

2015 PNA Foundation Classified Advertising Tearsheet Contest Winners

Category	Circ Group	Award	News Organization	Entry Title
Best In-Column Private Party Ad	Over 75,000	Winner	LNP Media Group	From the Family of Beth Bash
Best In-Column Private Party Ad	Under 25,000	Winner	Pocono Record	Absolutely, I'll Take It
Best Promotion of a Classified Section	Over 75,000	First Place	PA Media Group	Health Care Career Path
Best Promotion of a Classified Section	Over 75,000	Second Place	PA Media Group	Looking for New Jobs
Best Promotion of a Classified Section	25,000 - 75,000	First Place	Reading Eagle Company	Driver Recruitment
Best Promotion of a Classified Section	25,000 - 75,000	Second Place	Reading Eagle Company	Jobs with Heart
Best Classified Business-Building Idea	Over 75,000	First Place	LNP Media Group	Christmas Remembrances
Best Classified Business-Building Idea	Over 75,000	Second Place	PA Media Group	Ultimate Prom
Best Classified Business-Building Idea	25,000 - 75,000	First Place	Erie Times-News	Business Building Idea - Career Fair
Best Classified Business-Building Idea	25,000 - 75,000	Second Place	Observer-Reporter	Run 'Til Sold
Best Classified Business-Building Idea	Under 25,000	First Place	Lehigh Valley Press	Jobs Lineup
Best Classified Business-Building Idea	Under 25,000	Second Place	The Indiana Gazette	Valentine Love Lines
Best Automotive/Transportation Ad	Over 75,000	Winner	LNP Media Group	Bottom Line - Year End Event
Best Automotive/Transportation Ad	25,000 - 75,000	Winner	Reading Eagle Company	J. Bertolet
Best Automotive/Transportation Ad	Under 25,000	Winner	The Indiana Gazette	Glenn Bush Ford
Best Real Estate/Builders/Renters Ad	Over 75,000	Winner	PA Media Group	Keystone Custom Homes
Best Real Estate/Builders/Renters Ad	25,000 - 75,000	Winner	The Times-Tribune	New Construction Town Home
Best Classified Recruitment or Commercial Ad	Over 75,000	Winner	PA Media Group	Merry Maids Recruitment
Best Classified Recruitment or Commercial Ad	25,000 - 75,000	Winner	Reading Eagle Company	Samuel Adams
Best Classified Recruitment or Commercial Ad	Under 25,000	Winner	Pocono Record	Times-News recruitment ad
Best Multimedia Piece	Over 75,000	Winner	PA Media Group	Klick Lewis Home Page Takeover
Best Multimedia Piece	25,000 - 75,000	Winner	Observer-Reporter	Native Advertising - multi-media bundle
Best Multimedia Piece	Under 25,000	Winner	Hazleton Standard-Speaker	R & R Gas Card Giveaway Contest with Print/Digital
Best of Show	Overall	Winner	Reading Eagle Company	Samuel Adams

2015 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	PA Media Group	The Mentor Network
Best Single Ad - Black & White	Over 75,000	Second Place	LNP Media Group	Can't get the pill down?
Best Single Ad - Black & White	25,000 - 75,000	First Place	The Republican-Herald	No Thinking Required
Best Single Ad - Black & White	25,000 - 75,000	Second Place	Observer-Reporter	Red's Auto Sales
Best Single Ad - Black & White	Under 25,000	First Place	The Indiana Gazette	Lias Tire
Best Single Ad - Black & White	Under 25,000	Second Place	Lehigh Valley Press	Gilbert Funeral Home
Best Single Ad - Color	Over 75,000	First Place	Trib Total Media	Fay-West Dental
Best Single Ad - Color	Over 75,000	Second Place	Trib Total Media	Grand Opening
Best Single Ad - Color	25,000 - 75,000	First Place	The Republican-Herald	Smiles
Best Single Ad - Color	25,000 - 75,000	Second Place	Observer-Reporter	First Federal of Greene Co. Mobile App
Best Single Ad - Color	Under 25,000	First Place	Pocono Record	Grace Park Double-Truck
Best Single Ad - Color	Under 25,000	Second Place	The Times News	Marian Catholic High School Class of 2015
Small Space Ad	Over 75,000	First Place	Trib Total Media	Operation Santa Claus Grateful Donate
Small Space Ad	Over 75,000	Second Place	PA Media Group	Cafe Garth
Small Space Ad	25,000 - 75,000	First Place	Bucks County Courier Times	The Old and the Beautiful
Small Space Ad	25,000 - 75,000	Second Place	Williamsport Sun-Gazette	Joni Lenios Professional Hair Design
Small Space Ad	Under 25,000	First Place	The Indiana Gazette	Healthy Snacks
Small Space Ad	Under 25,000	Second Place	The Indiana Gazette	House Leaking Money
Ad Campaign or Series	Over 75,000	First Place	LNP Media Group	Pink - A Women's Event
Ad Campaign or Series	Over 75,000	Second Place	PA Media Group	Rhoads Gift Shop
Ad Campaign or Series	25,000 - 75,000	First Place	Observer-Reporter	Biggest Winner
Ad Campaign or Series	25,000 - 75,000	Second Place	Altoona Mirror	Central PA Pet Show Exotic Pet Series
Ad Campaign or Series	Under 25,000	First Place	Lehigh Valley Press	Whitehall Pharmacy
Ad Campaign or Series	Under 25,000	Second Place	The Sentinel, Lewistown	APM True Value
Multiple Advertiser Ad	Over 75,000	First Place	PA Media Group	Lititz America's Coolest Small Town
Multiple Advertiser Ad	Over 75,000	Second Place	LNP Media Group	Spring Home pages
Multiple Advertiser Ad	25,000 - 75,000	First Place	Altoona Mirror	Memorial Day Poster
Multiple Advertiser Ad	25,000 - 75,000	Second Place	Erie Times-News	Pro Football Game Day Survival Guide
Multiple Advertiser Ad	Under 25,000	First Place	Lehigh Valley Press	Summer Camp Promo
Multiple Advertiser Ad	Under 25,000	Second Place	Pocono Record	Gift Certificate Express

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Category	Circ Group	Award	News Organization	Entry Title
Ad Campaign Using Multiple Newspaper Products	Over 75,000	First Place	PA Media Group	Irv's Pub
Ad Campaign Using Multiple Newspaper Products	Over 75,000	Second Place	The Morning Call	Huddle Up - Copperhead Grille
Ad Campaign Using Multiple Newspaper Products	25,000 - 75,000	First Place	The Republican-Herald	Guers Dairy
Ad Campaign Using Multiple Newspaper Products	25,000 - 75,000	Second Place	Reading Eagle Company	Luck of the Irish Sweepstakes
Ad Campaign Using Multiple Newspaper Products	Under 25,000	First Place	The Indiana Gazette	SAFER Firefighter Program
Ad Campaign Using Multiple Newspaper Products	Under 25,000	Second Place	Pocono Record	Grace Park: Nostalgia
Special Event/Vendor Support Idea	Over 75,000	First Place	Trib Total Media	California University
Special Event/Vendor Support Idea	Over 75,000	Second Place	PA Media Group	Engineers Week 2015
Special Event/Vendor Support Idea	25,000 - 75,000	First Place	Reading Eagle Company	West Reading 2nd Friday
Special Event/Vendor Support Idea	25,000 - 75,000	Second Place	Altoona Mirror	Hollidaysburg Public Library magazine, The Next Chapter
Special Event/Vendor Support Idea	Under 25,000	First Place	The Indiana Gazette	Indiana's Cookin'
Special Event/Vendor Support Idea	Under 25,000	Second Place	The Indiana Gazette	Fire & Ice
Special Section/Niche Publication	Over 75,000	First Place	Trib Total Media	PRIDE Edition
Special Section/Niche Publication	Over 75,000	Second Place	Trib Total Media	My Wedding Planner
Special Section/Niche Publication	25,000 - 75,000	First Place	The Republican-Herald	Schuylkill County Legal Guide
Special Section/Niche Publication	25,000 - 75,000	Second Place	Reading Eagle Company	Business Weekly Nonprofit Section
Special Section/Niche Publication	Under 25,000	First Place	The Indiana Gazette	Loss of Innocence
Special Section/Niche Publication	Under 25,000	Second Place	The Indiana Gazette	NIE Student Tab
Self Promotion Advertising (including Media and Marketing Material)	Over 75,000	First Place	The Morning Call	Digitally Remastered Morning Call website
Self Promotion Advertising (including Media and Marketing Material)	Over 75,000	Second Place	The Morning Call	Perfect Harmony
Self Promotion Advertising (including Media and Marketing Material)	25,000 - 75,000	First Place	Reading Eagle Company	Gift Subscription
Self Promotion Advertising (including Media and Marketing Material)	25,000 - 75,000	Second Place	Williamsport Sun-Gazette	Farmer's Market Directory

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Category	Circ Group	Award	News Organization	Entry Title
Self Promotion Advertising (including Media and Marketing Material)	Under 25,000	First Place	The Bedford Gazette	All Access
Self Promotion Advertising (including Media and Marketing Material)	Under 25,000	Second Place	The Bedford Gazette	Sports Reprints
Best Digital Standard Unit Ad	Over 75,000	First Place	PA Media Group	Limoncello Inspired Creations
Best Digital Standard Unit Ad	Over 75,000	Second Place	PA Media Group	Strites Orchard
Best Digital Standard Unit Ad	25,000 - 75,000	First Place	The Express-Times	Tilted Kilt
Best Digital Standard Unit Ad	25,000 - 75,000	Second Place	The Times-Tribune	Travelworld
Best Digital Standard Unit Ad	Under 25,000	First Place	The Times News	Excel Care Pain Management
Best Digital Standard Unit Ad	Under 25,000	Second Place	Lehigh Valley Press	Steelhawks Online Display Ads
Wild Card Category	Over 75,000	First Place	PA Media Group	Zanzibar Contemporary Apparel
Wild Card Category	Over 75,000	Second Place	The Morning Call	Rudy Ackerman Tribute
Wild Card Category	25,000 - 75,000	First Place	Altoona Mirror	Eastern League All Star Game Mega Poster
Wild Card Category	25,000 - 75,000	Second Place	Altoona Mirror	Boomers and GenX
Wild Card Category	Under 25,000	First Place	The Indiana Gazette	Lentz Travel Tab ad
Wild Card Category	Under 25,000	Second Place	The Indiana Gazette	Paul at the Mall
Best of Show	Overall	Winner	The Indiana Gazette	Lentz Travel Tab Ad