

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

2013 PNA Foundation Display Advertising Tearsheet Contest Winners

Category	Circ Group	Place	News Organization	Entry Title
Best Single Ad - Black & White	Over 75,000	First Place	The Patriot-News	Buying Gold and Large Diamonds
Best Single Ad - Black & White	Over 75,000	Second Place	The Patriot-News	Beat the Rush
Best Single Ad - Black & White	25,000 - 75,000	First Place	The Express-Times	Furrylicious
Best Single Ad - Black & White	25,000 - 75,000	Second Place	Williamsport Sun-Gazette	Tanya's
Best Single Ad - Black & White	Under 25,000	First Place	The Sentinel, Lewistown	Lewistown Country Club Golf
Best Single Ad - Black & White	Under 25,000	Second Place	Hazleton Standard-Speaker	Elsen's- Storwide Mystery Discount
Best Single Ad - Color	Over 75,000	First Place	The Patriot-News	Sutliff Here It Is!
Best Single Ad - Color	Over 75,000	Second Place	The Patriot-News	Happy Holidays from Hoffman Ford
Best Single Ad - Color	25,000 - 75,000	First Place	The Express-Times	Eyeland
Best Single Ad - Color	25,000 - 75,000	Second Place	Reading Eagle Company	Down Under
Best Single Ad - Color	Under 25,000	First Place	The Indiana Gazette	EmPower3
Best Single Ad - Color	Under 25,000	Second Place	Herald-Standard	First Federal
Small Space Ad	Over 75,000	First Place	Lancaster Newspapers, Inc.	Hajoca Throne
Small Space Ad	Over 75,000	Second Place	The Patriot-News	pearlOffection
Small Space Ad	25,000 - 75,000	First Place	The Times-Tribune	Stacking, LaNard Jewelry
Small Space Ad	25,000 - 75,000	Second Place	The Times-Tribune	Beat the Heat Wayne J. Pisanchyn Inc.
Small Space Ad	Under 25,000	First Place	The Indiana Gazette	Pikes Peak Nursery
Small Space Ad	Under 25,000	Second Place	The Sentinel, Lewistown	Valley Sports
Ad Campaign or Series	Over 75,000	First Place	Lancaster Newspapers, Inc.	The Jigger Shop
Ad Campaign or Series	Over 75,000	Second Place	The Patriot-News	Dukes Holiday ads
Ad Campaign or Series	25,000 - 75,000	First Place	Reading Eagle Company	Because...Van Scoy campaign
Ad Campaign or Series	25,000 - 75,000	Second Place	Observer-Reporter	Countryside Frame Shop
Ad Campaign or Series	Under 25,000	First Place	Herald-Standard	Abby's Gems Engagement Campaign
Ad Campaign or Series	Under 25,000	Second Place	The News-Item	Art Classes !!!
Multiple Advertiser Ad	Over 75,000	First Place	Lancaster Newspapers, Inc.	Lititz America's Coolest Small Town
Multiple Advertiser Ad	Over 75,000	Second Place	Trib Total Media	Bars of Alle-Kiski
Multiple Advertiser Ad	25,000 - 75,000	First Place	Williamsport Sun-Gazette	Locally Made
Multiple Advertiser Ad	25,000 - 75,000	Second Place	Williamsport Sun-Gazette	Farm Market Page
Multiple Advertiser Ad	Under 25,000	First Place	The Times News	Times News Community Service
Multiple Advertiser Ad	Under 25,000	Second Place	The Express	NCAA March Mania Ad Contest 2013

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Ad Campaign Using Multiple Newspaper Products	Over 75,000	First Place	The Morning Call	Yianni's Lobster Promo
Ad Campaign Using Multiple Newspaper Products	Over 75,000	Second Place	The Morning Call	Northampton County Seed
Ad Campaign Using Multiple Newspaper Products	25,000 - 75,000	First Place	Republican Herald	Summer Sun Contest
Ad Campaign Using Multiple Newspaper Products	25,000 - 75,000	Second Place	Republican Herald	Interactive TV Listings
Ad Campaign Using Multiple Newspaper Products	Under 25,000	First Place	The Indiana Gazette	Fire In You
Ad Campaign Using Multiple Newspaper Products	Under 25,000	Second Place	The Sentinel, Lewistown	Cousin Pedro's Grand Opening
Special Event/Vendor Support Idea	Over 75,000	First Place	The Morning Call	WALK
Special Event/Vendor Support Idea	Over 75,000	Second Place	Trib Total Media	J.K.Tener Bridge
Special Event/Vendor Support Idea	25,000 - 75,000	First Place	Altoona Mirror	Super Hero Day
Special Event/Vendor Support Idea	25,000 - 75,000	Second Place	Altoona Mirror	20 Under 20
Special Event/Vendor Support Idea	Under 25,000	First Place	The Indiana Gazette	Indiana's Cookin' Benefit for The Indiana County Food Pantry
Special Event/Vendor Support Idea	Under 25,000	Second Place	The Sentinel, Lewistown	Rothrock 50th Anniversary State Title
Special Section/Niche Publication	Over 75,000	First Place	The Morning Call	Go Street
Special Section/Niche Publication	Over 75,000	Second Place	Trib Total Media	Discover Alle-Kiski 2012
Special Section/Niche Publication	25,000 - 75,000	First Place	Republican Herald	Reader's Choice
Special Section/Niche Publication	25,000 - 75,000	Second Place	Butler Eagle	Family Business Tab

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Special Section/Niche Publication	Under 25,000	First Place	The Daily News, Huntingdon	Business Chronology
Special Section/Niche Publication	Under 25,000	Second Place	The News-Item	Holiday T.V. Guide
Self Promotion Advertising (including Media and Marketing Material)	Over 75,000	First Place	The Morning Call	Boston Marathon Tribute
Self Promotion Advertising (including Media and Marketing Material)	Over 75,000	Second Place	Trib Total Media	Trib Total Media football coverage promo
Self Promotion Advertising (including Media and Marketing Material)	25,000 - 75,000	First Place	Altoona Mirror	No Doubt
Self Promotion Advertising (including Media and Marketing Material)	25,000 - 75,000	Second Place	Butler Eagle	Marketplace (Real Estate Book) Campaign
Self Promotion Advertising (including Media and Marketing Material)	Under 25,000	First Place	The Indiana Gazette	Look Who's Reading the Newspaper
Self Promotion Advertising (including Media and Marketing Material)	Under 25,000	Second Place	The Bedford Gazette	Bedford Gazette Homerun Ad
Best Digital Standard Unit Ad	Over 75,000	First Place	The Patriot-News	Dino Adventure
Best Digital Standard Unit Ad	Over 75,000	Second Place	The Patriot-News	Hurt on the job
Best Digital Standard Unit Ad	25,000 - 75,000	First Place	The Express-Times	Sawmill Golf Course
Best Digital Standard Unit Ad	25,000 - 75,000	Second Place	The Express-Times	O'Brien's Moving
Best Digital Standard Unit Ad	Under 25,000	First Place	The News-Item	Baseball is Back !
Best Digital Standard Unit Ad	Under 25,000	Second Place	The Sentinel, Lewistown	Cousin Pedros
Wild Card Category	Over 75,000	First Place	The Morning Call	Garden of Eatin'
Wild Card Category	Over 75,000	Second Place	The Patriot-News	Only This
Wild Card Category	25,000 - 75,000	First Place	Altoona Mirror	The Altoona Mirror Blair County Cartoon Fun Map

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Wild Card Category	25,000 - 75,000	Second Place	Republican Herald	Hometown Scramble
Wild Card Category	Under 25,000	First Place	Hazleton Standard-Speaker	Mahoning Valley Country Club
Wild Card Category	Under 25,000	Second Place	The Express	Lost Photos - schoolkids
Oops!	Overall	Winner	The Morning Call	Shangy's

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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