

# 2010 NJPA Advertising Contest Results – Classified

## General Excellence

### Daily

**The Star-Ledger**  
Newark

### Weekly

**The West Essex Tribune**  
Livingston

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

### **Daily**

1st Place: "Introducing the 2010 North American Car of the Year"  
John Conte, Sales  
Samara Gabriel, Artist  
The Trentonian

2nd Place: "Tent Sale – Haldeman Subaru"  
Russ Riches  
Gaylen Gallimore, Artist  
The Times

3rd Place: "Minivan Spotlight Sales Event"  
John Conte, Sales  
Samara Gabriel, Artist  
The Trentonian

### **Weekly**

1st Place: no winner

2nd Place: no winner

3rd Place: no winner

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

### **Daily**

1st Place: "Weichert Sparta/The Real HouseSellers"  
Lori McNeil, Sales  
Jessica Demarest, Artist  
New Jersey Herald

2nd Place: "Century 21 Coop"  
Noemi Teleky, Sales  
Staff, Artist  
Daily Record

3rd Place: "Century 21 Open House"  
Lauren Caputi  
Asbury Park Press

### **Weekly**

1st Place: "Spring into Savings"  
Rob Elder, Sales  
Sean Kolman, Artist  
Ocean City Sentinel

2nd Place: "Stonehenge Realty"  
Marianne Nahodyl, Sales  
Staff, Artist  
The SandPaper

3rd Place: "Welcome Home – Terry Friedman, Keller Williams"  
Diane Driggs, Sales  
The West Essex Tribune

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

**Daily**

1st Place: "Now Hiring School Bus Drivers"  
Mike Desmond  
Asbury Park Press

2nd Place: "Hiring for Our Store in Linden, NJ"  
Mike Desmond  
Home News Tribune

3rd Place: no winner

**Weekly**

1st Place: no winner

2nd Place: no winner

3rd Place: no winner

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

### **Daily**

1st Place: "Here's to the Champs – Flemington Car & Truck"  
Donna Harris, Sales  
Forrest & Blake, Ad Agency  
Courier News

2nd Place: "Gloria Nilson"  
Success Advertising, Ad Agency  
Asbury Park Press

3rd Place: "US Car Colors: Silver Rules"  
Brittain O'Connor  
Asbury Park Press

### **Weekly**

1st Place: no winner

2nd Place: no winner

3rd Place: no winner

## **C-5, Best Special Section**

### **Daily**

1st Place: "Spring Homebuyer's Guide"  
Isabella Mest, Gary Kowal and Staff, Sales  
Suzanne Anan and Staff, Artists  
The Star-Ledger

2nd Place: "New Home Showcase"  
Isabella Mest, Gary Kowal and Staff, Sales  
Suzanne Anan and Staff, Artists  
The Star-Ledger

3rd Place: "ReMax Magazine"  
Ryan Komstead, Sales  
Staff, Artist  
Daily Record

### **Weekly**

1st Place: "SandCastles – Autumn"  
Staff, Sales  
Staff, Artist  
The SandPaper

2nd Place: "SandCastles – Spring"  
Staff, Sales  
Staff, Artist  
The SandPaper

3rd Place: "Homefront – Fall"  
Staff, Sales  
Staff, Artist  
The SandPaper

## **C-6, Best Non-Newspaper Product**

### **Daily**

1st Place: "First-Time Homebuyers Guide"  
Staff  
Asbury Park Press

2nd Place: "New Jersey Tides 2010"  
Patty Wilson, Kevin Thompson  
Asbury Park Press

3rd Place: no winner

### **Weekly**

1st Place: no winner

2nd Place: no winner

3rd Place: no winner

## **C-7, Best Telemarketing Pages or Directory**

### **Daily**

1st Place: "Fishing & Boating Marketplace"  
Patty Wilson  
Asbury Park Press

2nd Place: "Fishing Directory"  
Ellie Dippold, Patty Wilson  
Asbury Park Press

3rd Place: no winner

### **Weekly**

1st Place: "Bernards Township's 250th Anniversary"  
Kathy Walker, Carol Taylor, Sales  
Toni Codd, Sally Harris, Artists  
The Bernardsville News

2nd Place: "Your Guide to Making Your House a Home with Professionals"  
Linda Hecht, Lauren Simons  
The News Transcript

3rd Place: "The Progress Celebrates 100 Years"  
Kathy Walker, Carol Taylor, Sales  
Toni Codd, Sally Harris, Artists  
The Progress



## **C-8, Best Classified Section**

### **Daily**

1st Place: "Jobfinder"  
Kim Alvarez, Sales  
Special Section Staff, Artist  
The Star-Ledger

2nd Place: "Meet the Dealers"  
Irene Euler, Donna Harris  
Home News Tribune

3rd Place: "Jersey@Work"  
Staff, Sales  
Staff, Artists  
Daily Record

### **Weekly**

1st Place: no winner

2nd Place: no winner

3rd Place: no winner

## **C-9, Best Use of Small Space**

### **Daily**

1st Place: "Berkshire Hills"  
Noemi Teleky, Sales  
Staff, Artist  
Daily Record

2nd Place: "Mine Hill Just Reduced"  
Noemi Teleky, Sales  
Staff, Artist  
Daily Record

3rd Place: no winner

### **Weekly**

1st Place: "Tutor Available: Never 2 Late"  
Ellen Harte, Grisel Cardona  
The West Essex Tribune

2nd Place: "Master Tree"  
Ellen Harte, Grisel Cardona  
The West Essex Tribune

3rd Place: "Kickin' Good Times"  
Ellen Harte, Grisel Cardona  
The West Essex Tribune

## **C-10, Best Classified House Ad**

### **Daily**

- 1st Place: "Classified Jackpot!"  
Chris Carnese, Artist  
Courier News
- 2nd Place: "New Home Showcase"  
Henry Yuson, Artist  
The Star-Ledger
- 3rd Place: "Garage Sale Advertising Package"  
Chris Carnese, Artist  
Courier News

### **Weekly**

- 1st Place: "Find What You're Looking For" (b/w)  
Karen Trachtenberg  
The West Essex Tribune
- 2nd Place: "Need a Home to Call Your Own?"  
Karen Trachtenberg  
The West Essex Tribune
- 3rd Place: "Just the Ticket!"  
Karen Trachtenberg  
The West Essex Tribune

## **C-11, Best External Classified Promotion Idea**

### **Daily**

1st Place: "Work Matters"  
David Petersen, Artist  
The Star-Ledger

2nd Place: "Make Your Move"  
Karen Fazio, Artist  
The Star-Ledger

3rd Place: "New Home Showcase"  
Suzanne Anan, Artist  
The Star-Ledger

### **Weekly**

1st Place: no winner

2nd Place: no winner

3rd Place: no winner