

2012 PNA Foundation Display Advertising Tearsheet Contest

| Category | Circ Group | Place | Newspaper | Entry |
|--------------------------------|-------------------|--------------|----------------------------|--|
| Best Single Ad - Black & White | Over 75,000 | 1st Place | Lancaster Newspapers, Inc. | The Center |
| Best Single Ad - Black & White | Over 75,000 | 2nd Place | Lancaster Newspapers, Inc. | North Museum Stuff Stocking with Science |
| Best Single Ad - Black & White | 25,000 - 75,000 | 1st Place | Williamsport Sun-Gazette | The Bridge Tavern |
| Best Single Ad - Black & White | 25,000 - 75,000 | 2nd Place | Reading Eagle Company | St. John's (Hain's) UCC |
| Best Single Ad - Black & White | Under 25,000 | 1st Place | The Daily Item | Plaza House Furniture's Gameroom Gallery |
| Best Single Ad - Black & White | Under 25,000 | 2nd Place | The Bedford Gazette | Beegle Lumber |
| | | | | |
| Best Single Ad - Color | Over 75,000 | 1st Place | Trib Total Media | We'll Make Your Bite Just Right! |
| Best Single Ad - Color | Over 75,000 | 2nd Place | The Patriot-News | What's Missing in Your Life? |
| Best Single Ad - Color | 25,000 - 75,000 | 1st Place | The Express-Times | Once in awhile, Right in the middle of an ordinary life, Love gives us a fairy tale. |
| Best Single Ad - Color | 25,000 - 75,000 | 2nd Place | Erie Times-News | Summer Time Savings |
| Best Single Ad - Color | Under 25,000 | 1st Place | Lebanon Daily News | Older Than |
| Best Single Ad - Color | Under 25,000 | 2nd Place | Pocono Record | Earthlight Natural Foods |
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| Small Space Ad | Over 75,000 | 1st Place | Trib Total Media | New Beginnings |
| Small Space Ad | Over 75,000 | 2nd Place | The Patriot-News | Custom Bridal Packages |
| Small Space Ad | 25,000 - 75,000 | 1st Place | The Republican-Herald | Bella Salon - We've Moved |
| Small Space Ad | 25,000 - 75,000 | 2nd Place | Williamsport Sun-Gazette | Fedder's Jewelers |
| Small Space Ad | Under 25,000 | 1st Place | The Daily Item | "Goes Great With Morning Coffee" - The Daily Item |
| | | | | |
| Ad Campaign or Series | Over 75,000 | 1st Place | Trib Total Media | Penguins JAMES NEAL Profile |
| Ad Campaign or Series | Over 75,000 | 2nd Place | The Patriot-News | Hershey Pantry Squirrel series |
| Ad Campaign or Series | 25,000 - 75,000 | 1st Place | Observer-Reporter | Feel the Burn? |
| Ad Campaign or Series | 25,000 - 75,000 | 2nd Place | Reading Eagle Company | More effective than Mistletoe |
| Ad Campaign or Series | Under 25,000 | 1st Place | Pocono Record | Stroudsburg Eye Specialists |
| Ad Campaign or Series | Under 25,000 | 2nd Place | The Daily Item | "Coffee Stain" Series - The Daily Item |
| | | | | |
| Multiple Advertiser Ad | Over 75,000 | 1st Place | Lancaster Newspapers, Inc. | Spend 20 on the 20th |
| Multiple Advertiser Ad | Over 75,000 | 2nd Place | The Patriot-News | Xmas Church Service |
| Multiple Advertiser Ad | 25,000 - 75,000 | 1st Place | The Republican- Herald | Let's Talk Renovation |

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| Multiple Advertiser Ad | 25,000 - 75,000 | 2nd Place | Reading Eagle Company | Summer Camps |
| Multiple Advertiser Ad | Under 25,000 | 1st Place | The News-Item | Halloween Coloring Contest |
| Multiple Advertiser Ad | Under 25,000 | 2nd Place | The Courier-Express/Tri-County Sunday | 45th annual Brockway's Old Fashioned Fourth of July Celebration |
| Ad Campaign Using Multiple Newspaper Products | Over 75,000 | 1st Place | The Morning Call | Spring Home Show/Lehigh Valley Builders |
| Ad Campaign Using Multiple Newspaper Products | Over 75,000 | 2nd Place | The Patriot-News | Munn Diamond Gallery |
| Ad Campaign Using Multiple Newspaper Products | 25,000 - 75,000 | 1st Place | Observer-Reporter | Our wire nuts have the power to solve your electrical problems. |
| Ad Campaign Using Multiple Newspaper Products | 25,000 - 75,000 | 2nd Place | Altoona Mirror | Black Friday Clip and Click |
| Ad Campaign Using Multiple Newspaper Products | Under 25,000 | 1st Place | The Bedford Gazette | Homewood at Springhouse Estates |
| Ad Campaign Using Multiple Newspaper Products | Under 25,000 | 2nd Place | The Times News | The Committee to Elect Gerhard and Nothstein |
| Special Event/Vendor Support Idea | Over 75,000 | 1st Place | The Morning Call | Kelly 45th Anniversary |
| Special Event/Vendor Support Idea | Over 75,000 | 2nd Place | The Patriot-News | Hoffman Ford FunFest Community Event |
| Special Event/Vendor Support Idea | 25,000 - 75,000 | 1st Place | Altoona Mirror | Just Cause |
| Special Event/Vendor Support Idea | 25,000 - 75,000 | 2nd Place | The Republican-Herald | Kowalonek's Kielbasy |
| Special Event/Vendor Support Idea | Under 25,000 | 1st Place | The News-Item | Super Bowl Commemorative Poster |
| Special Event/Vendor Support Idea | Under 25,000 | 2nd Place | The Courier-Express/Tri-County Sunday | Cool Treats for Dog Days |
| Special Section/Niche Publication | Over 75,000 | 1st Place | The Patriot-News | Wedding Style spring 2012 |
| Special Section/Niche Publication | Over 75,000 | 2nd Place | The Morning Call | Community Guide 2011 |

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| Special Section/Niche Publication | 25,000 - 75,000 | 1st Place | The Times-Tribune | The Valley's Child |
| Special Section/Niche Publication | 25,000 - 75,000 | 2nd Place | Altoona Mirror | Taste of the Alleghenies |
| Special Section/Niche Publication | Under 25,000 | 1st Place | Lebanon Daily News | OutNAbout2012 |
| Special Section/Niche Publication | Under 25,000 | 2nd Place | Lebanon Daily News | HolidayHelper2011 |
| | | | | |
| Self Promotion Advertising (including Media and Marketing Material) | Over 75,000 | 1st Place | The Patriot-News | PN Awards |
| Self Promotion Advertising (including Media and Marketing Material) | Over 75,000 | 2nd Place | The Morning Call | Hyperlocal/Community Pages online |
| Self Promotion Advertising (including Media and Marketing Material) | 25,000 - 75,000 | 1st Place | Erie Times-News | Commitment to Erie |
| Self Promotion Advertising (including Media and Marketing Material) | 25,000 - 75,000 | 2nd Place | The Republican-Herald | Keeping You Informed 365 Days of the Year! |
| Self Promotion Advertising (including Media and Marketing Material) | Under 25,000 | 1st Place | The Courier-Express/Tri-County Sunday | Back To School |
| Self Promotion Advertising (including Media and Marketing Material) | Under 25,000 | 2nd Place | The Courier-Express/Tri-County Sunday | Attention Candidates |
| | | | | |
| Wild Card Category | Over 75,000 | 1st Place | The Morning Call | Mayfair poster |
| Wild Card Category | Over 75,000 | 2nd Place | Lancaster Newspapers, Inc. | Silver Moon Gallery |
| Wild Card Category | 25,000 - 75,000 | 1st Place | Reading Eagle Company | Finish those beach reads yet? Book Sale |
| Wild Card Category | 25,000 - 75,000 | 2nd Place | Altoona Mirror | Father's Day Makeover |
| Wild Card Category | Under 25,000 | 1st Place | The Daily Herald | Good Luck Tyrone Golden Eagles; Tryone Proud; Our Hometown Heros; 2012 Dist.6 Girls' Softball Champs |

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| Wild Card Category | Under 25,000 | 2nd Place | The News-Item | Baby Bonanza |
| | | | | |
| Oops! | Over 75,000 | Winner | Trib Total Media | Bearhead listing Should have said, "Deer Head" |