

2017 PNA Foundation Advertising Contest Winners

Category Name	Circ Group	Award	News Organization	Entry Title
Best Single Ad - Black & White	Over 75,000	First Place	Trib Total Media, Pittsburgh	Studio West Salon
Best Single Ad - Black & White	25,000 - 75,000	First Place	Reading Eagle Company	BarBQ Pit
Best Single Ad - Black & White	25,000 - 75,000	Second Place	Bucks County Courier Times, Levittown	New Hope Doll Show
Best Single Ad - Black & White	Under 25,000	First Place	Chestnut Hill Local, Philadelphia	CHCA Black & White Gala
Best Single Ad - Black & White	Under 25,000	Second Place	The Daily Item, Sunbury	Works Hard. Plays Hard.
Best Single Ad - Color	Over 75,000	First Place	Trib Total Media, Pittsburgh	Everyday Eclectic
Best Single Ad - Color	Over 75,000	Second Place	PA Media Group, Harrisburg	Commercial Refrigeration
Best Single Ad - Color	25,000 - 75,000	First Place	Reading Eagle Company	Riverview Nursery - Fall Leaves
Best Single Ad - Color	25,000 - 75,000	Second Place	Bucks County Courier Times, Levittown	Penelope Fox Art Studio
Best Single Ad - Color	Under 25,000	First Place	Lehigh Valley Press, Allentown	One Dollar Zone! Spring Sale
Best Single Ad - Color	Under 25,000	Second Place	The Daily Item, Sunbury	Have Healthy Teeth & Gums for Life.
Small Space Ad	Over 75,000	First Place	LNP Media Group, Lancaster	Finial & Fern
Small Space Ad	Over 75,000	Second Place	PA Media Group, Harrisburg	Pennsylvania Maple Festival
Small Space Ad	25,000 - 75,000	First Place	Reading Eagle Company	Birdsboro Craft Fair
Small Space Ad	25,000 - 75,000	Second Place	Reading Eagle Company	Railroad House - Gamer night
Small Space Ad	Under 25,000	First Place	The Daily Item, Sunbury	Wild For Salmon
Small Space Ad	Under 25,000	Second Place	Lehigh Valley Press, Allentown	Concealed Carry and Home Defense Ad
Ad Campaign or Series	Over 75,000	First Place	Pittsburgh Post-Gazette	Federation of Pittsburgh Diocesan Teachers
Ad Campaign or Series	Over 75,000	Second Place	Trib Total Media, Pittsburgh	OSC - Operation Santa Claus
Ad Campaign or Series	25,000 - 75,000	First Place	Reading Eagle Company	WEEU Personalities
Ad Campaign or Series	25,000 - 75,000	Second Place	Reading Eagle Company	Reading Neck & Spine Center
Ad Campaign or Series	Under 25,000	First Place	The Daily Item, Sunbury	Coming Thursday
Ad Campaign or Series	Under 25,000	Second Place	The Indiana Gazette	Innovative Medical Weight Loss
Multiple Advertiser Ad	Over 75,000	First Place	Pittsburgh Post-Gazette	Travel Vacation Services
Multiple Advertiser Ad	Over 75,000	Second Place	PA Media Group, Harrisburg	Holiday Church Services
Multiple Advertiser Ad	25,000 - 75,000	First Place	Reading Eagle Company	Big Deals
Multiple Advertiser Ad	25,000 - 75,000	Second Place	Reading Eagle Company	Gretz Beer
Multiple Advertiser Ad	Under 25,000	First Place	Press Enterprise, Bloomsburg	Summer Recreation and Fun Guide
Multiple Advertiser Ad	Under 25,000	Second Place	The Republican-Herald, Pottsville	Christmas Tree Page
Ad Campaign Using Multiple Products	Over 75,000	First Place	Pittsburgh Post-Gazette	Care Unlimited Campaign
Ad Campaign Using Multiple Products	Over 75,000	Second Place	LNP Media Group, Lancaster	Go Fish - Back to School
Ad Campaign Using Multiple Products	25,000 - 75,000	First Place	Bucks County Courier Times, Levittown	The Philadelphia Insectarium

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Ad Campaign Using Multiple Products	25,000 - 75,000	Second Place	Observer-Reporter, Washington	First Federal of Greene County - Spring 2017
Ad Campaign Using Multiple Products	Under 25,000	First Place	Bedford Gazette	Fall Foliage Festival - Special Section, Wrap & Booklet
Ad Campaign Using Multiple Products	Under 25,000	Second Place	The Republican-Herald, Pottsville	Buccaneer Hotel
Special Event/Vendor Support Idea	Over 75,000	First Place	Pittsburgh Post-Gazette	Three Rivers Regatta - You Gotta Regatta
Special Event/Vendor Support Idea	Over 75,000	Second Place	PA Media Group, Harrisburg	Girls World Expo
Special Event/Vendor Support Idea	25,000 - 75,000	First Place	Reading Eagle Company	Hay Creek Festival Anniversary
Special Event/Vendor Support Idea	25,000 - 75,000	Second Place	Altoona Mirror	Positively Altoona
Special Event/Vendor Support Idea	Under 25,000	First Place	South Schuylkill News	Schuylkill Haven Borough Day
Special Event/Vendor Support Idea	Under 25,000	Second Place	The Indiana Gazette	National EMS Week
Special Section/Niche Publication	Over 75,000	First Place	The Morning Call, Allentown	Indulge Lehigh Valley Magazine May 2017
Special Section/Niche Publication	Over 75,000	Second Place	PA Media Group, Harrisburg	Central PA magazine Winter 2017 issue
Special Section/Niche Publication	25,000 - 75,000	First Place	Reading Eagle Company	50 Plus
Special Section/Niche Publication	25,000 - 75,000	Second Place	The Intelligencer, Doylestown	Doylestown Arts Festival
Special Section/Niche Publication	Under 25,000	First Place	The Republican-Herald, Pottsville	Vietnam Revisited
Special Section/Niche Publication	Under 25,000	Second Place	Chestnut Hill Local, Philadelphia	Welcome Magazine
Self Promotion Advertising	Over 75,000	First Place	Pittsburgh Post-Gazette	50 Years of Hockey
Self Promotion Advertising	Over 75,000	Second Place	PA Media Group, Harrisburg	Election 2016
Self Promotion Advertising	25,000 - 75,000	First Place	The Intelligencer, Doylestown	To Do Show Promos
Self Promotion Advertising	25,000 - 75,000	Second Place	Reading Eagle Company	Our Community. Our Home.
Self Promotion Advertising	Under 25,000	First Place	The Republican-Herald, Pottsville	Kind Words
Self Promotion Advertising	Under 25,000	Second Place	Press And Journal, Middletown	10 Facts About Who We Are
Best Business-Building Idea	Over 75,000	First Place	Trib Total Media, Pittsburgh	Trib Total Savings
Best Business-Building Idea	Over 75,000	Second Place	Trib Total Media, Pittsburgh	Play TribO
Best Business-Building Idea	25,000 - 75,000	First Place	Reading Eagle Company	Award-winning design
Best Business-Building Idea	25,000 - 75,000	Second Place	Observer-Reporter, Washington	Holiday Market
Best Business-Building Idea	Under 25,000	First Place	Bedford Gazette	Find the Robins Tab
Best Business-Building Idea	Under 25,000	Second Place	The Times News, Lehighton	Cutest Pet Contest
Best Automotive/Transportation Ad	Over 75,000	Winner	PA Media Group, Harrisburg	Klick Lewis Black Friday Sales Event
Best Automotive/Transportation Ad	25,000 - 75,000	Winner	Observer-Reporter, Washington	South Hills Lincoln Wish List
Best Automotive/Transportation Ad	Under 25,000	Winner	The Times News, Lehighton	Rottet Motors - Let's Go For A Ride!

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Category Name	Circ Group	Award	News Organization	Entry Title
Best Real Estate/Builders/Renters Ad	Over 75,000	Winner	Pittsburgh Post-Gazette	Eddy Homes
Best Real Estate/Builders/Renters Ad	25,000 - 75,000	Winner	Reading Eagle Company	Go for the Gold - Lisa Tiger
Best Real Estate/Builders/Renters Ad	Under 25,000	Winner	Lehigh Valley Press, Allentown	Better Homes and Gardens Real Estate
Best Recruitment or Commercial Ad	Over 75,000	Winner	LNP Media Group, Lancaster	Advanced Food Products
Best Recruitment or Commercial Ad	25,000 - 75,000	Winner	Reading Eagle Company	Berks & Beyond - Get on the Ball
Best Recruitment or Commercial Ad	Under 25,000	Winner	The Daily Item, Sunbury	WE WANT YOU!
Wild Card Category	Over 75,000	First Place	The Morning Call, Allentown	TMC Successful Aging Expo Tab and support material
Wild Card Category	Over 75,000	Second Place	PA Media Group, Harrisburg	Hoffman Ford Breast Cancer - PennLive Takeover
Wild Card Category	25,000 - 75,000	First Place	Observer-Reporter, Washington	ExtraO-Rdinary People
Wild Card Category	25,000 - 75,000	Second Place	The Tribune-Democrat, Johnstown	Overwhelmed? There is help. Addiction Resource Guide
Wild Card Category	Under 25,000	First Place	The Times News, Lehighton	Bear Mountain Butterfly Sanctuary
Wild Card Category	Under 25,000	Second Place	The Republican-Herald, Pottsville	Worship Directory
Oops!	Overall	Winner	The Times News, Lehighton	Ovsak Funeral Home
Best Use of Video Award	Overall	Winner	PA Media Group, Harrisburg	Giant Savory Chocolate Dipped Fruit Cones
Best of Show	Overall	Winner	Pittsburgh Post-Gazette	Three Rivers Regatta - You Gotta Regatta
Best of Show	Overall	First Runner-Up	Chestnut Hill Local, Philadelphia	CHCA Black & White Gala