

2010 PNA Foundation Advertising Tearsheet Contest Winners

25,000-75,000 Circulation				
Contest	Category	Place	Newspaper	Entry
Classified	Private Party	Winner	Williamsport Sun-Gazette	1990 Saab Convertible
Classified	Classified Section	2nd	Williamsport Sun-Gazette	Yard Sale Kits
Classified	Classified Section	1st	Altoona Mirror	It All Starts With Newspapers
Classified	Business Building	2nd	Observer-Reporter	Lawn & Garden Showcase
Classified	Business Building	1st	Bucks County Courier Times	Job Trends Tabloid
Classified	Automotive	Winner	Republican Herald	Summit 125th Anniversary
Classified	Real Estate	Winner	Erie Times-News	Maleno Development
Classified	Classified Recruitment/Commercial Ad	Winner	Republican Herald	Sand, Sun and Fun
Classified	New Media/Multi Media	Winner	Altoona Mirror	Top Jobs
Classified	Ooops!	None		
Display	Best Traditional Single Ad	2nd	Republican Herald	Bella Salon & Spa
Display	Best Traditional Single Ad	1st	The Times-Tribune	Advanced Physical Medical Associates
Display	Multiple Advertiser Ad	2nd	Altoona Mirror	Daytona 500
Display	Multiple Advertiser Ad	1st	Williamsport Sun-Gazette	Ask a Pro
Display	Ad Campaign Using Multiple Newspapers	2nd	Williamsport Sun-Gazette	Acuity Lasik
Display	Ad Campaign Using Multiple Newspapers	1st	Republican Herald	Schuylkill Mall Sidewalk Sale
Display	Best Use of Color	2nd	The Times-Tribune	Boccardo Jewelers Inc.
Display	Best Use of Color	1st	Erie Times-News	Erie Women's Health Partners - I laughed...
Display	Special Event/Vendor Support Idea	2nd	Bucks County Courier Times	Southampton Days - Our Community Traditions
Display	Special Event/Vendor Support Idea	1st	Erie Times-News	Sisters of St. Joseph
Display	Special Section/Niche Publication	2nd	Altoona Mirror	20 Under 40
Display	Special Section/Niche Publication	1st	The Times-Tribune	How To Guide
Display	Self Promotion Advertising	None		
Display	Self Promotion Advertising	1st	Observer Reporter	Home Delivery
Display	Ad Campaign or Series	2nd	Erie Times-News	Good Morning Series
Display	Ad Campaign or Series	1st	Bucks County Courier Times	Mark Henry Fashions
Display	Small Space Ad	2nd	The Times-Tribune	Families United Network
Display	Small Space Ad	1st	Bucks County Courier Times	Makefield Dental Associates
Display	Wild Card	2nd	Republican Herald	Guers Online
Display	Wild Card	1st	The Intelligencer	Bugajewski Facility Services

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Over 75,000 Circulation				
Classified	Private Party	Winner	Lancaster Newspapers Inc.	Valentine's Day Winner
Classified	Classified Section	2nd	Lancaster Newspapers Inc.	Classified Directory
Classified	Classified Section	1st	The Morning Call	Paycheck Party
Classified	Business Building	2nd	Lancaster Newspapers	First-Time Homebuyers Guide
Classified	Business Building	1st	The Morning Call	55+ Your New Lifestyle
Classified	Automotive	Winner	The Morning Call	Guru Auto World
Classified	Real Estate	Winner	Reading Eagle Company	Shillington Commons
Classified	Classified Recruitment/Commercial Ad	Winner	Pittsburgh Post-Gazette	Operation Troop Employment
Classified	New Media/Multi Media	Winner	Trib Total Media - Tribune-Review	Virtual Job Fair
Classified	Ooops!	None		
Display	Best Traditional Single Ad	2nd	Lancaster Newspapers Inc.	Marriott at Penn Square
Display	Best Traditional Single Ad	1st	Tribune-Review	Honoring Those Who Serve
Display	Multiple Advertiser Ad	2nd	Reading Eagle Company	Bracket Bucks
Display	Multiple Advertiser Ad	1st	Reading Eagle Company	For A Beautiful You
Display	Ad Campaign Using Multiple Newspapers	2nd	Pittsburgh Post-Gazette	Home & Garden Show Campaign
Display	Ad Campaign Using Multiple Newspapers	1st	Reading Eagle Company	Apollo Pools
Display	Best Use of Color	None		
Display	Best Use of Color	1st	Lancaster Newspapers Inc.	The Moveable Feast
Display	Special Event/Vendor Support Idea	None		
Display	Special Event/Vendor Support Idea	1st	Pittsburgh Post-Gazette	Heartland Homes 25th Anniversary Edition
Display	Special Section/Niche Publication	2nd	Lancaster Newspapers Inc.	The Good Life
Display	Special Section/Niche Publication	1st	Pittsburgh Post-Gazette	plush.home
Display	Self Promotion Advertising	2nd	The Morning Call	The Original Laptop
Display	Self Promotion Advertising	1st	Lancaster Newspapers Inc.	The Newspaper Speaks
Display	Ad Campaign or Series	None		
Display	Ad Campaign or Series	1st	The Morning Call	Yianni's Taverna
Display	Small Space Ad	2nd	Lancaster Newspapers Inc.	Stonewell Electric
Display	Small Space Ad	1st	Reading Eagle Company	Riverview Nursery
Display	Wild Card	2nd	Reading Eagle Company	People First
Display	Wild Card	1st	Lancaster Newspapers Inc.	Shop, Dine, Do Local

2010 PNA Foundation Advertising Tearsheet Contest Winners

Under 25,000 Circulation				
Classified	Private Party	Winner	Public Opinion	Happy Birthday Sherry Davies
Classified	Classified Section	2nd	Main Line Media News	Celebrate Art
Classified	Classified Section	1st	The Reporter	Homes
Classified	Business Building	2nd	Times-News	Yard Sale
Classified	Business Building	1st	The Indiana Gazette	Free For All
Classified	Automotive	Winner	Public Opinion	Jennings Value Center
Classified	Real Estate	Winner	Indiana Gazette	Open House
Classified	Classified Recruitment/Commercial Ad	Winner	Trib Total Media - The Signal Item	Ashbury Heights
Classified	New Media/Multi Media	None		
Classified	Ooops!	Winner	Pine Creek Journal	Bad Mitten Set
Display	Best Traditional Single Ad	2nd	The Citizen-Standard	Jodi M. Scheib Tax Prep
Display	Best Traditional Single Ad	1st	Chestnut Hill Local	Campbell's Place
Display	Multiple Advertiser Ad	2nd	Gettysburg Times	Women in Business
Display	Multiple Advertiser Ad	1st	The Courier-Express	Little League Week
Display	Ad Campaign Using Multiple Newspapers	2nd	Bedford Gazette	Fall Foliage
Display	Ad Campaign Using Multiple Newspapers	1st	Times-News	Attorney Schwab Multiple Products
Display	Best Use of Color	2nd	Main Line Media News	Villanova Conference Center
Display	Best Use of Color	1st	The Sentinel	Heritage Gardens
Display	Special Event/Vendor Support Idea	2nd	Morrison Cove Herald	125 Years of Service
Display	Special Event/Vendor Support Idea	1st	Indiana Gazette	Indiana's Cookin' Challenge 2010
Display	Special Section/Niche Publication	2nd	Pocono Record	N.I.E. Tab
Display	Special Section/Niche Publication	1st	Chestnut Hill Local	Home & Garden Festival
Display	Self Promotion Advertising	2nd	Public Opinion	Apollo 11 Countdown Trivia Contest
Display	Self Promotion Advertising	1st	Indiana Gazette	Where Does Indiana Turn?
Display	Ad Campaign or Series	2nd	Pocono Record	Snydersville Diner Series
Display	Ad Campaign or Series	1st	Chestnut Hill Local	What A Girl Wants
Display	Small Space Ad	2nd	The Courier-Express	Rosie's Book Shop
Display	Small Space Ad	1st	The Sentinel	GJ Roadhouse BBQ
Display	Wild Card	2nd	Public Opinion	Super Bowl Sponsor Posters
Display	Wild Card	1st	The Indiana Gazette	Lovin' Downtown