

**2023 PNA Foundation Advertising Contest
Sweepstakes Winners**

Division	News Organization
I	PA Media Group, Harrisburg
II	TheBurg, Harrisburg
III	Observer-Reporter, Washington
IV	The Times News, Lehighton

2023 PNA Foundation Advertising Contest Winners

Category Name	Division	Award	Organization	Entry Title
Best Single Ad	I	First Place	LNP Media Group, Lancaster	Misinformation
Best Single Ad	I	Second Place	LNP Media Group, Lancaster	Fur the Love of Pets
Best Single Ad	I	Honorable Mention	Pittsburgh Post-Gazette	La Gourmandine Bakery
Best Single Ad	II	First Place	The Times-Tribune, Scranton	Something Missing
Best Single Ad	II	Second Place	TheBurg, Harrisburg	Two New Classes to Help You...Balance
Best Single Ad	II	Honorable Mention	TheBurg, Harrisburg	Alice in Wonderland Rubicon 2023 NYE BASH!
Best Single Ad	III	First Place	Butler Eagle	Butler Eagle Holiday Greeting
Best Single Ad	III	Second Place	Observer-Reporter, Washington	Bradford House - Whiskey & Spirits Walk
Best Single Ad	III	Honorable Mention	Herald-Standard, Uniontown	Ford of Uniontown - Summer Kickoff Sale
Best Single Ad	IV	First Place	Harrisburg Magazine	Smith Custom Framing Full Page
Best Single Ad	IV	Second Place	Leader Times, Kittanning	Steffy's Catering
Best Single Ad	IV	Honorable Mention	The Daily Courier, Connellsville	Highlands Hospital Autism Month
Small Space Ad	I	First Place	Pittsburgh Post-Gazette	Boys & Girls Clubs Summer Camp
Small Space Ad	I	Second Place	PA Media Group, Harrisburg	Pronto Plumbing & Drain Clearing
Small Space Ad	II	First Place	The Tribune-Democrat, Johnstown	Thank You for Nominating Us
Small Space Ad	II	Second Place	TheBurg, Harrisburg	Help America With The Coin Shortage
Small Space Ad	III	First Place	Butler Eagle	Christmas Cookie Sale
Small Space Ad	III	Second Place	Bucks County Herald, Doylestown	Viva Mexico
Small Space Ad	III	Honorable Mention	Bucks County Herald, Doylestown	Patrick Walsh
Small Space Ad	IV	First Place	Harrisburg Magazine	Your Chimney Sweep 1/9th Ad
Small Space Ad	IV	Second Place	The Times News, Lehighton	Leiby's Ice Cream House Restaurant
Small Space Ad	IV	Honorable Mention	The Times News, Lehighton	Miller Charm Farm
Ad Campaign or Series	I	First Place	PA Media Group, Harrisburg	Lake Tobias - A Wild Good Time
Ad Campaign or Series	I	Second Place	Pittsburgh Post-Gazette	Mr. Waterheater Giveaway Campaign
Ad Campaign or Series	I	Honorable Mention	LNP Media Group, Lancaster	Stacey Says - Gehman Jewelers Campaign

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Ad Campaign or Series	II	First Place	TheBurg, Harrisburg	The Winery at Hunter's Valley Ad Campaign
Ad Campaign or Series	II	Second Place	The Almanac, McMurray	Best Buds (Adoptable Pet of the Week Program)
Ad Campaign or Series	II	Honorable Mention	The Times-Tribune, Scranton	Jo-Dan Buick GMC
Ad Campaign or Series	III	First Place	Observer-Reporter, Washington	Join Us for the Washington County Agricultural Fair
Ad Campaign or Series	III	Second Place	Hazleton Standard-Speaker	Marian Catholic
Ad Campaign or Series	III	Honorable Mention	Butler Eagle	JM Beatty New Year's Eve Bash
Ad Campaign or Series	IV	First Place	The Times News, Lehighton	Blocker Collision Center
Ad Campaign or Series	IV	Second Place	The Times News, Lehighton	Picnic Woods Alpacas
Ad Campaign or Series	IV	Honorable Mention	The Times News, Lehighton	Lehighton American Legion
Multiple Advertiser Ad	I	First Place	PA Media Group, Harrisburg	2022 Summer Camps
Multiple Advertiser Ad	I	Second Place	LNP Media Group, Lancaster	Home Projects & Services
Multiple Advertiser Ad	I	Honorable Mention	PA Media Group, Harrisburg	Holiday Church Services Directory
Multiple Advertiser Ad	II	First Place	The Times-Tribune, Scranton	Letters to Santa
Multiple Advertiser Ad	II	Second Place	The Times-Tribune, Scranton	Dining Page
Multiple Advertiser Ad	II	Honorable Mention	TheBurg, Harrisburg	Discover New Cumberland
Multiple Advertiser Ad	III	First Place	Observer-Reporter, Washington	Join us for the Washington County Agricultural Fair
Multiple Advertiser Ad	III	Second Place	Bedford Gazette	9/11
Multiple Advertiser Ad	III	Honorable Mention	Observer-Reporter, Washington	Holiday Greetings
Multiple Advertiser Ad	IV	First Place	The Times News, Lehighton	Trick or Treat
Multiple Advertiser Ad	IV	Second Place	The Times News, Lehighton	Women in Business
Multiple Advertiser Ad	IV	Honorable Mention	The Daily Courier, Connellsville	Mom and Pop Business Owner Day - Readers Contest
Ad Campaign Using Multiple Products	I	First Place	Pittsburgh Post-Gazette	Brushes & Beans Cafe
Ad Campaign Using Multiple Products	I	Second Place	PA Media Group, Harrisburg	Community Aid Thrift Store

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Ad Campaign Using Multiple Products	I	Honorable Mention	PA Media Group, Harrisburg	Mentoring Monday
Ad Campaign Using Multiple Products	II	First Place	TheBurg, Harrisburg	The Winery at Hunters Valley Ad Campaign
Ad Campaign Using Multiple Products	II	Second Place	The Citizens' Voice, Wilkes-Barre	Multiple Product Ad - Advanced Hearing
Ad Campaign Using Multiple Products	III	First Place	Pittsburgh Business Times	Pittsburgh Innovation Economy
Ad Campaign Using Multiple Products	III	Second Place	Observer-Reporter, Washington	Blueprints: Back to School Bash
Ad Campaign Using Multiple Products	III	Honorable Mention	Herald-Standard, Uniontown	Autism Awareness Month Education Quiz
Ad Campaign Using Multiple Products	IV	First Place	Chestnut Hill Local, Philadelphia	The Rounds
Ad Campaign Using Multiple Products	IV	Second Place	The Daily Courier, Connellsville	Craig Appliance & Furniture
Ad Campaign Using Multiple Products	IV	Honorable Mention	The Indiana Gazette	2022 Athlete of the Week
Special Event/Vendor Support Idea	I	First Place	Pittsburgh Post-Gazette	Cystic Fibrosis Foundation: Pittsburgh's 50 Finest
Special Event/Vendor Support Idea	I	Second Place	Trib Total Media, Pittsburgh	Memorial Day spadea
Special Event/Vendor Support Idea	I	Honorable Mention	Pittsburgh Post-Gazette	PHRA Annual Conference Program
Special Event/Vendor Support Idea	II	First Place	TheBurg, Harrisburg	HYP's 20 in their 20's
Special Event/Vendor Support Idea	II	Second Place	The Tribune-Democrat, Johnstown	Johnstown Restaurant Week
Special Event/Vendor Support Idea	II	Honorable Mention	The Times-Tribune, Scranton	Tower Lighting Block Party
Special Event/Vendor Support Idea	III	First Place	Observer-Reporter, Washington	Greater Pittsburgh Food Truck Festival Magazine

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Category Name	Division	Award	Organization	Entry Title
Special Event/Vendor Support Idea	III	Second Place	Altoona Mirror	Hollidaysburg Little League World Series
Special Event/Vendor Support Idea	III	Honorable Mention	Observer-Reporter, Washington	All For Her Magazine
Special Event/Vendor Support Idea	IV	First Place	Chestnut Hill Local, Philadelphia	Fall for the Arts
Special Event/Vendor Support Idea	IV	Second Place	Chestnut Hill Local, Philadelphia	Home & Garden Festival Guide
Special Event/Vendor Support Idea	IV	Honorable Mention	The Daily Courier, Connellsville	STEM Stars Program
Special Section/Niche Publication	I	First Place	LNP Media Group, Lancaster	Best Workplaces in Lancaster County
Special Section/Niche Publication	I	Second Place	Pittsburgh Post-Gazette	Diversity Special Section
Special Section/Niche Publication	I	Honorable Mention	PA Media Group, Harrisburg	The A&E Guide
Special Section/Niche Publication	II	First Place	The Almanac, McMurray	SWPA Summer Camp Guide
Special Section/Niche Publication	II	Second Place	The Almanac, McMurray	South Hills Living Magazine
Special Section/Niche Publication	II	Honorable Mention	TheBurg, Harrisburg	TheBurg's Midstate Table
Special Section/Niche Publication	III	First Place	Altoona Mirror	Celebrating 100 Years Bishop Guilfoyle
Special Section/Niche Publication	III	Second Place	Observer-Reporter, Washington	Wild Things Anniversary
Special Section/Niche Publication	III	Honorable Mention	Bucks County Herald, Doylestown	Summer Fun Guide 2022
Special Section/Niche Publication	IV	First Place	The Times News, Lehighton	Times News 35th Annual Cookbook
Special Section/Niche Publication	IV	Second Place	The Times News, Lehighton	Readers Choice

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Category Name	Division	Award	Organization	Entry Title
Special Section/Niche Publication	IV	Honorable Mention	The Indiana Gazette	2022 Women In Business Section
Best Native Ad	I	First Place	Pittsburgh Post-Gazette	Boyd & Blair Craft Cocktails
Best Native Ad	I	Second Place	PA Media Group, Harrisburg	Pennsylvania Wine Association - Tender secrets
Best Native Ad	I	Honorable Mention	PA Media Group, Harrisburg	Members 1st Don't Let Your Financial Dreams Slip Away
Best Native Ad	II	First Place	TheBurg, Harrisburg	Understanding Your Healthcare Coverage: Who Pays for What...and When?
Best Native Ad	III	First Place	Pittsburgh Business Times	Pittsburgh Innovation Economy
Best Native Ad	III	Second Place	Herald-Standard, Uniontown	Looking for a Volunteer Opportunity in Fayette County?
Best Native Ad	III	Honorable Mention	Herald-Standard, Uniontown	What is a CASA?
Best Native Ad	IV	First Place	Chestnut Hill Local, Philadelphia	Birdwatch
Self Promotion Advertising	I	First Place	PA Media Group, Harrisburg	Patriot-News It's Your Business
Self Promotion Advertising	I	Second Place	LNP Media Group, Lancaster	Susquehanna Printing - Meet Gale, Mike and Tim
Self Promotion Advertising	I	Honorable Mention	PA Media Group, Harrisburg	PennLive Penn State Readership Program
Self Promotion Advertising	II	First Place	The Almanac, McMurray	Reimagine Main Street - Digital Agency Promotion
Self Promotion Advertising	II	Second Place	TheBurg, Harrisburg	TheBurg Podcast
Self Promotion Advertising	II	Honorable Mention	TheBurg, Harrisburg	TheBurg Gear
Self Promotion Advertising	III	First Place	Bucks County Herald, Doylestown	Herald Foundation
Self Promotion Advertising	III	Second Place	Butler Eagle	Butler Eagle Holiday Greeting
Self Promotion Advertising	III	Honorable Mention	Bedford Gazette	5th Grade Career Camp - Newspapers
Self Promotion Advertising	IV	First Place	The Times News, Lehighton	We Cover Your Community
Self Promotion Advertising	IV	Second Place	The Daily Courier, Connellsville	All-New dailycourier.com Promotion
Self Promotion Advertising	IV	Honorable Mention	Chestnut Hill Local, Philadelphia	Local newspaper discovers miracle cure for FOMO
Best Business-Building Idea	I	First Place	Pittsburgh Post-Gazette	Made in PGH: Riverwalk & Chalk Fest
Best Business-Building Idea	I	Second Place	PA Media Group, Harrisburg	The Manufacturers' Association - Program Awareness

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Best Business-Building Idea	I	Honorable Mention	PA Media Group, Harrisburg	Handyside HVAC - Win a Free Furnace
Best Business-Building Idea	II	First Place	TheBurg, Harrisburg	Friends of TheBurg Membership Program & Bash
Best Business-Building Idea	II	Second Place	The Almanac, McMurray	New Arrivals
Best Business-Building Idea	II	Honorable Mention	The Almanac, McMurray	Best Buds (Adoptable Pet of the Week Program)
Best Business-Building Idea	III	First Place	Herald-Standard, Uniontown	Best Buds (Adoptable Pet of the Week Program)
Best Business-Building Idea	III	Second Place	Altoona Mirror	Gift Card Deals
Best Business-Building Idea	III	Honorable Mention	Bedford Gazette	TEEN of the Week
Best Business-Building Idea	IV	First Place	The Daily Courier, Connellsville	Teen Of The Week Program
Best Business-Building Idea	IV	Second Place	Chestnut Hill Local, Philadelphia	Explore
Best Automotive/Transportation Ad	I	First Place	PA Media Group, Harrisburg	LB Smith Ford Lincoln - 134 reasons why
Best Automotive/Transportation Ad	III	First Place	Herald-Standard, Uniontown	Ford of Uniontown - Memorial Day
Best Automotive/Transportation Ad	III	Second Place	Herald-Standard, Uniontown	Ford of Uniontown - Summer Kickoff
Best Automotive/Transportation Ad	III	Honorable Mention	Observer-Reporter, Washington	South Hills Lincoln Membership
Best Automotive/Transportation Ad	IV	First Place	Harrisburg Magazine	Lawrence Chevrolet
Best Automotive/Transportation Ad	IV	Second Place	The Indiana Gazette	2022 Glenn Bush Holiday Ad
Best Automotive/Transportation Ad	IV	Honorable Mention	The Daily Courier, Connellsville	Ranker Lincoln Beat Winter Blues 6x10.5 0122
Best Real Estate/Builders/Renters Ad	I	First Place	PA Media Group, Harrisburg	Cordier Auctions - Time to Sell Real Estate?
Best Real Estate/Builders/Renters Ad	I	Second Place	Trib Total Media, Pittsburgh	Berkshire Hathaway_Tidwell
Best Real Estate/Builders/Renters Ad	I	Honorable Mention	PA Media Group, Harrisburg	Jennings Auction Group

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Best Real Estate/ Builders/Renters Ad	II	First Place	TheBurg, Harrisburg	The Benmar Apartments
Best Real Estate/ Builders/Renters Ad	II	Second Place	TheBurg, Harrisburg	Midtown Property Management Available Rentals
Best Real Estate/ Builders/Renters Ad	III	First Place	Bedford Gazette	Sean Bardell
Best Real Estate/ Builders/Renters Ad	III	Second Place	Hazleton Standard-Speaker	Action Real Estate
Best Real Estate/ Builders/Renters Ad	III	Honorable Mention	Bedford Gazette	Homewood at Spring House Estates Open House
Best Real Estate/ Builders/Renters Ad	IV	First Place	Chestnut Hill Local, Philadelphia	Kurfiss Sotheby's Team Whetzel
Best Real Estate/ Builders/Renters Ad	IV	Second Place	The Daily Courier, Connellsville	Berkshire Hathaway-2022 Women In Business
Best Recruitment or Commercial Ad	I	First Place	Trib Total Media, Pittsburgh	We Are Hiring _ Trib Total Media
Best Recruitment or Commercial Ad	I	Second Place	PA Media Group, Harrisburg	New Enterprise Stone & Lime - Hiring Truck Drivers
Best Recruitment or Commercial Ad	I	Honorable Mention	PA Media Group, Harrisburg	PA Media Group Now Hiring Account Associate
Best Recruitment or Commercial Ad	II	First Place	The Tribune-Democrat, Johnstown	Are you a college grad?
Best Recruitment or Commercial Ad	II	Second Place	The Tribune-Democrat, Johnstown	We're Hiring!
Best Recruitment or Commercial Ad	II	Honorable Mention	TheBurg, Harrisburg	Chick-fil-A is Hiring
Best Recruitment or Commercial Ad	III	First Place	Butler Eagle	Vogel Disposal
Best Recruitment or Commercial Ad	III	Second Place	Bedford Gazette	Mellott
Best Recruitment or Commercial Ad	III	Honorable Mention	Observer-Reporter, Washington	Blueprints Seeks Breastfeeding Peer Counselor

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Category Name	Division	Award	Organization	Entry Title
Best Recruitment or Commercial Ad	IV	First Place	The Daily Courier, Connellsville	The Learning Lamp
Wild Card Category	I	First Place	Pittsburgh Post-Gazette	Top Workplaces Awards Show Opener
Wild Card Category	I	Second Place	Pittsburgh Post-Gazette	PG NewsSlide Campaign: 10.7 Marina
Wild Card Category	I	Honorable Mention	PA Media Group, Harrisburg	Messiah University High Center 2022-2023 Season
Wild Card Category	III	First Place	Bucks County Herald, Doylestown	Bucks County Herald media kits
Wild Card Category	III	Second Place	Herald-Standard, Uniontown	Celebrate Small Business Week
Wild Card Category	III	Honorable Mention	Herald-Standard, Uniontown	Autism Awareness Month Education Quiz
Wild Card Category	IV	First Place	Chestnut Hill Local, Philadelphia	Pink Edition in Support of Breast Cancer Awareness
Best Use of Video Award	I	Winner	PA Media Group, Harrisburg	Central Penn Youth Ballet - The Next Level