

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

2014 PNA Foundation Display Advertising Tearsheet Contest Winners

Category	Circ Group	Award	News Organization	Entry Title
Best Single Ad - Black & White	Over 75,000	First Place	The Morning Call	Sarco - Fully Loaded
Best Single Ad - Black & White	Over 75,000	Second Place	Lancaster Newspapers, Inc.	Final Reduction - 3 Days Only
Best Single Ad - Black & White	25,000 - 75,000	First Place	The Times-Tribune	Spotless Cleaners
Best Single Ad - Black & White	25,000 - 75,000	Second Place	The Express-Times	Messianic Passover Seder
Best Single Ad - Black & White	Under 25,000	First Place	The Times News	Community Thank You
Best Single Ad - Black & White	Under 25,000	Second Place	The Express	Miller Brothers & Reeses from 175th Anniversary
Best Single Ad - Color	Over 75,000	First Place	Trib Total Media	2013 Hemophilia 5K Run
Best Single Ad - Color	Over 75,000	Second Place	Lancaster Newspapers, Inc.	Lancaster's Local Source for Handcrafted Custom Jewelry
Best Single Ad - Color	25,000 - 75,000	First Place	The Express-Times	For a Special Occasion That Will Make History!
Best Single Ad - Color	25,000 - 75,000	Second Place	The Intelligencer	Restore
Best Single Ad - Color	Under 25,000	First Place	Chestnut Hill Local	Pastorius Park Concerts
Best Single Ad - Color	Under 25,000	Second Place	The Sentinel, Lewistown	Caliendo Show
Small Space Ad	Over 75,000	First Place	Lancaster Newspapers, Inc.	Discover CCS
Small Space Ad	Over 75,000	Second Place	Lancaster Newspapers, Inc.	Bridge Yoga Studio
Small Space Ad	25,000 - 75,000	First Place	The Intelligencer	Piper Veterinary Clinic
Small Space Ad	25,000 - 75,000	Second Place	Williamsport Sun-Gazette	Freshlife
Small Space Ad	Under 25,000	First Place	The Sentinel, Lewistown	Bargain Beer 3 column x 2.5" ad
Small Space Ad	Under 25,000	Second Place	The Indiana Gazette	Joyce Jasso's Greenhouse
Ad Campaign or Series	Over 75,000	First Place	Trib Total Media	Western PA Humane Society
Ad Campaign or Series	Over 75,000	Second Place	Trib Total Media	Neighbors Helping Neighbors
Ad Campaign or Series	25,000 - 75,000	First Place	Altoona Mirror	Tyrone Hospital "They do that here"
Ad Campaign or Series	25,000 - 75,000	Second Place	Altoona Mirror	Blair Senior Services "At the Center"
Ad Campaign or Series	Under 25,000	First Place	The Indiana Gazette	Lentz Kitchen & Bath
Ad Campaign or Series	Under 25,000	Second Place	East Penn Press	Herbein's Garden Center

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Category	Circ Group	Award	News Organization	Entry Title
Multiple Advertiser Ad	Over 75,000	First Place	PA Media Group	Holiday Church Services
Multiple Advertiser Ad	Over 75,000	Second Place	PA Media Group	Lititz Shop the Holidays
Multiple Advertiser Ad	25,000 - 75,000	First Place	Altoona Mirror	Local Artist Joe Servello - Memorial Day "A Time to Honor and Remember"
Multiple Advertiser Ad	25,000 - 75,000	Second Place	Reading Eagle Company	West Reading Spring Specials
Multiple Advertiser Ad	Under 25,000	First Place	Daily American	Save Our Lake
Multiple Advertiser Ad	Under 25,000	Second Place	Pocono Record	Summer Camp Page
Ad Campaign Using Multiple Newspaper Products	Over 75,000	First Place	PA Media Group	Elegance at Hershey
Ad Campaign Using Multiple Newspaper Products	25,000 - 75,000	First Place	Observer-Reporter	Pet Photo Contest
Ad Campaign Using Multiple Newspaper Products	25,000 - 75,000	Second Place	The Republican-Herald	Taste of Hamburg
Ad Campaign Using Multiple Newspaper Products	Under 25,000	First Place	The Indiana Gazette	Bouma Chiropractic
Ad Campaign Using Multiple Newspaper Products	Under 25,000	Second Place	Pocono Record	Grace Park
Special Event/Vendor Support Idea	Over 75,000	First Place	Trib Total Media	Perryopolis Bicentennial Celebration
Special Event/Vendor Support Idea	Over 75,000	Second Place	The Morning Call	RAY PRICE 100 YEARS
Special Event/Vendor Support Idea	25,000 - 75,000	First Place	The Republican-Herald	Mahanoy Sesquicentennial
Special Event/Vendor Support Idea	25,000 - 75,000	Second Place	Reading Eagle Company	Farm-City Unity
Special Event/Vendor Support Idea	Under 25,000	First Place	The Sentinel, Lewistown	Gluten Free Expo
Special Event/Vendor Support Idea	Under 25,000	Second Place	Chestnut Hill Local	Harry Potter
Special Section/Niche Publication	Over 75,000	First Place	PA Media Group	Central PA Arts & Entertainment issue
Special Section/Niche Publication	Over 75,000	Second Place	PA Media Group	Very Merry Gift Guide
Special Section/Niche Publication	25,000 - 75,000	First Place	Reading Eagle Company	Beer Tab
Special Section/Niche Publication	25,000 - 75,000	Second Place	Altoona Mirror	Preseason BLITZ 2013 -- High School Football Team Previews

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Category	Circ Group	Award	News Organization	Entry Title
Special Section/Niche Publication	Under 25,000	First Place	The Times News	Puzzle Book
Special Section/Niche Publication	Under 25,000	Second Place	The Bedford Gazette	September 11
Self Promotion Advertising (including Media and Marketing Material)	Over 75,000	First Place	The Morning Call	Write Exposing Wrong
Self Promotion Advertising (including Media and Marketing Material)	Over 75,000	Second Place	The Morning Call	Olympics Coverage
Self Promotion Advertising (including Media and Marketing Material)	25,000 - 75,000	First Place	Reading Eagle Company	All-Access
Self Promotion Advertising (including Media and Marketing Material)	Under 25,000	First Place	The Sentinel, Lewistown	Famous Myths about Newspapers
Self Promotion Advertising (including Media and Marketing Material)	Under 25,000	Second Place	The Bedford Gazette	TV Banner - Zebra
Best Digital Standard Unit Ad	Over 75,000	First Place	PA Media Group	Lake Meade Open House - Digital Roadblock
Best Digital Standard Unit Ad	Over 75,000	Second Place	PA Media Group	Dukes Happy Hour
Best Digital Standard Unit Ad	25,000 - 75,000	First Place	The Express-Times	CLOSER THAN YOU THINK
Best Digital Standard Unit Ad	25,000 - 75,000	Second Place	The Express-Times	Big Daddy's
Best Digital Standard Unit Ad	Under 25,000	First Place	Hazleton Standard-Speaker	Donut Connection
Wild Card Category	Over 75,000	First Place	The Morning Call	7th Annual Juried Exhibition
Wild Card Category	Over 75,000	Second Place	PA Media Group	The Elegance at Hershey
Wild Card Category	25,000 - 75,000	First Place	The Republican-Herald	Schuylkill County Remembers JFK
Wild Card Category	25,000 - 75,000	Second Place	Williamsport Sun-Gazette	Ringo Starr Concert
Wild Card Category	Under 25,000	First Place	The Sentinel, Lewistown	110th Anniversary
Wild Card Category	Under 25,000	Second Place	The Bedford Gazette	Thanksgiving Wrap for Inserts
Best of Show	Overall	Winner	Chestnut Hill Local	Pastorius Park Concerts