

**2012 PNA Foundation Classified Advertising Tearsheet Contest**

<b>Category</b>	<b>Circ Group</b>	<b>Place</b>	<b>Newspaper</b>	<b>Entry</b>
Best In-Column Private Party Ad	Over 75,000	Winner	Trib Total Media	Baierl - You Don't Have to Fear the Fuel
Best In-Column Private Party Ad	25,000 - 75,000	Winner	Erie Times-News	Found Injured Turkey
Best Promotion of a Classified Section	Over 75,000	1st Place	Trib Total Media	Garage Sale Map App Promotion
Best Promotion of a Classified Section	Over 75,000	2nd Place	Lancaster Newspapers, Inc.	Looking for a new home
Best Promotion of a Classified Section	25,000 - 75,000	1st Place	Erie Times-News	Humes Classified Banner
Best Promotion of a Classified Section	25,000 - 75,000	2nd Place	Observer-Reporter	Spring Scramble
Best Promotion of a Classified Section	Under 25,000	1st Place	The Times News	Free Yard Sale Kits
Best Classified Business-Building Idea	Over 75,000	1st Place	The Patriot-News	CAREER PATH...focused on Healthcare
Best Classified Business-Building Idea	Over 75,000	2nd Place	Northeast Times	Jobs A to Z
Best Classified Business-Building Idea	25,000 - 75,000	1st Place	Observer-Reporter	Clergy Appreciation
Best Classified Business-Building Idea	25,000 - 75,000	2nd Place	Erie Times-News	Career Fair
Best Classified Business-Building Idea	Under 25,000	1st Place	Herald-Standard	Business Showcase
Best Classified Business-Building Idea	Under 25,000	2nd Place	Pocono Record	Automotive Maintenance
Best Automotive/Transportation Ad	Over 75,000	Winner	Lancaster Newspapers, Inc.	Brubaker Sept
Best Automotive/Transportation Ad	25,000 - 75,000	Winner	Observer-Reporter	Sun Chevrolet
Best Automotive/Transportation Ad	Under 25,000	Winner	Hazleton Standard-Speaker	Dog Days of Summer

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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
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"

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Best Real Estate/Builders/Renters Ad	Over 75,000	Winner	The Morning Call	Your life should be a walk in the park.
Best Real Estate/Builders/Renters Ad	25,000 - 75,000	Winner	Reading Eagle Company	why rent when you can own
Best Classified Recruitment or Commercial Ad	Over 75,000	Winner	The Morning Call	Drivers Needed for Local/Regional
Best Classified Recruitment or Commercial Ad	25,000 - 75,000	Winner	The Times-Tribune	Pennsy Supply VP Construction
Best Classified Recruitment or Commercial Ad	Under 25,000	Winner	Hazleton Standard-Speaker	Auto Zone Truck Driver
Best Multimedia Piece	Over 75,000	Winner	Trib Total Media	Garage Sale Map App Promotion
Best Multimedia Piece	25,000 - 75,000	Winner	Altoona Mirror	Map It.
Oops!	25,000-75,000	Winner	The Republican-Herald	Yard Sale