

2025 PNA Foundation Advertising Contest Winners

Division	Category Name	Award	Organization	Entry Title
I	Best Single Print Ad	First Place	Trib Total Media, Pittsburgh	This Fall... Put the city in the rearview mirror
I	Best Single Print Ad	Second Place	Trib Total Media, Pittsburgh	Love Disappoints... Pizza is Eternal
I	Best Single Print Ad	Honorable Mention	Trib Total Media, Pittsburgh	Your Bright Smile Won't be Eclipsed by Dark Days
II	Best Single Print Ad	First Place	TheBurg, Harrisburg	Experience Art That Speaks: New Exhibits at the Susquehanna Art Museum
II	Best Single Print Ad	Second Place	TheBurg, Harrisburg	World Migratory Bird Day 2024: Protect Insects, Protect Birds!
II	Best Single Print Ad	Honorable Mention	TheBurg, Harrisburg	Set Sail for an Unforgettable Rock Musical Adventure!
III	Best Single Print Ad	First Place	Altoona Mirror	Brent Cogan - Lighting the Way
III	Best Single Print Ad	Second Place	Butler Eagle	Dillon McCandless King Coulter & Graham, LLP
III	Best Single Print Ad	Honorable Mention	The Tribune-Democrat, Johnstown	Moonshine Mine
IV	Best Single Print Ad	First Place	Mon Valley Independent	Nice and cozy all season long
IV	Best Single Print Ad	Second Place	Leader Times. Kittanning	Flowers on Mulberry
IV	Best Single Print Ad	Honorable Mention	The Times News, Lehighton	Apollo Farms
I	Best Single Digital Ad	First Place	Pittsburgh Post-Gazette	Bedillion Honey Farm
I	Best Single Digital Ad	Second Place	Pittsburgh Post-Gazette	Crafting with Glorious Purpose
I	Best Single Digital Ad	Honorable Mention	Pittsburgh Post-Gazette	Golden Corral
II	Best Single Digital Ad	First Place	TheBurg, Harrisburg	Celebrating the Legacy of Black American Art: A Digital Campaign That Inspired Engagement and Awareness
II	Best Single Digital Ad	Second Place	TheBurg, Harrisburg	Put Your Money Where It Matters – Build a Brighter Future with Members 1st!
III	Best Single Digital Ad	First Place	Bedford Gazette	Bedford Springs Best of the Best
III	Best Single Digital Ad	Second Place	Press Enterprise, Bloomsburg	Pine Barn Inn
III	Best Single Digital Ad	Honorable Mention	Bedford Gazette	DBI Chili Cook Off
IV	Best Single Digital Ad	First Place	The Times News, Lehighton	Ukrainian Homestead
I	Small Space Ad	First Place	PA Media Group, Harrisburg	Chuck's Train Show
I	Small Space Ad	Second Place	Pittsburgh Post-Gazette	The Latino Spot
I	Small Space Ad	Honorable Mention	Pittsburgh Post-Gazette	Ligonier Tavern & Table
II	Small Space Ad	First Place	The Almanac, McMurray	Vortex Helicopter
II	Small Space Ad	Second Place	The Almanac, McMurray	Paradise Confectionery
II	Small Space Ad	Honorable Mention	TheBurg, Harrisburg	Bold, Simple, Effective: A Print Ad That Stood Out
III	Small Space Ad	First Place	Bucks County Herald, Doylestown	Donegal Insurance

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III	Small Space Ad	Second Place	Press Enterprise, Bloomsburg	J&M Auto Appearance
III	Small Space Ad	Honorable Mention	The Daily Item, Sunbury	Home Improvement
IV	Small Space Ad	First Place	Chestnut Hill Local, Philadelphia	Morris Arboretum - Fall
IV	Small Space Ad	Second Place	Mon Valley Independent	Armando's Pizza
IV	Small Space Ad	Honorable Mention	The Times News, Lehighton	S-A Trout Ponds
I	Ad Campaign or Series	First Place	Pittsburgh Post-Gazette	Kamin (Carnegie) Science Center
I	Ad Campaign or Series	Second Place	PA Media Group, Harrisburg	Lake Tobias Gift of Adventure
I	Ad Campaign or Series	Honorable Mention	Pittsburgh Post-Gazette	Trax Farms: Christmas Tree Farm
II	Ad Campaign or Series	First Place	TheBurg, Harrisburg	Recruiting for Impact: A Strategic, Multi-Month Campaign to Attract New Talent
II	Ad Campaign or Series	Second Place	The Almanac, McMurray	New Arrivals
III	Ad Campaign or Series	First Place	Bedford Gazette	Coldwell Banker Real Estate Series
III	Ad Campaign or Series	Second Place	Butler Eagle	Chestnut Grove
III	Ad Campaign or Series	Honorable Mention	The Daily Item, Sunbury	The Collection
IV	Ad Campaign or Series	First Place	Williamsport Sun-Gazette	Little Men Football
IV	Ad Campaign or Series	Second Place	The Times News, Lehighton	Valley Primary Care
I	Multiple Advertiser Ad	First Place	Trib Total Media, Pittsburgh	Come support your local small business
I	Multiple Advertiser Ad	Second Place	Pittsburgh Post-Gazette	Capture the Moments of Your Wedding Day with These Wedding Photographers
I	Multiple Advertiser Ad	Honorable Mention	Pittsburgh Post-Gazette	"Easy Breezy Outdoor Dining Spots for Summer" Branded Content Article
II	Multiple Advertiser Ad	First Place	The Almanac, McMurray	BeLocal Member List
II	Multiple Advertiser Ad	Second Place	TheBurg, Harrisburg	Celebrating the Year of the Arts: A Multi-Advertiser Print Campaign That Inspired Engagement
III	Multiple Advertiser Ad	First Place	Bedford Gazette	Veterans Day
III	Multiple Advertiser Ad	Second Place	The Daily Item, Sunbury	Holiday Food & Drink Guide
III	Multiple Advertiser Ad	Honorable Mention	The Tribune-Democrat, Johnstown	Somerset County Visions 2024
IV	Multiple Advertiser Ad	First Place	Town and Country, Pennsburg	Grand Celebration Weekend
IV	Multiple Advertiser Ad	Second Place	The Times News, Lehighton	Women in Business
IV	Multiple Advertiser Ad	Honorable Mention	The Times News, Lehighton	Thank You Advertisers!

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Division	Category Name	Award	Organization	Entry Title
I	Ad Campaign Using Multiple Products	First Place	PA Media Group, Harrisburg	Happy Valley Adventure Bureau Visitors Center
I	Ad Campaign Using Multiple Products	Second Place	Pittsburgh Post-Gazette	Pittsburgh Agway
I	Ad Campaign Using Multiple Products	Honorable Mention	PA Media Group, Harrisburg	Pennsylvania National Horse Show
II	Ad Campaign Using Multiple Products	First Place	The Almanac, McMurray	New Arrivals
II	Ad Campaign Using Multiple Products	Second Place	TheBurg, Harrisburg	Live! Casino & Hotel Maryland: A Multi-Platform Campaign Driving Engagement & Bookings
II	Ad Campaign Using Multiple Products	Honorable Mention	TheBurg, Harrisburg	Hollywood Casino's Multi-Platform Campaign: Driving Excitement and Engagement
III	Ad Campaign Using Multiple Products	First Place	Bedford Gazette	Playoff Power Picks - Print & Online
III	Ad Campaign Using Multiple Products	Second Place	Press Enterprise, Bloomsburg	Find the Pickle
IV	Ad Campaign Using Multiple Products	First Place	Williamsport Sun-Gazette	Lycoming College/Local Sports
IV	Ad Campaign Using Multiple Products	Second Place	Williamsport Sun-Gazette	Long Island Pizza/Progress Edition
I	Special Event/Vendor Support Idea	First Place	PA Media Group, Harrisburg	Best & Brightest 2024
I	Special Event/Vendor Support Idea	Second Place	Pittsburgh Post-Gazette	Alzheimer's Association Tab: Walk to End Alzheimer's
I	Special Event/Vendor Support Idea	Honorable Mention	PA Media Group, Harrisburg	High School Sports Awards 2024
II	Special Event/Vendor Support Idea	First Place	TheBurg, Harrisburg	Driving Engagement & Community Support: A Special Event & Vendor-Backed Campaign for HYP 20 in Their 20s
II	Special Event/Vendor Support Idea	Second Place	The Almanac, McMurray	South Hills Home Show - Program
III	Special Event/Vendor Support Idea	First Place	Bedford Gazette	Paint the Town Pink for Breast Cancer Awareness
III	Special Event/Vendor Support Idea	Second Place	Observer-Reporter, Washington	All For Her
III	Special Event/Vendor Support Idea	Honorable Mention	Observer-Reporter, Washington	Best of the Best - Event Program
IV	Special Event/Vendor Support Idea	First Place	Herald-Standard, Uniontown	All For Her
IV	Special Event/Vendor Support Idea	Second Place	Herald-Standard, Uniontown	Greater Pittsburgh Food Truck Festival
IV	Special Event/Vendor Support Idea	Honorable Mention	Herald-Standard, Uniontown	Founding Day

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Division	Category Name	Award	Organization	Entry Title
I	Special Section/Niche Publication	First Place	PA Media Group, Harrisburg	The A&E Guide
I	Special Section/Niche Publication	Second Place	Pittsburgh Post-Gazette	Aging Guide
I	Special Section/Niche Publication	Honorable Mention	PA Media Group, Harrisburg	Holiday Greetings 2024
II	Special Section/Niche Publication	First Place	The Almanac, McMurray	South Hills Living
II	Special Section/Niche Publication	Second Place	TheBurg, Harrisburg	Bringing Art to Life: TheBurg's July Pull-Out Mural Map Brochure
II	Special Section/Niche Publication	Honorable Mention	The Almanac, McMurray	Best of Sports
III	Special Section/Niche Publication	First Place	Observer-Reporter, Washington	First Federal - 100th Anniversary Magazine
III	Special Section/Niche Publication	Second Place	Bucks County Herald, Doylestown	Bucks Family
III	Special Section/Niche Publication	Honorable Mention	Observer-Reporter, Washington	SWPA Business Journal Magazine
IV	Special Section/Niche Publication	First Place	Chestnut Hill Local, Philadelphia	Wissahickon Magazine - Garden issue
IV	Special Section/Niche Publication	Second Place	The Times News, Lehighton	Cookbook
IV	Special Section/Niche Publication	Honorable Mention	The Indiana Gazette	Taste of the Towns 2024
Best Branded Content Advertising				
I	Best Branded Content Advertising	First Place	PublicSource	YWCA confronts race, power, privilege and leadership
I	Best Branded Content Advertising	Second Place	Pittsburgh Post-Gazette	6 Places to Find Mouth-Watering Bakery Treats in Pittsburgh
I	Best Branded Content Advertising	Honorable Mention	PA Media Group, Harrisburg	Lebanon Valley College Engineering Physics Degree
II	Best Branded Content Advertising	First Place	TheBurg, Harrisburg	Engaging Young Minds: A Sponsored Burg Junior Puzzle Page That Entertains & Educates
II	Best Branded Content Advertising	Second Place	TheBurg, Harrisburg	Raising Awareness & Promoting Prevention: A Sponsored Content Campaign on Melanoma
II	Best Branded Content Advertising	Honorable Mention	The Almanac, McMurray	South Hills Auto - 50 Years of Driving Community Forward
III	Best Branded Content Advertising	First Place	Press Enterprise, Bloomsburg	Expert Advice Series
IV	Best Branded Content Advertising	First Place	Williamsport Sun-Gazette	CNY Drone Services/Spongy Moths
Self Promotion Advertising				
I	Self Promotion Advertising	First Place	Pittsburgh Post-Gazette	Sunday PG Food Section Promotional Print and Digital Ads
I	Self Promotion Advertising	Second Place	PA Media Group, Harrisburg	It's a hit!
I	Self Promotion Advertising	Honorable Mention	Pittsburgh Post-Gazette	60th Annual Golden Quill Awards Program Ad
II	Self Promotion Advertising	First Place	TheBurg, Harrisburg	Wearing Community Pride: A Multi-Platform Self-Promotion Campaign for TheBurg
II	Self Promotion Advertising	Second Place	The Almanac, McMurray	Reimagine Main Street - Search Results
II	Self Promotion Advertising	Honorable Mention	TheBurg, Harrisburg	Celebrating 15 Years of Community Impact: A Multi-Platform Self-Promotion Campaign for TheBurg

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III	Self Promotion Advertising	First Place	Bucks County Herald, Doylestown	Bucks County Herald Foundation - Giving Tuesday
III	Self Promotion Advertising	Second Place	Bucks County Herald, Doylestown	Rivertowns Magazine Subscription Ads
IV	Self Promotion Advertising	First Place	Mon Valley Independent	Stay in the Game with the Mon Valley Independent
IV	Self Promotion Advertising	Second Place	The Times News, Lehighton	NIE-Newspaper In Education
IV	Self Promotion Advertising	Honorable Mention	Williamsport Sun-Gazette	Williamsport Sun-Gazette
Best Business-Building Idea				
I	Best Business-Building Idea	First Place	Pittsburgh Post-Gazette	Iconic PGH
I	Best Business-Building Idea	Second Place	Pittsburgh Post-Gazette	Downtown Holiday Hop
I	Best Business-Building Idea	Honorable Mention	Pittsburgh Post-Gazette	Pittsburgh Pizza Passport
II	Best Business-Building Idea	First Place	The Almanac, McMurray	SWPA Coupon Book & Gift Guide
II	Best Business-Building Idea	Second Place	TheBurg, Harrisburg	Strengthening Community Support: TheBurg's Friends of TheBurg Membership Program
II	Best Business-Building Idea	Honorable Mention	The Almanac, McMurray	St. Clair Health - Anniversary Magazine
III	Best Business-Building Idea	First Place	Press Enterprise, Bloomsburg	Front Page Non-Stickers
III	Best Business-Building Idea	Second Place	Butler Eagle	Can-Am Police-Fire Games Daily Sections
IV	Best Business-Building Idea	First Place	Chestnut Hill Local, Philadelphia	Home & Garden / Spring promo
IV	Best Business-Building Idea	Second Place	Herald-Standard, Uniontown	GO Xplore
IV	Best Business-Building Idea	Honorable Mention	The Indiana Gazette	Indiana Gazette and Blarisville Dispatch Weekly Football Contest
NEW! Most Improved Ad				
I	NEW! Most Improved Ad	First Place	Pittsburgh Post-Gazette	Eastern Refinishing
I	NEW! Most Improved Ad	Second Place	Pittsburgh Post-Gazette	Tri-Boro Federal Credit Union
I	NEW! Most Improved Ad	Honorable Mention	PA Media Group, Harrisburg	James Craft Now Hiring Plumbers
III	NEW! Most Improved Ad	First Place	Observer-Reporter, Washington	Tri State Neuropathy
III	NEW! Most Improved Ad	Second Place	Butler Eagle	Western PA Model Railroad Museum
III	NEW! Most Improved Ad	Honorable Mention	Bedford Gazette	Everett Spotlight Before/After
IV	NEW! Most Improved Ad	First Place	Mon Valley Independent	Candelore's Barking Beauties
IV	NEW! Most Improved Ad	Second Place	The Times News, Lehighton	Hager Furniture
IV	NEW! Most Improved Ad	Honorable Mention	The Times News, Lehighton	Cheng Law
Best Automotive/Transportation Ad				
I	Best Automotive/Transportation Ad	First Place	Pittsburgh Post-Gazette	Moon Township Honda - Print
I	Best Automotive/Transportation Ad	Second Place	PA Media Group, Harrisburg	133 Reasons Why LB Smith Ford Lincoln
I	Best Automotive/Transportation Ad	Honorable Mention	Pittsburgh Post-Gazette	Moon Township Honda - Digital

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II	Best Automotive/Transportation Ad	First Place	TheBurg, Harrisburg	Accelerating Engagement: TheBurg's Best Automotive Advertising Campaign
II	Best Automotive/Transportation Ad	Second Place	The Almanac, McMurray	Auto Directory - South Hills Living
III	Best Automotive/Transportation Ad	First Place	Press Enterprise, Bloomsburg	Slide In to Ken Pollock Ford
III	Best Automotive/Transportation Ad	Second Place	The Tribune-Democrat, Johnstown	Memorial Highway Chevrolet
III	Best Automotive/Transportation Ad	Honorable Mention	Press Enterprise, Bloomsburg	Jack Metzger Auto Group
IV	Best Automotive/Transportation Ad	First Place	Herald-Standard, Uniontown	Ford of Uniontown - Memorial Day Sale
IV	Best Automotive/Transportation Ad	Second Place	Herald-Standard, Uniontown	Ford of Uniontown - Summer Ad
IV	Best Automotive/Transportation Ad	Honorable Mention	The Times News, Lehighton	Schlier's Towing and Mini Mart
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I	Best Real Estate/Builders/Renters Ad	First Place	Pittsburgh Post-Gazette	North Shore Flats
I	Best Real Estate/Builders/Renters Ad	Second Place	PA Media Group, Harrisburg	Hochstetler Open House
I	Best Real Estate/Builders/Renters Ad	Honorable Mention	PA Media Group, Harrisburg	Garman Builders Parkway Farms
II	Best Real Estate/Builders/Renters Ad	First Place	The Almanac, McMurray	Jeff Selvoski EXP Realty - Football Preview Ad
II	Best Real Estate/Builders/Renters Ad	Second Place	TheBurg, Harrisburg	Finding Home: TheBurg's Best Real Estate Ad for Midtown Property Management
III	Best Real Estate/Builders/Renters Ad	First Place	Bucks County Herald, Doylestown	Keller Williams Luxury
III	Best Real Estate/Builders/Renters Ad	Second Place	Bedford Gazette	Melinda
III	Best Real Estate/Builders/Renters Ad	Honorable Mention	Bedford Gazette	Homewood at Spring House Estates Christmas
IV	Best Real Estate/Builders/Renters Ad	First Place	Chestnut Hill Local, Philadelphia	Berkshire Hathaway agents
IV	Best Real Estate/Builders/Renters Ad	Second Place	Chestnut Hill Local, Philadelphia	The Sivel Group
IV	Best Real Estate/Builders/Renters Ad	Honorable Mention	Dillsburg Banner	Berkshire Hathaway

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Division	Category Name	Award	Organization	Entry Title
I	Best Recruitment or Commercial Ad	First Place	Pittsburgh Post-Gazette	Peters Township School District
I	Best Recruitment or Commercial Ad	Second Place	PA Media Group, Harrisburg	Leer Electric NFPA 70E Compliance
I	Best Recruitment or Commercial Ad	Honorable Mention	PA Media Group, Harrisburg	James Craft Mechanical Estimator
II	Best Recruitment or Commercial Ad	First Place	TheBurg, Harrisburg	Building Careers, Changing Lives: TheBurg's Best Recruitment Ad for Dauphin County Prison
III	Best Recruitment or Commercial Ad	First Place	Observer-Reporter, Washington	Jeff Selvoski EXP Realty - SWPA Cookbook
III	Best Recruitment or Commercial Ad	Second Place	The Daily Item, Sunbury	Join Our Team
III	Best Recruitment or Commercial Ad	Honorable Mention	Bedford Gazette	Bayada Recruitment
IV	Best Recruitment or Commercial Ad	First Place	Chestnut Hill Local, Philadelphia	Occasionette recruitment
I	Wild Card Category	First Place	Pittsburgh Post-Gazette	Holiday Cookie Challenge
I	Wild Card Category	Second Place	PA Media Group, Harrisburg	Saint Vincent Email, Together We Rise
I	Wild Card Category	Honorable Mention	Pittsburgh Post-Gazette	PG Store Filler Ads: Fan-Cave Essentials
II	Wild Card Category	First Place	TheBurg, Harrisburg	Introducing TheBurg's Pride Guide: A New Community Resource for 2024
II	Wild Card Category	Second Place	The Almanac, McMurray	Welcome to Our Community E-Blast
III	Wild Card Category	First Place	Press Enterprise, Bloomsburg	Custom Wrapping Paper
III	Wild Card Category	Second Place	Press Enterprise, Bloomsburg	Halloween Mask Coloring Contest
III	Wild Card Category	Honorable Mention	Bucks County Herald, Doylestown	Bucks County Herald Media Kit
IV	Wild Card Category	First Place	Herald-Standard, Uniontown	Welcome to the Neighborhood E-Blast
Overall	Best Use of Video Award	Winner	PA Media Group, Harrisburg	James Craft Apprenticeship