

## 2011 PNA Foundation Advertising Tearsheet Contest Winners

Under 25,000 Circulation				
Contest	Category	Place	Newspaper	Entry
Classified	Best In-Column Private Party Ad	Winner	Public Opinion	Happy Birthday Zackaree Bowers
Classified	Best Promotion of a Classified Section	1st Place	The Times News	Cupid's Corner (Valentine Love Lines)
Classified	Best Promotion of a Classified Section	2nd Place	<i>no winner awarded</i>	
Classified	Best Classified Business-Building Idea	1st Place	Herald-Standard	HS Workwatch
Classified	Best Classified Business-Building Idea	2nd Place	Herald-Standard	HS Legal Connection
Classified	Best Automotive/Transportation Ad	Winner	Pocono Record	Colonial Auto Sales: 4x4s in Stock
Classified	Best Real Estate/Builders/Renters Ad	Winner	<i>no winner awarded</i>	
Classified	Best Classified Recruitment or Commercial Ad	Winner	Pocono Record	Mt. Airy Casino Dealer Classes
Classified	Best New Media/Multimedia Piece	Winner	<i>no winner awarded</i>	
Classified	Oops!	Winner	The Sentinel	"Shinny" Coat Cat
Display	Best Traditional Single Ad	1st Place	Public Opinion	Wagner's Supply Depot, Inc.
Display	Best Traditional Single Ad	2nd Place	Gettysburg Times	MaryAnne's Theme Teas
Display	Multiple Advertiser Ad	1st Place	The Courier-Express/Tri-County Sunday	Last Minute Gifts
Display	Multiple Advertiser Ad	2nd Place	Chestnut Hill Local	Come visit down town Mt Airy (double truck), Come visit down town Mt Airy
Display	Ad Campaign Using Multiple Newspaper Products	1st Place	Pocono Record	Laubscher Insurance Agency: We Answer When You Call
Display	Ad Campaign Using Multiple Newspaper Products	2nd Place	Pocono Record	Bailey's Rib and Steakhouse
Display	Best Use of Color	1st Place	Public Opinion	Lurgan Greenhouse & Nursery
Display	Best Use of Color	2nd Place	The Times News	What are you doing this summer?
Display	Special Event/Vendor Support Idea	1st Place	The News-Item	What Kind of Beer Are You?
Display	Special Event/Vendor Support Idea	2nd Place	The News-Item	Car Care
Display	Special Section/Niche Publication	1st Place	Chestnut Hill Local	Home & Garden Festival
Display	Special Section/Niche Publication	2nd Place	The Times News	24th Annual Recipes From Our Readers (Cookbook)
Display	Self Promotion Advertising (including Media and Marketing Material)	1st Place	Pocono Record	We Can DO That
Display	Self Promotion Advertising (including Media and Marketing Material)	2nd Place	Pocono Record	Don't Get Caught Out In The Rain
Display	Ad Campaign or Series	1st Place	The Daily Item	The Daily Item / BizFinder
Display	Ad Campaign or Series	2nd Place	Chestnut Hill Local	Arbor Terrace at Chestnut Hill
Display	Small Space Ad	1st Place	Public Opinion	New Horizon Landscaping & Construction
Display	Small Space Ad	2nd Place	Pocono Record	Le Persil Bistro
Display	Wild Card Category	1st Place	Public Opinion	Richard L. Bushman
Display	Wild Card Category	2nd Place	The Courier-Express/Tri-County Sunday	Valentine's Day Countdown

## 2011 PNA Foundation Advertising Tearsheet Contest Winners

25,000 - 75,000 Circulation				
Contest	Category	Place	Newspaper	Entry
Classified	Best In-Column Private Party Ad	Winner	Altoona Mirror	Ferret to good home
Classified	Best Promotion of a Classified Section	1st Place	The Times-Tribune	Looking for a new career opportunity?
Classified	Best Promotion of a Classified Section	2nd Place	Bucks County Courier Times	Classified ads that produce quick results
Classified	Best Classified Business-Building Idea	1st Place	The Times-Tribune	Keep It Growing
Classified	Best Classified Business-Building Idea	2nd Place	Erie Times-News	Garage Sale In Style
Classified	Best Automotive/Transportation Ad	Winner	Observer-Reporter	Car Preview
Classified	Best Real Estate/Builders/Renters Ad	Winner	Bucks County Courier Times	Spectacular Spectacular Spectacular
Classified	Best Classified Recruitment or Commercial Ad	Winner	The Times-Tribune	New Name New Programs Fortis
Classified	Best New Media/Multimedia Piece	Winner	Erie Times-News	Dial America
Classified	Oops!	Winner	Altoona Mirror	Halloween Pooh
Display	Best Traditional Single Ad	1st Place	Observer-Reporter	Audiologics - HUH?
Display	Best Traditional Single Ad	2nd Place	The Republican-Herald	Can you smile with confidence - Brian Barket, DDS
Display	Multiple Advertiser Ad	1st Place	Williamsport Sun-Gazette	Spring Car Care Car Service page
Display	Multiple Advertiser Ad	2nd Place	The Republican-Herald	Tribute to a Loved One
Display	Ad Campaign Using Multiple Newspaper Products	1st Place	The Republican-Herald	Making Dreams Come True
Display	Ad Campaign Using Multiple Newspaper Products	2nd Place	The Republican-Herald	Schuylkill Mall
Display	Best Use of Color	1st Place	The Times-Tribune	Simon G. Boccardo
Display	Best Use of Color	2nd Place	Bucks County Courier Times	Now Open!
Display	Special Event/Vendor Support Idea	1st Place	Erie Times-News	Tall Ships
Display	Special Event/Vendor Support Idea	2nd Place	The Republican-Herald	Schuylkill Living Magazine
Display	Special Section/Niche Publication	1st Place	Town Talk Newspapers	Bridal Guide
Display	Special Section/Niche Publication	2nd Place	Observer-Reporter	Canonsburg Magazine
Display	Self Promotion Advertising (including Media and Marketing Material)	1st Place	The Times-Tribune	Did You Know?
Display	Self Promotion Advertising (including Media and Marketing Material)	2nd Place	Williamsport Sun-Gazette	Egg-citing Easter
Display	Ad Campaign or Series	1st Place	Altoona Mirror	They Know Joe
Display	Ad Campaign or Series	2nd Place	Observer-Reporter	Seton-La Salle
Display	Small Space Ad	1st Place	Bucks County Courier Times	Fall in Love With Your Skin
Display	Small Space Ad	2nd Place	Bucks County Courier Times	Attention PA residents
Display	Wild Card Category	1st Place	Bucks County Courier Times	Lighting your world one room at a time
Display	Wild Card Category	2nd Place	The Intelligencer	We Shine When it Comes to Clean

## 2011 PNA Foundation Advertising Tearsheet Contest Winners

Over 75,000 Circulation				
Contest	Category	Place	Newspaper	Entry
Classified	Best In-Column Private Party Ad	Winner	Intelligencer Journal/Lancaster New Era	Heather Hess
Classified	Best Promotion of a Classified Section	1st Place	The Patriot-News	Welcome Home - Every Saturday
Classified	Best Promotion of a Classified Section	2nd Place	<i>no winner awarded</i>	
Classified	Best Classified Business-Building Idea	1st Place	Intelligencer Journal/Lancaster New Era	Memorial Day Tribute
Classified	Best Classified Business-Building Idea	2nd Place	The Patriot-News	CAREER PATH...focused on Healthcare
Classified	Best Automotive/Transportation Ad	Winner	Trib Total Media	Monroeville Chrysler Jeep
Classified	Best Real Estate/Builders/Renters Ad	Winner	The Patriot-News	Remax Angie Miller-Devers
Classified	Best Classified Recruitment or Commercial Ad	Winner	Trib Total Media	Trib Total Media "Bare Bones Ad"
Classified	Best New Media/Multimedia Piece	Winner	The Patriot-News	Shop-Bid-Buy Online Auction
Display	Best Traditional Single Ad	1st Place	Intelligencer Journal/Lancaster New Era	Santa Claws
Display	Best Traditional Single Ad	2nd Place	The Patriot-News	Menno Haven - Open House
Display	Multiple Advertiser Ad	1st Place	The Patriot-News	Dining Guide
Display	Multiple Advertiser Ad	2nd Place	Trib Total Media	Beauty Buzz / Irwin
Display	Ad Campaign Using Multiple Newspaper Products	1st Place	The Patriot-News	Premier Vein - We want Your Legs to Look and Feel like New
Display	Ad Campaign Using Multiple Newspaper Products	2nd Place	The Patriot-News	Premier Eye Care Group - Lasik & More
Display	Best Use of Color	1st Place	Intelligencer Journal/Lancaster New Era	In White-Illuminate the Aisle
Display	Best Use of Color	2nd Place	The Patriot-News	Theo's Bar and Grill - Enjoy The Summer with our Outdoor Dining
Display	Special Event/Vendor Support Idea	1st Place	Trib Total Media	N.A.C.A.C.
Display	Special Event/Vendor Support Idea	2nd Place	The Patriot-News	Artsfest of Greater Harrisburg 2011
Display	Special Section/Niche Publication	1st Place	The Patriot-News	Body & Mind York Edition - spring 2011
Display	Special Section/Niche Publication	2nd Place	The Patriot-News	In Central Pennsylvania - 2010-2011 Arts & Entertainment edition
Display	Self Promotion Advertising (including Media and Marketing Material)	1st Place	Intelligencer Journal/Lancaster New Era	The Newspaper Speaks
Display	Self Promotion Advertising (including Media and Marketing Material)	2nd Place	Intelligencer Journal/Lancaster New Era	Lancaster Online
Display	Ad Campaign or Series	1st Place	The Morning Call	Grand Opening Green Clue Project
Display	Ad Campaign or Series	2nd Place	The Patriot-News	Spice - Weekday Specials
Display	Small Space Ad	1st Place	The Patriot-News	Charlton UMC - Need to get away?
Display	Small Space Ad	2nd Place	The Patriot-News	Sportsman's Golf - Betterball Championship
Display	Wild Card Category	1st Place	The Patriot-News	Classic Cuisine
Display	Wild Card Category	2nd Place	The Patriot-News	Sunset Golf - Course with Character