

**2021 PNA Foundation Advertising Contest  
Sweepstakes Winners**

<b>Division</b>	<b>News Organization</b>
I	PA Media Group, Harrisburg
II	Observer-Reporter, Washington
III	Bedford Gazette
IV	The Times News, Lehighton

## 2021 PNA Foundation Advertising Contest Winners

Category Name	Division	Award	Organization	Entry Title
Best Single Ad	I	First Place	PA Media Group, Harrisburg	Suez United Water - Safe Drinking Water
Best Single Ad	I	Second Place	PA Media Group, Harrisburg	Marketplace at John Gross - Valentines Day Special
Best Single Ad	I	Honorable Mention	PA Media Group, Harrisburg	High Associates - Looking for a Quiet Workspace
Best Single Ad	II	First Place	TheBurg, Harrisburg	The Millworks January 2020
Best Single Ad	II	Second Place	TheBurg, Harrisburg	PA Wines Oct 2020
Best Single Ad	II	Honorable Mention	The Tribune-Democrat, Johnstown	Celebrating 130 years in the City of Johnstown, Miller's Clothing Store
Best Single Ad	III	First Place	York Daily Record/Sunday News	The Butcher Shoppe
Best Single Ad	III	Second Place	Bucks County Herald, Lahaska	Salvaged
Best Single Ad	III	Honorable Mention	Bedford Gazette	UPMC Here's to the Heroes
Small Space Ad	I	First Place	PA Media Group, Harrisburg	Lykens Valley - 4 rounds of golf
Small Space Ad	I	Second Place	PA Media Group, Harrisburg	Gutshall Hauling - Cash for Cars
Small Space Ad	II	First Place	The Tribune-Democrat, Johnstown	Season Greeting from Formica Optical
Small Space Ad	II	Second Place	Observer-Reporter, Washington	Paradise Candy and Family Tradition
Small Space Ad	II	Honorable Mention	Altoona Mirror	Dave "That Pierogie Guy"
Small Space Ad	III	First Place	Bucks County Herald, Lahaska	The Porterhouse
Small Space Ad	III	Second Place	Bedford Gazette	Gary Black
Small Space Ad	III	Honorable Mention	Bucks County Herald, Lahaska	Big Bear Gear
Small Space Ad	IV	First Place	Chestnut Hill Local, Philadelphia	Morina Cafe
Ad Campaign or Series	I	First Place	PA Media Group, Harrisburg	John Gross Marketplace
Ad Campaign or Series	I	Second Place	PA Media Group, Harrisburg	Olio Olive Oils and Balsamics - Reopening Retail Store
Ad Campaign or Series	II	First Place	Observer-Reporter, Washington	CHROME Goes to Lunch
Ad Campaign or Series	II	Second Place	TheBurg, Harrisburg	Hunters Valley Ad Campaign
Ad Campaign or Series	II	Honorable Mention	Observer-Reporter, Washington	Pink Pages: Joining Together to Fight Breast Cancer
Ad Campaign or Series	III	First Place	Bedford Gazette	RWR Fund Drive
Ad Campaign or Series	III	Second Place	Bedford Gazette	Bedford Grange

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Ad Campaign or Series	III	Honorable Mention	York Daily Record/Sunday News	York County Economic Alliance - Minority Owned Business Grants for Covid Relief
Ad Campaign or Series	IV	First Place	Chestnut Hill Local, Philadelphia	Mt. Airy Groceries
Ad Campaign or Series	IV	Second Place	The Times News, Lehighon	Tribe Pride
Ad Campaign or Series	IV	Honorable Mention	The Daily Courier, Connellsville	Fiesta Insurance Co. "Flavor" of the Day
Multiple Advertiser Ad	I	First Place	PA Media Group, Harrisburg	Shop Lititz - Small Business Saturday
Multiple Advertiser Ad	I	Second Place	PA Media Group, Harrisburg	Holiday Church Services
Multiple Advertiser Ad	I	Honorable Mention	PA Media Group, Harrisburg	Seniors Service Guide
Multiple Advertiser Ad	II	First Place	TheBurg, Harrisburg	Multiple Advertiser Shop Small
Multiple Advertiser Ad	II	Second Place	Butler Eagle	Masked Manager Contest
Multiple Advertiser Ad	II	Honorable Mention	Pittsburgh City Paper	We All Scream for Ice Cream!
Multiple Advertiser Ad	III	First Place	Bedford Gazette	Veteran's Day
Multiple Advertiser Ad	III	Second Place	Bucks County Herald, Lahaska	Peddler's Village Spadea
Multiple Advertiser Ad	III	Honorable Mention	The Republican-Herald, Pottsville	Shop Pottsville NOW - Pottsville Business Association
Multiple Advertiser Ad	IV	First Place	Leader Times, Kittanning	Hometown Heroes/Junior Firefighters
Multiple Advertiser Ad	IV	Second Place	The Daily Courier, Connellsville	Veteran's Day Advertiser Salute
Multiple Advertiser Ad	IV	Honorable Mention	Leader Times, Kittanning	Everything Halloween
Ad Campaign Using Multiple Products	I	First Place	PA Media Group, Harrisburg	Renewal by Andersen - Supporting Central PA
Ad Campaign Using Multiple Products	II	First Place	TheBurg, Harrisburg	Hunters Valley Ad Campaign Multiple Products
Ad Campaign Using Multiple Products	II	Second Place	Observer-Reporter, Washington	State Farm Here to Help Project
Ad Campaign Using Multiple Products	III	First Place	Bedford Gazette	Fall Bingo
Ad Campaign Using Multiple Products	IV	First Place	The Times News, Lehighon	Carbon County Music and More

### 2021 PNA Foundation Advertising Contest Winners

Category Name	Division	Award	Organization	Entry Title
Ad Campaign Using Multiple Products	IV	Second Place	The Times News, Lehighton	Serina's Bakery
Ad Campaign Using Multiple Products	IV	Honorable Mention	The Times News, Lehighton	Sapore's
Special Event/Vendor Support Idea	I	First Place	PA Media Group, Harrisburg	Mentoring Monday
Special Event/Vendor Support Idea	I	Second Place	PA Media Group, Harrisburg	Iron Lions Movie Premier Night
Special Event/Vendor Support Idea	II	First Place	Observer-Reporter, Washington	All For Her: Educate, Motivate, Inspire
Special Event/Vendor Support Idea	II	Second Place	TheBurg, Harrisburg	Special Event HYP 20 in Their 20s
Special Event/Vendor Support Idea	II	Honorable Mention	Altoona Mirror	Support Local Restaurants
Special Event/Vendor Support Idea	III	First Place	Bedford Gazette	Vietnam Veterans
Special Event/Vendor Support Idea	III	Second Place	The Republican-Herald, Pottsville	Business Review - Pour It On
Special Event/Vendor Support Idea	III	Honorable Mention	The Republican-Herald, Pottsville	From The Heart
Special Section/Niche Publication	I	First Place	PA Media Group, Harrisburg	Holiday Survival Guide
Special Section/Niche Publication	I	Second Place	PA Media Group, Harrisburg	Holiday Gift Guide
Special Section/Niche Publication	II	First Place	TheBurg, Harrisburg	Women in Business
Special Section/Niche Publication	II	Second Place	Altoona Mirror	2021 Calendar
Special Section/Niche Publication	II	Honorable Mention	Altoona Mirror	Classifieds - Memorial Day
Special Section/Niche Publication	III	First Place	Press Enterprise, Bloomsburg	Meet the Graduates
Special Section/Niche Publication	III	Second Place	Press Enterprise, Bloomsburg	Faces of the Frontline
Special Section/Niche Publication	III	Honorable Mention	Press Enterprise, Bloomsburg	Salute to Veterans
Special Section/Niche Publication	IV	First Place	The Sentinel, Lewistown	Hometown Holidays
Special Section/Niche Publication	IV	Second Place	The Times News, Lehighton	2020 Reader's Choice

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Category Name	Division	Award	Organization	Entry Title
Special Section/Niche Publication	IV	Honorable Mention	Chestnut Hill Local, Philadelphia	StayCation
Best Native Ad	I	First Place	PA Media Group, Harrisburg	Advance Paincare and Biohealth Institute - The 2 Best Non-Surgical Ways To Relieve Pain In Central PA!
Best Native Ad	I	Second Place	PA Media Group, Harrisburg	School@Home
Best Native Ad	II	First Place	Pittsburgh City Paper	Virtual Event Success with Native Advertising Package
Best Native Ad	II	Second Place	Observer-Reporter, Washington	Breaking Barriers through COVID-19 with Blueprints
Best Native Ad	II	Honorable Mention	TheBurg, Harrisburg	Native Ad Premier Eye Care
Self Promotion Advertising	I	First Place	PA Media Group, Harrisburg	PA Media Group - #1 Online News Source in PA
Self Promotion Advertising	I	Second Place	PA Media Group, Harrisburg	Penn Studios
Self Promotion Advertising	II	First Place	The Tribune-Democrat, Johnstown	We're All In This Together
Self Promotion Advertising	II	Second Place	Observer-Reporter, Washington	Ogden Grant Program
Self Promotion Advertising	II	Honorable Mention	TheBurg, Harrisburg	TheBurg Podcast Self Promotion Ad
Self Promotion Advertising	III	First Place	Bucks County Herald, Lahaska	Art of the Rivertowns
Self Promotion Advertising	III	Second Place	Bedford Gazette	Fire Prevention Pages
Self Promotion Advertising	III	Honorable Mention	Bucks County Herald, Lahaska	Herald Foundation
Self Promotion Advertising	IV	First Place	Chestnut Hill Local, Philadelphia	Thank You
Self Promotion Advertising	IV	Second Place	The Times News, Lehighton	Times News 30 sec Radio Commercial
Self Promotion Advertising	IV	Honorable Mention	The Times News, Lehighton	Sizzlin Summer
Best Business-Building Idea	II	First Place	TheBurg, Harrisburg	Business Building Idea Friends of TheBurg
Best Business-Building Idea	II	Second Place	Pittsburgh City Paper	Downtown Fall Cocktail Trail
Best Business-Building Idea	II	Honorable Mention	Butler Eagle	Power Points Football Contest
Best Business-Building Idea	III	First Place	Bedford Gazette	Cyber Monday Gift Cards
Best Business-Building Idea	III	Second Place	Bedford Gazette	Best of the Best Nominations & Ballots
Best Business-Building Idea	III	Honorable Mention	Bucks County Herald, Lahaska	The Big Deal

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Best Business-Building Idea	IV	First Place	The Times News, Lehighton	Shop Eat Local
Best Business-Building Idea	IV	Second Place	The Daily Courier, Connellsville	Highlands Hospital Patient Guide
Best Business-Building Idea	IV	Honorable Mention	Chestnut Hill Local, Philadelphia	Bear Hunt
Best Automotive/Transportation Ad	I	First Place	PA Media Group, Harrisburg	Budd Baer - St. Patrick's Day Savings
Best Automotive/Transportation Ad	I	Second Place	PA Media Group, Harrisburg	Jack Giambalvo Memorial Day Deals
Best Automotive/Transportation Ad	II	First Place	Observer-Reporter, Washington	South Hills Lincoln Black Friday Wrap
Best Automotive/Transportation Ad	II	Second Place	Lehigh Valley Press, Allentown	Toyotathon is on!!!
Best Automotive/Transportation Ad	II	Honorable Mention	Butler Eagle	Baglier Buick/GMC
Best Automotive/Transportation Ad	III	First Place	Bedford Gazette	Thomas Adopt Pets
Best Automotive/Transportation Ad	III	Second Place	Bedford Gazette	Thomas Freedom
Best Automotive/Transportation Ad	III	Honorable Mention	The Republican-Herald, Pottsville	Used Car Connection
Best Automotive/Transportation Ad	IV	First Place	The Daily Courier, Connellsville	Ranker Lincoln Full Page
Best Automotive/Transportation Ad	IV	Second Place	Leader Times, Kittanning	Walker Motor Company Holiday Sales Event
Best Automotive/Transportation Ad	IV	Honorable Mention	The Times News, Lehighton	Stan Graver Auto
Best Real Estate/Builders/Renters Ad	I	First Place	PA Media Group, Harrisburg	Coldwell Banker - Special Event Sessions
Best Real Estate/Builders/Renters Ad	I	Second Place	PA Media Group, Harrisburg	Coldwell Banker - Visit Spring Meadow Reserve Today!
Best Real Estate/Builders/Renters Ad	II	First Place	Butler Eagle	Berkshire Hathaway-Mosby (Oct)

## 2021 PNA Foundation Advertising Contest Winners

Category Name	Division	Award	Organization	Entry Title
Best Real Estate/Builders/Renters Ad	II	Second Place	Butler Eagle	Berkshire Hathaway-Mosby (June)
Best Real Estate/Builders/Renters Ad	II	Honorable Mention	Observer-Reporter, Washington	Buying or Selling? Recipe for Success
Best Real Estate/Builders/Renters Ad	III	First Place	Bedford Gazette	Coldwell Banker SKS
Best Real Estate/Builders/Renters Ad	IV	First Place	The Times News, Lehighton	Iron Valley Real Estate
Best Recruitment or Commercial Ad	I	First Place	PA Media Group, Harrisburg	Milton Hershey School - Houseparenting
Best Recruitment or Commercial Ad	I	Second Place	PA Media Group, Harrisburg	Easton Coach Job Fair
Best Recruitment or Commercial Ad	II	First Place	Observer-Reporter, Washington	All Ways Safe Flagging Is Hiring
Best Recruitment or Commercial Ad	II	Second Place	Altoona Mirror	Networkly - Building Professional Networks
Best Recruitment or Commercial Ad	III	First Place	Bedford Gazette	Thomas Help Wanted
Best Recruitment or Commercial Ad	III	Second Place	Bedford Gazette	Bedford Gazette Reporter
Best Recruitment or Commercial Ad	III	Honorable Mention	Bedford Gazette	Bedford Gazette Legs
Best Recruitment or Commercial Ad	IV	First Place	The Times News, Lehighton	Embrovac
Wild Card Category	I	First Place	PA Media Group, Harrisburg	Commercial Refrigeration of Harrisburg - Get Your Nuts in Order!
Wild Card Category	I	Second Place	PA Media Group, Harrisburg	Patriot News Carriers Deliver
Wild Card Category	II	First Place	Lehigh Valley Press, Allentown	Thank You to Essential Workers
Wild Card Category	II	Second Place	Butler Eagle	#WeGotThis Butler County
Wild Card Category	II	Honorable Mention	Pittsburgh City Paper	A Cookbook in the Time of COVID
Wild Card Category	III	First Place	Bucks County Herald, Lahaska	Bucks County Herald Media Kit
Wild Card Category	III	Second Place	Press Enterprise, Bloomsburg	Nurses' Week

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Wild Card Category	III	Honorable Mention	Bucks County Herald, Lahaska	River Towns Magazine Media Kit
Wild Card Category	IV	First Place	The Sentinel, Lewistown	We're In This Together
Wild Card Category	IV	Second Place	Chestnut Hill Local, Philadelphia	Community
Wild Card Category	IV	Honorable Mention	The Daily Courier, Connellsville	Adopt A Pet - Fayette Friends of Animals
Best Use of Video Award		Winner	PA Media Group, Harrisburg	Lancaster County Career & Technology Center