

2018 PNA Foundation Advertising Contest Winners

Category Name	Division	Award	News Organization	Entry Title
Best Single Ad	I	First Place	PA Media Group, Harrisburg	Friendship Center - Family, Fun & Fitness
Best Single Ad	I	Second Place	Trib Total Media, Pittsburgh	Factory Tire Outlet
Best Single Ad	I	Honorable Mention	PA Media Group, Harrisburg	Hoffman Ford - 4th of July
Best Single Ad	II	First Place	Reading Eagle Company	Keystone Spine & Pain Management Center
Best Single Ad	II	Second Place	The Times-Tribune, Scranton	Pisanshyn Plumbing
Best Single Ad	II	Honorable Mention	Reading Eagle Company	Reading Standard Motorsports
Best Single Ad	III	First Place	The Republican-Herald, Pottsville	Michael Foods Inc.
Best Single Ad	III	Second Place	The Daily Item, Sunbury	The Barn at Greystone Farms
Best Single Ad	III	Honorable Mention	Press Enterprise, Bloomsburg	Bucknell University - Cybersecurity
Best Single Ad	IV	First Place	South Schuylkill News	Beer Haven
Best Single Ad	IV	Second Place	Gettysburg Times	Colony House Furniture
Best Single Ad	IV	Honorable Mention	Chestnut Hill Local, Philadelphia	Pastorius Park Concerts
Small Space Ad	I	First Place	PA Media Group, Harrisburg	Platos Closet - Sell Your Cool Stuff Today
Small Space Ad	I	Second Place	Trib Total Media, Pittsburgh	Simply Dolce
Small Space Ad	I	Honorable Mention	PA Media Group, Harrisburg	Revival Social Club Now Open
Small Space Ad	II	First Place	Reading Eagle Company	Café Waldorf
Small Space Ad	II	Second Place	Reading Eagle Company	Go Fish
Small Space Ad	II	Honorable Mention	The Times-Tribune, Scranton	Kripsy Kreme
Small Space Ad	III	First Place	Lehigh Valley Press, Allentown	Klitsch Family Chiropractic
Small Space Ad	III	Second Place	Lehigh Valley Press, Allentown	Fiesta Ole
Small Space Ad	III	Honorable Mention	Lehigh Valley Press, Allentown	Xtreme Gun Worx
Small Space Ad	IV	First Place	Chestnut Hill Local, Philadelphia	The Paperia
Small Space Ad	IV	Second Place	South Schuylkill News	Echo Valley Grace Brethren Church
Small Space Ad	IV	Honorable Mention	Bedford Gazette	Wholesome Living Marketplace
Ad Campaign or Series	I	First Place	PA Media Group, Harrisburg	Lodges at Gettysburg
Ad Campaign or Series	I	Second Place	PA Media Group, Harrisburg	Hoffman Ford Memorial Day Event
Ad Campaign or Series	I	Honorable Mention	Pittsburgh Post-Gazette	Cellone's Pizza Creations
Ad Campaign or Series	II	First Place	Reading Eagle Company	Kozloff Stoudt Attorneys
Ad Campaign or Series	II	Second Place	Reading Eagle Company	Paramount Living Aids
Ad Campaign or Series	III	First Place	Lehigh Valley Press, Allentown	4 Seasons Garden Center Campaign
Ad Campaign or Series	III	Second Place	The Republican-Herald, Pottsville	Faith Church

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Ad Campaign or Series	IV	First Place	Bedford Gazette	Reed Wertz & Roadman
Ad Campaign or Series	IV	Second Place	Bedford Gazette	Akers Funeral Home
Ad Campaign or Series	IV	Honorable Mention	The Times News, Lehighton	Cindy's Deli
Multiple Advertiser Ad	I	First Place	Pittsburgh Post-Gazette	One Tank Trips
Multiple Advertiser Ad	I	Second Place	PA Media Group, Harrisburg	2018 Summer Camps
Multiple Advertiser Ad	I	Honorable Mention	PA Media Group, Harrisburg	Seniors Services Guide
Multiple Advertiser Ad	II	First Place	Reading Eagle Company	The Doctor Will See You Now
Multiple Advertiser Ad	II	Second Place	The Tribune-Democrat, Johnstown	Holy Week Services
Multiple Advertiser Ad	II	Honorable Mention	The Tribune-Democrat, Johnstown	The Story of the Birth of Jesus
Multiple Advertiser Ad	III	First Place	Observer-Reporter, Washington	30 Days of Giveaways
Multiple Advertiser Ad	III	Second Place	Altoona Mirror	Total Solar Eclipse
Multiple Advertiser Ad	III	Honorable Mention	Bucks County Herald, Lahaska	Marketplace Dining & Entertainment
Multiple Advertiser Ad	IV	First Place	South Schuylkill News	Shop Local Schuylkill County
Multiple Advertiser Ad	IV	Second Place	The Times News, Lehighton	Lehighton Downtown Directory
Multiple Advertiser Ad	IV	Honorable Mention	Gettysburg Times	Halloween Safety Page
Ad Campaign Using Multiple Products	I	First Place	PA Media Group, Harrisburg	Olio Store Sale
Ad Campaign Using Multiple Products	I	Second Place	PA Media Group, Harrisburg	Pennsylvania National Horse Show
Ad Campaign Using Multiple Products	II	First Place	Reading Eagle Company	GHALEB - Valentine Event
Ad Campaign Using Multiple Products	II	Second Place	Reading Eagle Company	Kuhn Funeral Home
Ad Campaign Using Multiple Products	III	First Place	Williamsport Sun-Gazette	Stout's Pro Auto
Ad Campaign Using Multiple Products	III	Second Place	The Republican-Herald, Pottsville	Sophy Jewelers
Ad Campaign Using Multiple Products	III	Honorable Mention	Beaver County Times	Kretchmar's Bakery
Ad Campaign Using Multiple Products	IV	First Place	Bedford Gazette	Bingo
Ad Campaign Using Multiple Products	IV	Second Place	The Times News, Lehighton	Pyramid Fitness
Ad Campaign Using Multiple Products	IV	Honorable Mention	The Times News, Lehighton	Dawn's Vinyl Designs
Special Event/Vendor Support Idea	I	First Place	PA Media Group, Harrisburg	Girls World Expo
Special Event/Vendor Support Idea	I	Second Place	PA Media Group, Harrisburg	Artsfest 2018
Special Event/Vendor Support Idea	II	First Place	Reading Eagle Company	Reading Eagle 150th Anniversary
Special Event/Vendor Support Idea	II	Second Place	Bucks County Courier Times, Levittown	Plein Air Festival
Special Event/Vendor Support Idea	III	First Place	Observer-Reporter, Washington	Greater Pittsburgh Food Truck Festival
Special Event/Vendor Support Idea	III	Second Place	Beaver County Times	Home and Garden Show
Special Event/Vendor Support Idea	III	Honorable Mention	Bucks County Herald, Lahaska	Lawyers Among Us
Special Event/Vendor Support Idea	IV	First Place	Chestnut Hill Local, Philadelphia	Harry Potter Festival

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Category Name	Division	Award	News Organization	Entry Title
Special Event/Vendor Support Idea	IV	Second Place	Chestnut Hill Local, Philadelphia	Home and Garden Festival Guide
Special Event/Vendor Support Idea	IV	Honorable Mention	Bedford Gazette	Back to School Section
Special Section/Niche Publication	I	First Place	PA Media Group, Harrisburg	Central PA Arts Entertainment
Special Section/Niche Publication	I	Second Place	Pittsburgh Post-Gazette	Pittsburgh Fan Favorites
Special Section/Niche Publication	I	Honorable Mention	PA Media Group, Harrisburg	The Gift Guide
Special Section/Niche Publication	III	First Place	Altoona Mirror	2017 Preseason Blitz
Special Section/Niche Publication	III	Second Place	Observer-Reporter, Washington	Weddings - Bridal Guide
Special Section/Niche Publication	III	Honorable Mention	Bucks County Herald, Lahaska	The Arts
Special Section/Niche Publication	IV	First Place	Gettysburg Times	Hometown Heroes
Special Section/Niche Publication	IV	Second Place	Press And Journal, Middletown	Penn State Harrisburg Survival Guide
Special Section/Niche Publication	IV	Honorable Mention	Chestnut Hill Local, Philadelphia	Welcome Magazine - Fall
Best Native Advertising	I	First Place	PA Media Group, Harrisburg	Deserving Family Giveaway
Best Native Advertising	II	First Place	Bucks County Courier Times, Levittown	The Wall in Bucks County - a traveling Vietnam Memorial Wall
Best Native Advertising	III	First Place	Observer-Reporter, Washington	Why Experience Matters for District Judge
Self Promotion Advertising	I	First Place	PA Media Group, Harrisburg	High School Sports - Media Days & Awards Banquet
Self Promotion Advertising	I	Second Place	Pittsburgh Post-Gazette	PG NewsSlide Promotion
Self Promotion Advertising	I	Honorable Mention	Trib Total Media, Pittsburgh	TribLIVE App
Self Promotion Advertising	II	First Place	Bucks County Courier Times, Levittown	Life - Boomers and Seniors Expo
Self Promotion Advertising	II	Second Place	Reading Eagle Company	Christmas card and Subscription Promo
Self Promotion Advertising	II	Honorable Mention	Reading Eagle Company	REP Experience, Expertise
Self Promotion Advertising	III	First Place	The Republican-Herald, Pottsville	Works For Me
Self Promotion Advertising	III	Second Place	The Republican-Herald, Pottsville	NIE Week
Self Promotion Advertising	III	Honorable Mention	Lehigh Valley Press, Allentown	2018 Pork Illustrated
Self Promotion Advertising	IV	First Place	Chestnut Hill Local, Philadelphia	Harry Potter Local ad
Self Promotion Advertising	IV	Second Place	Bedford Gazette	Kids on the Corkboard
Self Promotion Advertising	IV	Honorable Mention	Bedford Gazette	Gazette Advertising Staff
Best Business-Building Idea	II	First Place	Reading Eagle Company	Berks Country Fest
Best Business-Building Idea	II	Second Place	The Times-Tribune, Scranton	Recruitment Ads
Best Business-Building Idea	II	Honorable Mention	Bucks County Courier Times, Levittown	Golf Card Program

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Best Business-Building Idea	III	First Place	Observer-Reporter, Washington	ExtraO-Rdinary People
Best Business-Building Idea	III	Second Place	Observer-Reporter, Washington	Welcome to Washington County
Best Business-Building Idea	III	Honorable Mention	The Republican-Herald, Pottsville	Worship Directory
Best Business-Building Idea	IV	First Place	Bedford Gazette	5th Grade Career Camp Section
Best Automotive/Transportation Ad	I	First Place	PA Media Group, Harrisburg	Budd Baer 2018 GMC Sierra Double Cab
Best Automotive/Transportation Ad	I	Second Place	PA Media Group, Harrisburg	Hoffman Ford Black Friday Deals
Best Automotive/Transportation Ad	I	Honorable Mention	Pittsburgh Post-Gazette	Benson Lincoln
Best Automotive/Transportation Ad	II	First Place	Reading Eagle Company	Bob Fisher Chevrolet - Reel in a Deal
Best Automotive/Transportation Ad	III	First Place	Observer-Reporter, Washington	Thanksgiving Wrap
Best Automotive/Transportation Ad	III	Second Place	Press Enterprise, Bloomsburg	Ken Pollock-Driving is Believing
Best Automotive/Transportation Ad	III	Honorable Mention	Lehigh Valley Press, Allentown	Autumn...On the Road
Best Automotive/Transportation Ad	IV	First Place	The Times News, Lehighton	State Inspection Stations
Best Automotive/Transportation Ad	IV	Second Place	Bedford Gazette	Town Hill Auto
Best Real Estate/Builders/Renters Ad	I	First Place	PA Media Group, Harrisburg	Morgan Communities - Find Your New Home
Best Real Estate/Builders/Renters Ad	I	Second Place	Trib Total Media, Pittsburgh	Featured Home of the Week
Best Real Estate/Builders/Renters Ad	I	Honorable Mention	PA Media Group, Harrisburg	Help U Sell - Karen Detwiler
Best Real Estate/Builders/Renters Ad	III	First Place	Observer-Reporter, Washington	There Is No Place Like Home
Best Real Estate/Builders/Renters Ad	III	Second Place	Beaver County Times	Home Buyer's Guide
Best Real Estate/Builders/Renters Ad	IV	First Place	South Schuylkill News	Ramus Realty
Best Real Estate/Builders/Renters Ad	IV	Second Place	Bedford Gazette	Coldwell Banker - Did You Know?
Best Recruitment or Commercial Ad	I	First Place	PA Media Group, Harrisburg	West Perry School District
Best Recruitment or Commercial Ad	II	First Place	Reading Eagle Company	Phoebe Berks
Best Recruitment or Commercial Ad	II	Second Place	Reading Eagle Company	Savencia
Best Recruitment or Commercial Ad	III	First Place	Observer-Reporter, Washington	Jerome Bettis helps to fill open positions
Best Recruitment or Commercial Ad	III	Second Place	Press Enterprise, Bloomsburg	Blush
Best Recruitment or Commercial Ad	III	Honorable Mention	Beaver County Times	Job fair
Wild Card Category	I	First Place	PA Media Group, Harrisburg	Karns Performance RRM Leaderboard
Wild Card Category	II	First Place	The Times-Tribune, Scranton	PA-1 Pest Control
Wild Card Category	II	Second Place	Reading Eagle Company	Blinds and Designs
Wild Card Category	III	First Place	Altoona Mirror	Stack the Deck

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Category Name	Division	Award	News Organization	Entry Title
Wild Card Category	III	Second Place	Press Enterprise, Bloomsburg	Adopt A Pet
Best Use of Video Award		Winner	Beaver County Times	Rolling Acres Facebook Drone Ad