

2014 PNA Foundation Classified Advertising Tearsheet Contest Winners

Category	Circ Group	Award	News Organization	Entry Title
Best In-Column Private Party Ad	25,000 - 75,000	Winner	Altoona Mirror	Huge Multi Family Yard Sale
Best Promotion of a Classified Section	Over 75,000	First Place	The Morning Call	Career Fair
Best Promotion of a Classified Section	Over 75,000	Second Place	PA Media Group	Welcome Home
Best Promotion of a Classified Section	25,000 - 75,000	First Place	The Times-Tribune	Bonanza
Best Promotion of a Classified Section	25,000 - 75,000	Second Place	Altoona Mirror	Memorial Day Remembrance
Best Classified Business-Building Idea	Over 75,000	First Place	The Morning Call	Cars section
Best Classified Business-Building Idea	Over 75,000	Second Place	Trib Total Media	Mountainview Specialty Care Center
Best Classified Business-Building Idea	25,000 - 75,000	First Place	The Times-Tribune	Working Class
Best Classified Business-Building Idea	25,000 - 75,000	Second Place	Reading Eagle Company	Driver recruitment promotion
Best Automotive/Transportation Ad	Over 75,000	Winner	Lancaster Newspapers, Inc.	The Road to Glory Starts with Jones
Best Automotive/Transportation Ad	25,000 - 75,000	Winner	Observer-Reporter	Budd Baer
Best Automotive/Transportation Ad	Under 25,000	Winner	Hazleton Standard-Speaker	Memorial Day Sale
Best Real Estate/Builders/Renters Ad	Over 75,000	Winner	PA Media Group	Lake Meade Open House
Best Real Estate/Builders/Renters Ad	25,000 - 75,000	Winner	Reading Eagle Company	Homes for the Holidays
Best Real Estate/Builders/Renters Ad	Under 25,000	Winner	The Sentinel, Carlisle	Wolfe and Co.
Best Classified Recruitment or Commercial Ad	Over 75,000	Winner	Trib Total Media	Mountainview Specialty Care Center
Best Classified Recruitment or Commercial Ad	25,000 - 75,000	Winner	The Intelligencer	Sales Entry Level
Best Multimedia Piece	Over 75,000	Winner	PA Media Group	Pennlive Job Clips
Best Multimedia Piece	25,000 - 75,000	Winner	Observer-Reporter	Halloween Contest-Bowser Cadillac
Oops!	Overall	Winner	Altoona Mirror	1 Bissell carpet & upholstery shampooer with on board heater, great condition, \$.49
Best of Show	Overall	Winner	Trib Total Media	Mountainview Specialty Care