

2016 PNA Foundation Classified Advertising Tearsheet Contest Winners

Category Name	Circ Group	Award	Organization	Entry Title
Best Promotion of a Classified Section	Over 75,000	First Place	PA Media Group	Career Path Warehouse
Best Promotion of a Classified Section	25,000 - 75,000	First Place	The Almanac	The Almanac promotion
Best Promotion of a Classified Section	Under 25,000	First Place	The Daily Review	Found It
Best Classified Business-Building Idea	Over 75,000	First Place	PA Media Group	Make A Change
Best Classified Business-Building Idea	Over 75,000	Second Place	PA Media Group	Yard Sale Fall
Best Classified Business-Building Idea	25,000 - 75,000	First Place	Reading Eagle Company	Distinctive Homes
Best Classified Business-Building Idea	25,000 - 75,000	Second Place	Observer-Reporter	Real Estate Native Advertising
Best Classified Business-Building Idea	Under 25,000	First Place	The Times News	Job Opportunity
Best Classified Business-Building Idea	Under 25,000	Second Place	The Daily Review	Leap Year
Best Automotive/Transportation Ad	Over 75,000	Winner	PA Media Group	Sutliff Advantage
Best Automotive/Transportation Ad	25,000 - 75,000	Winner	The Almanac	South Hills Lincoln
Best Automotive/Transportation Ad	Under 25,000	Winner	Lehigh Valley Press	Official Pennsylvania Inspection Stations
Best Real Estate/Builders/Renters Ad	Over 75,000	Winner	PA Media Group	Yingst Homes
Best Real Estate/Builders/Renters Ad	25,000 - 75,000	Winner	Bucks County Courier Times	Garden Party
Best Classified Recruitment or Commercial Ad	Over 75,000	Winner	LNP Media Group	Alcoa Career Day
Best Classified Recruitment or Commercial Ad	Under 25,000	Winner	Pocono Record	Vigon International, Inc
Best Multimedia Piece	Over 75,000	Winner	PA Media Group	Klick Lewis Tent Sale
Best of Show	Overall	Winner	The Daily Review	Found It

2016 PNA Foundation Display Advertising Tearsheet Contest Winners

Category Name	Circ Group	Award	Organization	Entry Title
Best Single Ad - Black & White	25,000 - 75,000	First Place	Reading Eagle Company	Reiders Violin House
Best Single Ad - Black & White	25,000 - 75,000	Second Place	Reading Eagle Company	Mark Hummel - cremation
Best Single Ad - Black & White	Under 25,000	First Place	The Republican-Herald	Fuzzy Bunny
Best Single Ad - Black & White	Under 25,000	Second Place	Chestnut Hill Local	Chestnut Hill Art & Design
Best Single Ad - Color	Over 75,000	First Place	PA Media Group	Paint & Create Art Studio
Best Single Ad - Color	Over 75,000	Second Place	Trib Total Media	Western PA Humane Society K9 Trailblazers Hikes
Best Single Ad - Color	25,000 - 75,000	First Place	Reading Eagle Company	Kozloff Stoudt
Best Single Ad - Color	25,000 - 75,000	Second Place	Reading Eagle Company	Speckled Hen
Best Single Ad - Color	Under 25,000	First Place	Pocono Record	AC's Diner
Best Single Ad - Color	Under 25,000	Second Place	The Daily Item	Catering to those who canter...
Small Space Ad	Over 75,000	First Place	LNP Media Group	Haddock Gone Wild
Small Space Ad	Over 75,000	Second Place	LNP Media Group	Future Firefighters Delivered Daily
Small Space Ad	25,000 - 75,000	First Place	The Times-Tribune	Sibio's
Small Space Ad	25,000 - 75,000	Second Place	Observer-Reporter	Santori Kitchen & Bath
Small Space Ad	Under 25,000	First Place	Lehigh Valley Press	Weaversville Inn - Mother's Day
Small Space Ad	Under 25,000	Second Place	The Republican-Herald	Edgar Allen Poe - SCCA
Ad Campaign or Series	Over 75,000	First Place	The Morning Call	BeAnAngel - 3 Hands Ads
Ad Campaign or Series	Over 75,000	Second Place	Trib Total Media	Humane Society 2
Ad Campaign or Series	25,000 - 75,000	First Place	Observer-Reporter	Ohio Valley Travel
Ad Campaign or Series	25,000 - 75,000	Second Place	Bucks County Courier Times	Christopher Mensch Foundation
Ad Campaign or Series	Under 25,000	First Place	The Indiana Gazette	Bouma Chiropractic
Ad Campaign or Series	Under 25,000	Second Place	The Sentinel, Lewistown	Bargain Beer Outlet
Multiple Advertiser Ad	Over 75,000	First Place	PA Media Group	United Way Volunteer of the Year
Multiple Advertiser Ad	Over 75,000	Second Place	Trib Total Media	Welcome to Irwin / North Huntingdon
Multiple Advertiser Ad	25,000 - 75,000	First Place	Observer-Reporter	30 Days of Giveaways
Multiple Advertiser Ad	25,000 - 75,000	Second Place	The Almanac	12 Days of Giveaways
Multiple Advertiser Ad	Under 25,000	First Place	The Republican-Herald	Christmas Tree Page
Multiple Advertiser Ad	Under 25,000	Second Place	Lehigh Valley Press	Local Flavor
Ad Campaign Using Multiple Newspaper Products	Over 75,000	First Place	The Morning Call	Iyer Plastic Surgery - Chin Up
Ad Campaign Using Multiple Newspaper Products	Over 75,000	Second Place	PA Media Group	Duke's Restaurants

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Ad Campaign Using Multiple Newspaper Products	25,000 - 75,000	First Place	Reading Eagle Company	WEEU Spring into the Great Outdoors
Ad Campaign Using Multiple Newspaper Products	25,000 - 75,000	Second Place	Bucks County Courier Times	Art in the Pod
Ad Campaign Using Multiple Newspaper Products	Under 25,000	First Place	The Times News	Pocono Ren Faire
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	PA Media Group	Artsfest 2016
Special Event/Vendor Support Idea	Over 75,000	Second Place	The Morning Call	American Heart Association Go Red for Women Special Section Tab
Special Event/Vendor Support Idea	25,000 - 75,000	First Place	Observer-Reporter	Corks and Kegs
Special Event/Vendor Support Idea	25,000 - 75,000	Second Place	Reading Eagle Company	Reading 120 Classic
Special Event/Vendor Support Idea	Under 25,000	First Place	South Schuylkill News	Schuylkill County Fair
Special Event/Vendor Support Idea	Under 25,000	Second Place	The Indiana Gazette	CareerLink Job Fair
Special Section/Niche Publication	Over 75,000	First Place	The Morning Call	The Lehigh Valley Community Guide
Special Section/Niche Publication	Over 75,000	Second Place	PA Media Group	Central PA Magazine -Arts & Entertainment 2015-2016 issue
Special Section/Niche Publication	25,000 - 75,000	First Place	Reading Eagle Company	Antiques & Auctions
Special Section/Niche Publication	25,000 - 75,000	Second Place	Altoona Mirror	Home of the Brave
Special Section/Niche Publication	Under 25,000	First Place	Chestnut Hill Local	Welcome Magazine
Special Section/Niche Publication	Under 25,000	Second Place	Pocono Record	Pocono Record's Coloring for Adults
Self Promotion Advertising	Over 75,000	First Place	Trib Total Media	American Coyotes Report Newspaper box card
Self Promotion Advertising	Over 75,000	Second Place	The Morning Call	ReadAcrossAmerica-Dr. Suess
Self Promotion Advertising	25,000 - 75,000	First Place	Reading Eagle Company	Gift Subscription
Self Promotion Advertising	25,000 - 75,000	Second Place	Reading Eagle Company	Reading Eagle Animal
Self Promotion Advertising	Under 25,000	First Place	The Republican-Herald	Make Your Business Successful
Self Promotion Advertising	Under 25,000	Second Place	The Republican-Herald	Seven Facts

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Best Digital Standard Unit Ad	Over 75,000	First Place	PA Media Group	The Mill
Best Digital Standard Unit Ad	Over 75,000	Second Place	LNP Media Group	Treat Dad to a King
Best Digital Standard Unit Ad	Under 25,000	First Place	The Daily Item	Fired Up!
Wild Card Category	Over 75,000	First Place	PA Media Group	Central Pennsylvania Youth Ballet
Wild Card Category	Over 75,000	Second Place	LNP Media Group	Breast Cancer Awareness
Wild Card Category	25,000 - 75,000	First Place	Bucks County Courier Times	Whitemarsh Memorial Park "Windows of Eternal Harmony"
Wild Card Category	25,000 - 75,000	Second Place	Observer-Reporter	Mon Valley Debate
Wild Card Category	Under 25,000	First Place	The Sentinel, Lewistown	Sentinel Calendar
Wild Card Category	Under 25,000	Second Place	The Daily Review	Simplify Your Life
Oops!	Overall	Winner	Lehigh Valley Press	Happy Birthday America OOPS!
Best of Show	Overall	Winner	The Morning Call	BeAnAngel