

2013 PNA Foundation Classified Advertising Tearsheet Contest Winners

Category	Circ Group	Place	News Organization	Entry Title
Best In-Column Private Party Ad	Over 75,000	Winner	Lancaster Newspapers, Inc.	Olivia Nicole McCrery
Best In-Column Private Party Ad	25,000 - 75,000	Winner	Observer-Reporter	Found chairs
Best In-Column Private Party Ad	Under 25,000	Winner	Press Enterprise	Bella is Still Missing
Best Promotion of a Classified Section	Over 75,000	First Place	The Morning Call	Sunday Real Estate Front Page Feature
Best Promotion of a Classified Section	Over 75,000	Second Place	The Morning Call	CARS Front Page Feature
Best Promotion of a Classified Section	25,000 - 75,000	First Place	Altoona Mirror	Craigs List (Promoting Classifieds that work ... honestly.
Best Promotion of a Classified Section	Under 25,000	First Place	The Indiana Gazette	The Job Connexion
Best Promotion of a Classified Section	Under 25,000	Second Place	Press Enterprise	We're celebrating spring
Best Classified Business-Building Idea	Over 75,000	First Place	Lancaster Newspapers, Inc.	Christmas - A Time for Remembering
Best Classified Business-Building Idea	Over 75,000	Second Place	The Morning Call	LVBA Home Show Guide
Best Classified Business-Building Idea	25,000 - 75,000	First Place	Reading Eagle Company	Driver Recruitment Promotion
Best Classified Business-Building Idea	25,000 - 75,000	Second Place	Observer-Reporter	Lawn & Garden
Best Classified Business-Building Idea	Under 25,000	First Place	Press Enterprise	We Want You Back
Best Automotive/Transportation Ad	Over 75,000	Winner	Trib Total Media	Greetings of the Season
Best Automotive/Transportation Ad	25,000 - 75,000	Winner	The Times-Tribune	Scranton Dodge
Best Automotive/Transportation Ad	Under 25,000	Winner	Pocono Record	All Seasons RV
Best Real Estate/Builders/Renters Ad	Over 75,000	Winner	Trib Total Media	Kathe Barge
Best Real Estate/Builders/Renters Ad	25,000 - 75,000	Winner	Altoona Mirror	Perry Wellington Pot Full O' Savings
Best Classified Recruitment or Commercial Ad	Over 75,000	Winner	Trib Total Media	Recruitment - Front Page Advertorial

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Best Classified Recruitment or Commercial Ad	25,000 - 75,000	Winner	Observer-Reporter	Coyle Trucking
Best Classified Recruitment or Commercial Ad	Under 25,000	Winner	Herald-Standard	Mike Wood Help Wanted
Best Multimedia Piece	Over 75,000	Winner	The Patriot-News	pennlive.com - Videos at Work
Best Multimedia Piece	25,000 - 75,000	Winner	The Intelligencer	Special Exhibit
Best Multimedia Piece	Under 25,000	Winner	Herald-Standard	QR Games
Oops!	Overall	Winner	Altoona Mirror	Sweet Frog Yogurt