

2009 PNA Foundation Advertising Tearsheet Contest Winners

25,000-75,000 Circulation				
Contest	Category	Place	Newspaper	Entry
Classified	Private Party	Winner	REPUBLICAN & Herald	Lost White Boxer
Classified	Classified Section	2nd	Butler Eagle	Wine & Dine
Classified	Classified Section	1st	REPUBLICAN & Herald	Sunt Betty's Basement
Classified	Business Building	2nd	Observer-Reporter	New Arrivals
Classified	Business Building	1st	The Times Leader	Holiday Kids
Classified	Automotive	Winner	Observer-Reporter	Budd Baer Indoor Sale
Classified	Real Estate	Winner	The Times Leader	Now is the Time to Buy a Home
Classified	Classified Recruitment/Commercial Ad	Winner	Observer-Reporter	Health Care Expo
Classified	New Media/Multi Media	Winner	The Daily Item	Auto ConX
Classified	Ooops!	None		
Display	Best Traditional Single Ad	2nd	Williamsport Sun-Gazette	Bullfrog Brewery & Restaurant
Display	Best Traditional Single Ad	1st	The Daily Item	Thank You
Display	Multiple Adv. Ad	2nd	Observer-Reporter	The Food Court
Display	Multiple Adv. Ad	1st	Observer-Reporter	OPC Fantasy Football
Display	Ad campaign using multiple products	2nd	The REPUBLICAN & Herald	Knoebels EZ Pay Plan
Display	Ad campaign using multiple products	1st	The REPUBLICAN & Herald	J Bertolet Volkswagon
Display	Best Use of Color	2nd	The Daily Item	Wild J's Gentleman's Club
Display	Best Use of Color	1st	Williamsport Sun-Gazette	Kitchen Design Studios
Display	Special Event/Vendor	2nd	Altoona Mirror	Altoona Area Junior High
Display	Special Event/Vendor	1st	Altoona Mirror	Closing Forever
Display	Special Section/Niche Pub	2nd	Altoona Mirror	Twinkle Holiday Lights
Display	Special Section/Niche Pub	1st	Montgomery Newspapers	Art Matters
Display	Self-Promotion	2nd	The Daily Item	Color Boomer
Display	Self-Promotion	1st	Montgomery Newspapers	Upcoming Specials
Display	Ad campaign or series	2nd	The Daily Item	Channels
Display	Ad campaign or series	1st	Williamsport Sun-Gazette	Holiday Parade
Display	Wild Card	2nd	Altoona Mirror	Steelers 2008 Schedule
Display	Wild Card	1st	Montgomery Newspapers	Bridal Showcase Magazine

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Over 75,000 Circulation				
Contest	Category	Place	Newspaper	Entry
Classified	Private Party	Winner	York Daily Record	Free Again! Free Again
Classified	Classified Section	1st	Lancaster Newspapers, Inc.	Classified Directory
Classified	Business Building	2nd	The Morning Call	Job Focus 2008
Classified	Business Building	1st	York Daily Record	Celebrate Responsibly
Classified	Automotive	Winner	Pittsburgh Tribune-Review	Kelly Automotive
Classified	Real Estate	Winner	The Patriot-News, Harrisbur	Help-U-Sell
Classified	Classified Recruitment/Commercial Ad	Winner	Pittsburgh Post-Gazette	A Great Place to Work
Classified	New Media/Multi Media	Winner	The Morning Call	Cash J
Classified	Ooops!	Winner	Pittsburgh Tribune-Review	Bow Flex Ultimate
Display	Best Traditional Single Ad	2nd	York Daily Record/Sunday N	Safety Town
Display	Best Traditional Single Ad	1st	York Daily Record/Sunday N	Office Cleaning Needs by the ARC
Display	Multiple Adv. Ad	2nd	Lancaster Newspapers, Inc.	The Taste of Lancaster
Display	Multiple Adv. Ad	1st	The Patriot-News	Pizza Page
Display	Ad campaign using multiple products	2nd	The Patriot-News	Armesto Eye
Display	Ad campaign using multiple products	1st	The Morning Call	St. Luke's Hospital & Health Network
Display	Best Use of Color	2nd	The Morning Call	Lehigh Valley Builders Association
Display	Best Use of Color	1st	The Patriot-News	Carlisle Camera
Display	Special Event/Vendor	2nd	Lancaster Newspapers, Inc.	Lititz Rec Center
Display	Special Event/Vendor	1st	York Daily Record/Sunday N	Mega Bucks II
Display	Special Section/Niche Pub	2nd	The Patriot-News	Now
Display	Special Section/Niche Pub	1st	The Morning Call	Lehigh Valley Living: April 2008
Display	Self-Promotion	2nd	Lancaster Newspapers, Inc.	Lancsports.com
Display	Self-Promotion	1st	Lancaster Newspapers, Inc.	Your Life, Your Community, Your Paper
Display	Ad campaign or series	2nd	The Patriot-News	Baby Bug
Display	Ad campaign or series	1st	The Patriot-News	Harmony Med-Spa Animal Series
Display	Wild Card	2nd	Pittsburgh Tribune-Review	John Sisson Motors
Display	Wild Card	1st	The Morning Call	Allentown Fairgrounds Farmers Market

2009 PNA Foundation Advertising Tearsheet Contest Winners

Under 25,000 Circulation				
Contest	Category	Place	Newspaper	Entry
Classified	Private Party	Winner	Philadelphia Gay News	Erotic Dungeon Master
Classified	Classified Section	2nd	Philadelphia Gay News	We've Got Your Color
Classified	Classified Section	1st	Philadelphia Gay News	It's Time to Read the Writing on the Wall
Classified	Business Building	2nd	Leader Times	Pumpkin Patch
Classified	Business Building	1st	Times News	Love Lines
Classified	Automotive	Winner	Times News	Push..Pull..Drag Sales Event
Classified	Real Estate	Winner	The Reporter	Silk Factory Lofts
Classified	Classified Recruitment/Commercial Ad	Winner	The Reporter	Nursing-Dock Woods
Classified	New Media/Multi Media	Winner	Philadelphia Gay News	It Only Feels Like an Emergency
Classified	Ooops!	None		
Display	Best Traditional Single Ad	2nd	Chestnut Hill Local	Denney Electric
Display	Best Traditional Single Ad	1st	Times-News	Hill Farms Celebrate Christmas
Display	Multiple Adv. Ad	2nd	The News-Item	ABC's of Safety
Display	Multiple Adv. Ad	1st	The Daily review	Turkey Hand
Display	Ad campaign using multiple products	2nd	The Indiana Gazette	Letters to Santa
Display	Ad campaign using multiple products	1st	Philadelphia Gay News	Look at Us in a Whole New Way
Display	Best Use of Color	2nd	Chestnut Hill Local	Soup City
Display	Best Use of Color	1st	The Indiana Gazette	Breast Cancer Awareness
Display	Special Event/Vendor	2nd	The Daily Review	Fire Prevention Week
Display	Special Event/Vendor	1st	The Sentinel (Lewistown)	Festival of Ice
Display	Special Section/Niche Pub	2nd	Times Observer	The Road to Tampa
Display	Special Section/Niche Pub	1st	Philadelphia Gay news	Gayborhood
Display	Self-Promotion	2nd	The Indiana Gazette	EZ Pay
Display	Self-Promotion	1st	Philadelphia Gay News	Detour
Display	Ad campaign or series	2nd	The Daily Review	We've Got Money
Display	Ad campaign or series	1st	Sewickley Herald	Sewickley Gallery & Frame Shop
Display	Wild Card	2nd	The Daily Review	Winter Sports
Display	Wild Card	1st	Philadelphia Gay News	Metrodate