Ad - Black & White, 16” to 31.5” SAU

Second Place, Weekly

The Retrospect

“Blessed Theresa of Calcutta Easter Services”

Mark Zeigler

Brett Ainsworth
Valentine’s Day Sale
Up to 50% Off Storewide
February 1st - 14th

Leo Fasseas
171 South Livingston Avenue, Livingston
973.533.1114 • LeoFasseasJewelers.com

First Place, Weekly

The West Essex Tribune

“Valentine’s Day Sale”

Nancy Perlmutter
Karen Trachtenberg
R2: Best Single Ad - Black & White, 16” to 31.5” SAU

Third Place, Daily under 45,000

Courier News

“Mannion’s”

Sales Representative

Sue McCooe

Artist

Donna Van Zandt

---

Mannion's Pub and Restaurant
150 West Main St., Somerville
(908) 203-0700
www.MannionsIrishPub.com

Celebrate St. Paddy’s Season!!

Friday, March 11
Guinness Glass Promotion 9:00-11:00
Tommy Burns Band playing

Saturday, March 12
Rick Barth

Sunday, March 13
Somerville Parade • Marty McKeman 2pm-7pm
Bagpipers throughout the day
Meet the Guinness Girls 12:00-3:00

Wednesday, March 16
Patrick Clifford Band 7:00-11:00pm
Irish Step Dancers & Bagpipers

Thursday, March 17
St. Patrick’s Day
Mark Stewart Band 12:00pm-1:00am
Step Dancers & Bagpipers

Friday, March 18
Patrick Clifford Band and Bagpipes
Guinness Glass Promotion 9:00-11:00

Saturday, March 19
Squad 5
13 MILLION MEN
Suffer from Low Testosterone

Are You...
Tired? Moody? Gaining Weight?

Have You...
Lost interest in sex?
Stopped enjoying life?

These may be symptoms of Low T.

Learn to Break Free from Low T
Mukaram Gazi, MD
UWANJ

Dr. Gazi is a Board Certified Urologist specializing in men’s health, erectile dysfunction, and hormone replacement

Date: Monday November 14, 2011
Time: 6:30pm to 6:30pm
Location: Hilton garden inn, Salon B
800 Rt. 130 Hamilton, NJ 08690
RSVP: Christa Palaschak christa@slatepharma.com

NJPA
New Jersey Press Association

R2: Best Single Ad - Black & White, 16” to 31.5” SAU

Second Place, Daily under 45,000

The Times

“13 Million Men”

Artist
Gaylen Gallimore
SUNDAY
NEW ORLEANS JAZZ
CHAMPAGNE
BALLOON BRUNCH
$14.95
plus tax & gratuity
Every Sunday from 10am to 3pm
Complimentary Glass of Champagne
Reservations Recommended

ALSTARZ
140 Route 130 South,
Bordentown, NJ 08505
www.alstarzsportspub.com
609-291-0200

Live
“HOT HOUSE”
Jazz Trio

First Place, Daily under 45,000
The Times
“Jazz Champagne Brunch”
Artist
Gaylen Gallimore
R3: Best Single Ad
Black & White
Larger than 31.5” SAU
R3: Best Single Ad - Black & White, Larger than 31.5” SAU

Third Place, Daily under 45,000

Courier News

“Barry’s Appliance”

Sales Representative
Brian Basile

Artist
Donna Van Zandt
R3: Best Single Ad - Black & White, Larger than 31.5” SAU

Second Place, Daily under 45,000

Courier News

“Green Knoll Grille”

Sales Representative
Brian Basile

Artist
Donna Van Zandt
First Place, Daily under 45,000

The Times

“Experience the Vision”

Artist
Gaylen Gallimore
R3: Best Single Ad - Black & White, Larger than 31.5” SAU
Third Place, Daily over 45,000

The Star-Ledger
“Swiss Chalet Bakery”

Sales Representative
Donna Salvati
Artist
Jenna Giambalvo

Stop in and see what the fuss is all about!
Many flavors to choose from:
Chocolate • Vanilla • German Chocolate • Carrot
Sesame Characters • Cappuccino • Strawberry • Banana
• Lemon • Raspberry • Pumpkin • Hazelnut & Many More

Present this coupon & receive a FREE CUPCAKE with Any Purchase
Expires 12/31/11

Swiss Chalet Bakery
176 South Street
Morristown, NJ 07960
www.swisschaletbakery.com
973-267-0092
Buy a Window... Not a Name!

Compare Blue Ribbon’s "COMPOSITE" Window with any leading wood window brand.

<table>
<thead>
<tr>
<th>Brand Name</th>
<th>Blue Ribbon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Best Energy Efficiency</td>
<td>No</td>
</tr>
<tr>
<td>U-Value (lower is better)</td>
<td>.25-.33</td>
</tr>
<tr>
<td>Corrosion Proof Material</td>
<td>?</td>
</tr>
<tr>
<td>Impervious to Moisture/Mold</td>
<td>?</td>
</tr>
<tr>
<td>Lifetime Warranty</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Cost Per Window: $800-$1,000

Asbury Park Press

“Buy a Window... Not a Name”

Tracy Dobridge

Lisa Hoffman
R3: Best Single Ad - Black & White, Larger than 31.5” SAU

First Place, Daily over 45,000

Asbury Park Press

“Fall Roof Sale”

Tracy Dobridge
Lisa Hoffman
R4: Best Single Ad
Spot (1) Color
Smaller than 31.5” SAU
Third Place, Weekly

The West Essex Tribune

“Lancers Sports Camp”

Diane Driggs
Grisel Cardona
Second Place, Weekly

The West Essex Tribune

“Don’t Miss Sunday Brunch”

Don’t miss Sunday Brunch at Nero’s Grille • 11 to 2:30
Reservations Required 1-800-55-NEROS • www.neros.com

Jennifer Cho iuk
Karen Trachtenberg
First Place, Weekly

The West Essex Tribune

“Congratulations Jason!”

Congratulations Jason!

We are very proud of you and wishing you
the best of luck at Emory University.

Love,
Mom, Dad, Matthew,
Michele & Mema

Grisel Cardona
Wendy Navin
Third Place, Daily under 45,000

Courier News

“Christmas Trees & Trim’’

Sales Representative
Nancy Swan

Artist
Donna Van Zandt
R4: Best Single Ad - Spot (1) Color - Smaller than 31.5” SAU

Courier News

“Wonderful Pets Grooming”

Artist

Donna Van Zandt

Sales Representative

Nancy Swan
R4: Best Single Ad - Spot (1) Color - Smaller than 31.5” SAU

First Place, Daily under 45,000

The Trentonian

“Center Stage Dancewear”

10% Off
Your entire purchase
with this ad. exp 9.30.11

Suppliers for all of your dance needs -
ballet tap, jazz, lyrical, hip-hop, ballroom, zumba...

We stock a full line of leotards,
tights, shoes, dance bags, accessories, and more!

centerstagedancewear@gmail.com • Mon-Thurs: 11 - 8pm Fri: 11-6pm Sat: 10-4pm

183 Scotch Rd Ewing (1 mile from 98 East & Scotch Rd, South) • 609-323-7819

Sales Staff & Art Staff

NJPA
New Jersey Press Association
R5: Best Single Ad
Spot (1) or Process Color
31.5” SAU or Larger
R5: Best Single Ad - Spot (1) or Process Color, 31.5” SAU or Larger

Third Place, Weekly

The West Essex Tribune

“Happy Holidays from the Livingston First Aid Squad”

Jennifer Chciuk
Karen Trachtenberg

Happy Holidays from the Livingston First Aid Squad

Scott Bart
Phil Borker
Wayne Brandt
Ed Crediter
Dennis DeMuro
Craig Dufford
Al Epstein
Ann Freeman
Michael Hornstein
Nicholas Houmis
Pat Ippolito
Keith Johnson
David Katz
Daneen Kelly
Sharlene Komatsu
Mary Krug
David Litman
Scott Maynard
Craig Melhorn
Stacey Melhorn
Carole Molineaux
Justin Nagy
Christopher O'Neill
Akshat Patel
Jeffrey Sanz
Charles Schilling
Jason Sharenow
Barbara Sherman
Elisa Sherman
Charles Tahaney
Carlos Tam
Roni Zuckerman
R5: Best Single Ad - Spot (1) or Process Color, 31.5” SAU or Larger

Second Place, Weekly

The Ridgewood News

“Huge Inventory Sale – Wostbrock Home & Floor”

Sigrid Bouab
Craig Ruvere
R5: Best Single Ad - Spot (1) or Process Color, 31.5” SAU or Larger

First Place, Weekly

Edgewater View

“Waterside Restaurant”

Don Canali
David Varick
R5: Best Single Ad - Spot (1) or Process Color, 31.5” SAU or Larger

Third Place, Daily under 45,000

The Times

“Got a Game Plan?”

Artist
Gaylen Gallimore
R5: Best Single Ad - Spot (1) or Process Color, 31.5” SAU or Larger

Second Place, Daily under 45,000

The Times

“Dining in Valentine’s Day”

Artist

Gaylen Gallimore
R5: Best Single Ad - Spot (1) or Process Color, 31.5” SAU or Larger

First Place, Daily under 45,000

Courier News

“Alfonso’s”

Sales Representative
Ian McDermott

Artist
Donna Van Zandt

NJPA
New Jersey Press Association
R5: Best Single Ad - Spot (1) or Process Color, 31.5” SAU or Larger

Third Place, Daily over 45,000

The Star-Ledger

“Labor Day Grand Opening Mattress Sale”

Sales Representative
Veniza Butler

Artist
David Petersen

The Star-Ledger

“Labor Day Grand Opening Mattress Sale”

Sales Representative
Veniza Butler

Artist
David Petersen
R5: Best Single Ad - Spot (1) or Process Color, 31.5” SAU or Larger

Second Place, Daily over 45,000

Home News Tribune

“HO, HO, HO…OH NO!”

Deanna Ditty
Chris Carnese
R5: Best Single Ad - Spot (1) or Process Color, 31.5” SAU or Larger

First Place, Daily over 45,000

Asbury Park Press

“Green Lantern”

Tracy Dobridge
Lisa Hoffman
R6: Best Single Ad
Multi Spot or Full Color
Any Size
R6: Best Single Ad - Multi Spot or Full Color, Any Size

Third Place, Weekly

Ocean City Sentinel

“Have You Been Good This Year?”

Artist
Sean Kolman

Sales Representative
Rob Elder
Second Place, Weekly

Bayonne Community News

“European Day Spa”

Artist:
Pasquale Spina

Sales Representative:
Ron Kraszyk
R6: Best Single Ad – Multi Spot or Full Color, Any Size

First Place, Weekly

Nutley Sun

“Raking, Bagging, Clipping, Aching”

Sales Representative
Celeste Federico

Artist
Diane Lombardy
R6: Best Single Ad - Multi Spot or Full Color, Any Size

Third Place, Daily under 45,000

New Jersey Herald

“Home of the Free Because of the Brave”

Artist
Eileen Lakatos

Sales Representative
Sonia Schenker
R6: Best Single Ad –
Multi Spot or Full Color, Any Size

Second Place, Daily under 45,000

Courier News

“Bound Brook Carpet”

Sales Representative
Novlette Griffin

Artist
Donna Van Zandt
R6: Best Single Ad - Multi Spot or Full Color, Any Size

First Place, Daily under 45,000

The Trentonian

“Back to the Hustle & Bustle Days - Mario & Frank’s”

Sales Staff

Artist:

Anne Bench
Michelle Prunetti

NJPA
NEW JERSEY PRESS ASSOCIATION
R6: Best Single Ad - Multi Spot or Full Color, Any Size

Third Place, Daily over 45,000

The Star-Ledger

“The Innovative Beads Expo”

The Innovative Beads Expo
April 30th & May 1st
NJ Convention & Raritan Center • 97 Sunfield Avenue, Edison, NJ
Sat 10-5 • Sun 10-4 • Open to Public & Trade

All You Can Buy Beads
Cystals • Gemstones
Glass Lampwork • Pearls • Seed
Silver & Gold Beads • Findings
Beaded Jewelry
and much, much, more....

www.InnovativeBeadsExpo.com
For information call: 845-352-9135
Email: info@InnovativeBeadsExpo.com
General Admission: $4.00
Children under 12 Free • Free Parking

Beading Classes
For All Levels
Learn existing and new beading styles
Pre-register online and save $1.00 per class
To pre-register visit
www.InnovativebeadsExpo.com

Sales Representative
Tracey Brandstatter

Artist
John Fugett
R6: Best Single Ad – Multi Spot or Full Color, Any Size

Second Place, Daily over 45,000

The Star-Ledger

“Shop 3.5% Sales Tax”

Sales and Marketing
Michele Hayes
Staff

Artist
Suzanne Anan
R6: Best Single Ad - Multi Spot or Full Color, Any Size

First Place, Daily over 45,000

Home News Tribune

“Shape Ad - The Largest Selection of Quality Diamonds”

Deanna Ditty
Chris Carnese
R8: Best Advertising Campaign or Series
Black & White
Smaller than 31.5" SAU
R8: Best Advertising Campaign or Series –
Black & White, Smaller than 31.5” SAU

Third Place, Daily under 45,000

Courier News

“Leo Gold Traders”

Sales Representatives
Sue McCooe
Brian Basile

Artist
Donna Van Zandt
R8: Best Advertising Campaign or Series -
Black & White, Smaller than 31.5” SAU

Second Place, Daily under 45,000

The Trentonian

“The Little Shop with Shadow”

Artist

Cindy Manion

Sales Representative

Sandy Hopkins
R8: Best Advertising Campaign or Series –
Black & White, Smaller than 31.5” SAU

First Place, Daily under 45,000

The Times

“New Year’s Eve Parties”
“Christmas Eve Week”
“Super Tuesdays”
“Seafood Spectacular”
“Winner Winner Chicken Dinner”

Ruth O’Neill
R9: Best Advertising Campaign or Series
Black & White
31.5” SAU or Larger
R9: Best Advertising Campaign or Series
- Black & White, 31.5" SAU or Larger

Third Place, Daily under 45,000

Courier News

“Somerset Hearing”

Sales Representative

Jen Ward

Artist

Donna Van Zandt

---

Somerset Hearing Center
311 Courtyard Drive • Hillsborough, NJ 08844
Located 1 mile south of Somerville Circle

(908) 526-6990
www.somersethearing.com

NJPA

New Jersey Press Association
R9: Best Advertising Campaign or Series
- Black & White, 31.5” SAU or Larger

Second Place, Daily under 45,000

Courier News

“Tropiano & Sons Jewelers”

Sales Representative
Brian Basile

Artist
Donna Van Zandt
In today’s economy, you need to work harder than ever to stay ahead of the competition.

We can help you:
- Build connections at monthly networking socials
- Stay on the cutting edge through free or low-cost educational programs
- Interact or share leads, referrals and best practices
- Promote your business

Join your regional Chamber of Commerce and help us lead Somerset County to a prosperous and sustainable future.

Success Starts Here - Serving the Business Community Since 1971
www.SCBP.org  908-239-4300

R9: Best Advertising Campaign or Series
- Black & White, 31.5” SAU or Larger

First Place, Daily under 45,000

Courier News

“Somerset County Business Partnership”

Sales Staff
Art Staff
R10: Best Advertising Campaign or Series
Color, All Sizes
R10: Best Advertising Campaign or Series - Color, All Sizes

Third Place, Weekly

The West Essex Tribune

“LMAC’s Corner: Fact”

FACT:
69% of Livingston High School 12th graders use alcohol.*

*2010-11 Livingston Student Grades 4-12 Drug and Alcohol Survey
Livingston Municipal Alliance Committee
"Working for the Prevention of Substance Abuse"

Jennifer Chciuk
Karen Trachtenberg
R10: Best Advertising Campaign or Series - Color, All Sizes

Second Place, Weekly

The West Essex Tribune

“Kiss Those Frown Lines Good-bye”
“Step Forward into Fall”
“Say No to the Winter Blues”

Diane Driggs
LOYALTY DAY
Loyalty Day is on May 1st each year. It is a special day for all American citizens to reaffirm their loyalty to the United States of America and to recognize the heritage of American freedom.

LOYALTY DAY
Proclaim your love of your country
Be proud to be an American
I pledge allegiance
To the flag of the United States
Of America
In God we trust

American Legion Post 201
Jewish War Veterans Post 740
Veterans of Foreign Wars Post 2856
Boys Scouts Troop 12
Livingston Lions Club
Livingston Old Guard
Livingston Rotary Club
Kiwanis of Livingston

November 11 is Veteran’s Day

The West Essex Tribune

“Loyalty Day”
“June 14th is Flag Day”
“Veteran’s Day”

Nancy Katz Perlmutter
Karen Trachtenberg
Diane Driggs
Grisel Cardona
R1.0: Best Advertising Campaign or Series - Color, All Sizes

Third Place, Daily under 45,000

Courier News

“Car Care Directory of Services”

Sales Staff

Art Staff
R10: Best Advertising Campaign or Series - Color, All Sizes

Second Place, Daily under 45,000

Courier News

New Years Resolution... Ensure Your Loved Ones Are Safe and Secure

OPEN HOUSE TODAY!!!

From the moment you walk through our doors... nothing else compares

"Somerset County's Premier Assisted Living Residences"

Affiliated with Bridgeway Care Center

565 Route 28 • Bridgewater, NJ 08807
(908) 707-8800
www.bridgewayseniorcare.com

Sales Representatives

Sue McCooe
Brian Basile

Artist

Donna Van Zandt
R10: Best Advertising Campaign or Series - Color, All Sizes

First Place, Daily under 45,000

Courier News

“Christmas Trees & Trim Directory”

Sales Staff

Art Staff
R11: Best Newspaper Promotion Ad or Series In Paper
R11: Best Newspaper Promotion Ad or Series - In Paper

Third Place, Weekly

The West Essex Tribune

“Hurry! Deadline Tomorrow!
LHS Graduation Section”

Karen Trachtenberg
Grisel Cardona
R11: Best Newspaper Promotion Ad or Series - In Paper

Second Place, Weekly

The West Essex Tribune

“Steer Your Business in the Right Direction”

Karen Trachtenberg
First Place, Weekly

The Weehawken Reporter

“Too Hot to Cook”

Artist

Jennifer Martiak

Sales Staff
R11: Best Newspaper Promotion Ad or Series - In Paper

Third Place, Daily under 45,000

The Times

“Buy a Moment”

Artist

Gaylen Gallimore
R1.1: Best Newspaper Promotion Ad or Series - In Paper

Second Place, Daily under 45,000

New Jersey Herald

“Stop Horsin’ Around”

Artist

Jennifer Lechiski
R11: Best Newspaper Promotion Ad or Series - In Paper

First Place, Daily under 45,000

New Jersey Herald

"Candidates Debate"

Artist

Stephanie Sapone
R12: Best External Special Promotion
Mailing Piece or Media Kit
Third Place, Weekly

Bayonne Community News

“Spring Home Improvement”

Artist
Lisa M. Cuthbert

Sales Representative
Ron Kraszyk

R12: Best External Special Promotion Mailing Piece or Media Kit
Second Place, Weekly

The Jersey City Reporter

“Pump It Up”

Artist
Lisa M. Cuthbert

Sales Representative
Staff
R12: Best External Special Promotion Mailing Piece or Media Kit

Hey baby...it’s you!

Let’s give a warm Hoboken Welcome to our town’s FIRST BABY OF 2012

To participate, simply place a $90.00 ad in this special section of the Hoboken Reporter detailing your gift to the Town’s First Baby. The First Baby will be announced early in 2012 with a story in the Hoboken Reporter, acknowledging the participating merchants and their generosity to Hoboken’s First Baby!

First Place, Weekly

The Hoboken Reporter

“Hey Baby...It’s You!”

Artist
Lisa M. Cuthbert

Sales Representatives
Joe Calderone
Toni Anne Calderone
R12: Best External Special Promotion Mailing Piece or Media Kit

Third Place, Daily over 45,000

The Star-Ledger

“New Jersey Teachers”

Sales and Marketing

Isabella Mest

Staff

Artist

Suzanne Anan
R12: Best External Special Promotion Mailing Piece or Media Kit

Second Place, Daily over 45,000

The Star-Ledger

“Fall Arts & Entertainment Preview”

Sales and Marketing

Isabella Mest, Staff

Artist

Suzanne Anan
R12: Best External Special Promotion Mailing Piece or Media Kit

First Place, Daily over 45,000

The Star-Ledger

“Today’s Health”

Sales and Marketing
Isabella Mest,
Michele Hayes & Staff

Artists
Melissa Chin
David Petersen

TODAY’S HEALTH

Targeted marketing program that reaches local prospects seeking information about health issues

Every day, New Jersey residents make important decisions about their health. They pick a specialist to consult, select a hospital for an operation, and choose things they can do to stay healthy. Today's Health helps New Jerseyans make more informed and more confident health choices.

The Today's Health marketing program is anchored by a zoned page in The Star-Ledger devoted exclusively to health topics. Advertisers receive additional exposure through New Jersey’s #1 local website, NJ.com. Participating advertisers can also provide content for a featured article.*

- Concentrated exposure produces a fast return on investment.
- Your message reaches varied audiences on multiple platforms.
- Category exclusivity enhances your visibility.
- Easy to order, easy to manage — one account executive, one order, one bill.

*Based featured articles with a consecutive 7-times frequency commitment.

Source: The Media Audit, July 10 - Jan 11, Bauer, New Jersey, National County Areas, Bergen, Essex, Hudson, Union, Mercer, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex,Union, Warren. Adult age 18+

For more information, contact a Star-Ledger Multi-Media Consultant.
973-395-4072 • advertisinginfo@starled.com
R13: Best Special Page(s)
Black & White, RCP
Bayonne Community News

“Bayonne Town Center Holidays”

Artist
Lisa M. Cuthbert

Sales Representatives
Tish Kraszyk
Ron Kraszyk
Women in Business

R13: Best Special Page(s) – Black & White, ROP

Second Place, Weekly

The West Essex Tribune

“Women in Business”

Sales Staff

Art Staff
R13: Best Special Page(s) – Black & White, RCP

First Place, Weekly

The West Essex Tribune

“Celebrate Livingston History”

Sales Staff

Art Staff
R13: Best Special Page(s) – Black & White, ROP

Third Place, Daily under 45,000

Courier News

“Mother’s Day Dining”

Sales Staff

Art Staff
February
The Month of Love & Leaders

Love your community — Join the Chamber

Our mission: promote and perpetuate the business, commercial, industrial, manufacturing, professional, financial, and civic interests of the Bound Brook area; to promote the civic interests and the general welfare of this area, and to encourage passage of laws and regulations desirable for the benefit of businesses in general.

Membership open to any person, corporation, partnership, association, trust or estate that are residents of, or who are engaged in business or profession in the Bound Brook area.

Be part of a positive group dedicated to making our community better. Come see what we’re all about at our upcoming General Membership Meeting.

March 10, 2011 (2nd Thursday of the month)
Location: Sant’s Char’d Pizza
Time: 6:30 PM

Guest Speaker: Veronica Cordier, Bound Brook Downtown Coordinator

Upcoming Chamber Meeting
April 14, 2011 (2nd Thursday of the month) — Monthly Meeting
Location: TBD
Time: 11:30 AM

15 Minutes of Fame
Chamber Member, David Bostic, (Allstate Insurance Company) with an office on Route 28 in Middletown, was selected to appear in Allstate’s newest TV ad campaign. He is one of eight of the company’s more than 12,000 agents nationwide appearing in the ads which are designed to highlight Allstate’s local presence and hometown, personal service. He was nominated by his supervisors in the New Jersey region, interviewed by producers, and taken through a casting process. The final eight agents were chosen in part for their on-camera presence. The commercial, in which David is seen coaching a youth soccer game, was filmed in California.

Looking for information?
Check out the Chamber website www.bboccc.org for meeting minutes, agendas, and other information.

Sign up for Bound Brook Police Department Community Alerts (road closings, weather alerts, etc) at www.rainie.com

Happy President’s Day!

Courier News

“Bound Brook Chamber Page”

Artist
Donna Van Zandt

Sales Representative
Novlette Griffin
R13: Best Special Page(s) –
Black & White, ROP

First Place, Daily under 45,000

New Jersey Herald

“3rd Annual Northern New Jersey Pet Expo”

Sales and Marketing

Lee Williams
R14: Best Special Page(s)
Color, ROP
Third Place, Weekly

Town Journal

“Mind, Body, Spirit & Soul”

Staff

R14: Best Special Page(s) – Color, ROP
Second Place, Weekly

Town Journal

“Ho-Ho-Kus Fire Department Celebrating 100 Years”

Staff

Borough and volunteers have worked together to fight fires

BY CAREN KLEINMANN
AT TOWN CIRCLE.
A glimpse into the historic doc-
uments and information provided by the Ho-Ho-Kus Volunteer Fire Department collectively spans a time frame of 100 years. The department was founded in 1921, and its growth and development reflect the needs and challenges of the community over the years.

Volunteer Firefighters
In 1921, the fire department started in a small building located on Franklin Turnpike. As the community grew, the department expanded, adding an additional bay and storage area. In 1962, the firehouse was reconstructed on the current location on the corner of North and Warren avenues, which is now the site of the original elementary school. The current building was constructed in 1992, providing extra space and a large meeting room.

Historical Significance
In 1992, the firehouse was expanded to provide additional office space and to bring it up to date and modern.

Volunteer Firefighters
In 1921, the fire department consisted of a small group of town residents who volunteered their time to serve their community. As the department grew, so did the number of volunteers, who were often selected based on their physical ability and firefighting experience. The volunteer firefighters were not paid, but they were reimbursed for their time and expenses.

Congratulations to the Ho-Ho-Kus Volunteer Fire Department on their 100th Anniversary Celebration!

Thank you for all you do!
With God’s blessings,
Your friends at St. Luke’s Church

“St. Luke’s Church... where friends meet in faith.”

St. Luke’s is a Catholic faith community serving Ho-Ho-Kus, Waldwick and the surrounding towns.

Go to our website for the weekly bulletin, mass schedule, ministry links, and so much more: www.churchho-kus.org.

Parish Office - 201-444-0273 • 340 North Franklin Turnpike, Ho-Ho-Kus
First Place, Weekly

Fort Lee Suburbanite

“Strike Gold”

Don Canali
Larry Singer
Third Place, Daily under 45,000

The Trentonian

“In the Market for a New or Used Car? Visit Any of These Great Dealers!”

Artist
Anne Bench

Sales Representative
John Conte
R14: Best Special Page(s) –
Color, ROP

Second Place, Daily under 45,000

New Jersey Herald

“Man Expo”

Sales and Marketing

Lee Williams

NJPA
New Jersey Press Association
R14: Best Special Page(s) –
Color, ROP

First Place, Daily under 45,000

Courier News

“Veterans Day”

Sales Staff

Art Staff
R15: Best Free Standing Insert
Built by Newspaper for One Advertiser
R15: Best Free Standing Insert Built by Newspaper for One Advertiser

Third Place, Daily under 45,000

The Trentonian

“The Mama Yoga Wellness Studio”

Artist
Cindy Manion

Sales Representative
Alex Campos
R15: Best Free Standing Insert Built by Newspaper for One Advertiser

Second Place, Daily under 45,000

New Jersey Herald

“Holiday Book Shop”

Sales and Marketing

Lee Williams
R15: Best Free Standing Insert Built by Newspaper for One Advertiser

First Place, Daily under 45,000

The Trentonian

“Key to the City”

Artist
Anne Bench

Sales Representative
Gaetano Drago

www.keytothecityaccessories.com
Inside the Quakerbridge Mall
(Upper level across from Old Navy)
609-799-0072
R15: Best Free Standing Insert
Built by Newspaper for One Advertiser

Third Place, Daily over 45,000

Asbury Park Press

“Max’s Beer, Wine & Liquor”

Tracy Dobridge
Eva England
R15: Best Free Standing Insert Built by Newspaper for One Advertiser

Second Place, Daily over 45,000

The Star-Ledger

“Destination Westfield”

Sales and Marketing

Ron Ostroff
Isabella Mest

Artist

David Petersen
R15: Best Free Standing Insert Built by Newspaper for One Advertiser

First Place, Daily over 45,000

The Star-Ledger

“Sip. Taste. Discover...the Arts! Go Newark”

Sales and Marketing
Chanta Jackson & Staff

Artist
Melissa Chin
Gökçe Yurekli
R16: Best Special Section
Free Standing
Welcome to Tuckerton, Eagleswood, Little Egg Harbor

A special section of the Times-Beacon Newspapers
March 24 & 26, 2011

Tuckerton Beacon

“Welcome to Tuckerton”

Chris Miller
Staff Writers
Art Staff

NJPA
New Jersey Press Association
R16: Best Special Section - Free Standing

Second Place, Weekly

The Beacon

“Welcome to Stafford”

Chris Miller
Doreen Cramer
Staff Writers
Art Staff
R16: Best Special Section -
Free Standing

First Place, Weekly

Welcome to Lacey

Lacey Beacon

“Welcome to Lacey”

Lori Miller
Staff Writers
R16: Best Special Section - Free Standing

Third Place, Daily under 45,000

Courier News

“2011 Wish List – Guide to Gift Giving and Entertaining”

Sales Staff
Art Staff

NJPA
New Jersey Press Association
R16: Best Special Section - Free Standing

Second Place, Daily under 45,000

The Times

“Suite Deals”

Staff
First Place, Daily under 45,000

New Jersey Herald

"Our Favorite Things"

Mitch Mayer
Jen Lechiski
Sales Staff
Art Staff
R16: Best Special Section - Free Standing

Second Place, Daily over 45,000

Asbury Park Press

“Summer Guide 2011 Boardwalk Empires and Beyond”

Staff

NJPA
NEW JERSEY PRESS ASSOCIATION
R16: Best Special Section - Free Standing
First Place, Daily over 45,000

Asbury Park Press
“In Jersey Magazine”

Staff
R17: Best New Product Development
R17: Best New Product Development

Third Place, Weekly

Hackensack Chronicle

“2011 USA Hockey National Championships”

Staff
R17: Best New Product Development
Second Place, Weekly

Northern Valley Suburbanite
“Shop Northern Valley”

Staff
R17: Best New Product Development

First Place, Weekly

Wyckoff Suburban News

“BergEncyclopedia”

Casey Donnellon Staff
Better Newspaper Contest 2011

General Excellence Awards
General Excellence

Retail

Weekly
General Excellence

Weekly

The West Essex Tribune

Livingston
General Excellence
Daily under 45,000

Courier News
Bridgewater
General Excellence

Retail

Daily over 45,000
General Excellence

Daily over 45,000

The Star Ledger

Newark
Better Newspaper Contest 2011

Congratulations!

For this presentation & list of winners:

www.njpa.org