

2012 Advertising and Circulation Awards
June 11, 2012
The Radisson Hotel
Corning, New York

Good evening, and welcome to the 2012 Advertising and Circulation Awards Banquet. Tonight we will honor winners of NYNAME's Advertising Competition, as well as NYSCMA, Inc's Promotion Awards Competition. NYNAME president Diane Lahr-Smith will begin the ceremony with the Advertising Awards.

Thank you, Mary. Each year, the New York Newspapers Advertising and Marketing Executives recognize newspapers for their hard work and service to the art of newspaper advertising. These awards for excellence are a testament to the dedication of advertising professionals to the highest ideals of the industry. These efforts are recognized and rewarded by fellow newspaper professionals who understand the amount of time and effort that goes into each entry submitted to them for judging.

This year, contest judges selected first, second, and third place winners from a total of 117 entries submitted by 17 New York State newspapers. The contest was judged by Judy Gelestor, advertising director for The Journal in Martinsburg, West Virginia.

Tonight, awards will be presented in ELEVEN categories within THREE circulation groups. First I will read all 2nd and 3rd place winning entries in their circulation group, followed by the 1st place winners in that group by newspaper. After I have announced the winners for each newspaper I will invite advertising representatives in attendance to stand at their table as they are acknowledged. All plaques and certificates should be claimed at the conclusion of the banquet.

Under 10,000

We will begin with the Under 10,000 circulation class...

The Recorder in Amsterdam takes home three SECOND PLACE awards tonight, including **Newspaper Supplement, Specialty Supplement, and Online Static Advertisement.**

*Representing The Recorder is Advertising Director **Brian Krohn.***

The *Cortland Standard* wins five THIRD PLACE awards tonight, including **Newspaper Self-Promotion, Locally Prepared Color, Promotional Literature, Online Static Advertisement, and Innovative Idea.**

The *Observer* in Dunkirk takes home SECOND PLACE in **Newspaper-Self Promotion**, as well as THIRD PLACE in both **Ad Campaign** and **Specialty Supplement.**

The Leader-Herald in Gloversville receives SECOND PLACE honors in **Locally Prepared Color, Ad Campaign, and Community Service**, as well as THIRD PLACE in **Newspaper Supplement.**

*Representing The Leader-Herald is Advertising Director **Dale Webb.***

The Register-Star in Hudson is taking home **SECOND PLACE** in the **Black and White Ad** category.

The Palladium-Times in Oswego wins **SECOND PLACE** in both **Promotional Literature** and **Innovative Idea**, as well as **THIRD PLACE** in **Black and White Ad**, **Community Service**, and **Online Animated Advertisement**.

And the *Adirondack Daily Enterprise* in Saranac Lake is taking home **SECOND PLACE** in **Online Animated Advertisement**.

Now onto the **FIRST PLACE** winners in the Under 10,000 circulation group...

The *Observer* in Dunkirk receives top honors in **Black and White Ad** with this full-page ad designed for The Paper Factory.

The *Observer* wins in **Locally Prepared Color** with the cover of their Visions 2011 special section.

Dunkirk takes home first place honors in **Newspaper Supplement** for their 40-page tab supplement titled "101 Things To Do."

The *Observer* wins first place in **Promotional Literature** for this rate card promoting their Ad Saver Coupon Book.

Dunkirk also wins first place in **Community Service** for their annual “See Plenty on Routes 5 & 20” tab insert, showcasing businesses in the local community.

And the *Observer* takes first place in **Online Animated Advertisement** for their leaderboard ad promoting the Grape Expectations Wine Festival.

Representing the Observer is Advertising Director Meredith Patton.

The Register-Star in Hudson receives recognition in the **Innovative Idea** category with a first place finish for their “Save It For a Rainy Day” contest.

The Palladium-Times in Oswego is taking home FOUR first place awards, beginning with **Newspaper Self-Promotion** for their Fourth of July Subscription Sale ad.

The Palladium-Times wins in the **Ad Campaign** category for this series of ads created for JP Jewelers.

Oswego receives recognition in **Specialty Supplement** for their 44-page Harborfest supplement.

And finishing up the Under 10,000 circulation group, *The Palladium-Times* takes first place in **Online Static Advertisement** for this ad promoting the Country Cabin’s Harvest Open House.

Representing The Palladium-Times is Advertising Director Dusti Foley.

10,000 to 50,000

Among those competing in the 10,000 to 50,000 circulation group...

The Finger Lakes Times in Geneva takes home **THIRD PLACE** honors in **Black and White Ad, Locally Prepared Color, Newspaper Supplement, and Community Service.**

The Post-Journal in Jamestown earns **SECOND PLACE** honors in five categories, including **Newspaper Self-Promotion, Ad Campaign, Specialty Supplement, Community Service, and Online Animated Advertisement.**

The Poughkeepsie Journal wins **SECOND PLACE** in both **Promotional Literature** and **Online Static Advertisement**, as well as **THIRD PLACE** in **Specialty Supplement.**

And the *Daily Sentinel* in Rome wins **SECOND PLACE** in **Black and White Ad, Locally Prepared Color, and Newspaper Supplement**, as well as **THIRD PLACE** in **Newspaper Self-Promotion, Ad Campaign, and Promotional Literature.**

Now to announce the **FIRST** place winners in the 10,000 to 50,000 circulation group...

The Finger Lakes Times in Geneva is taking home first place honors in **Newspaper Self-Promotion** for their target-themed advertisement.

Geneva wins first place in **Specialty Supplement** for Finger Lakes Happenings Magazine.

And *The Finger Lakes Times* also wins in **Online Animated Advertisement** with their Wine, Paws & Claws ad.

Representing the Finger Lakes Times are Paul Barrett, Kim Voisey, Jan Van Allan, Ann Johnson, and yours truly, Diane Lahr-Smith.

The Post-Journal in Jamestown is taking home FOUR first place awards, beginning with **Locally Prepared Color** with this 3-page spread for Chautauqua Comics.

The Post-Journal wins in the **Newspaper Supplement** category for their “Wine Time” supplement.

Jamestown receives recognition with a first place finish in **Online Static Advertisement** with this ad for Certified Auto Repair.

And *The Post-Journal* takes first place in the **Innovative Idea** category for their “Friday the 13th” themed advertising promotion.

Representing The Post-Journal is Advertising Director Debra Brunner.

The *Press-Republican* in Plattsburgh receives top honors in **Black and White Ad** with this campaign promoting a new pool hall opening in town.

And the *Press-Republican* wins in **Promotional Literature** with their innovative sales sheets.

The Poughkeepsie Journal takes home the award for best **Ad Campaign** with this series produced for Poughkeepsie Nissan.

And wrapping up the 10,000 to 50,000 circulation group, the *Daily Sentinel* in Rome wins first place in **Community Service** with Horizons 2011, focusing on major business, healthcare, and education in the local community.

Over 50,000

And finishing up with the Over 50,000 circulation group...

The *Times Union* in Albany is taking home **SECOND PLACE** awards in **Locally Prepared Color, Community Service, and Online Animated Advertisement**, as well as **THIRD PLACE** in both **Newspaper Supplement** and **Promotional Literature**.

The *Times Herald-Record* in Middletown wins **SECOND PLACE** in **Promotional Literature**, as well as **THIRD PLACE** in both **Newspaper Self-Promotion** and **Ad Campaign**.

The Gazette in Schenectady receives recognition with a **SECOND PLACE** finish in **Newspaper Supplement**, and a **THIRD PLACE** award in **Specialty Supplement**.

And *The Post-Standard* in Syracuse is taking home **SECOND PLACE** in five categories, including **Newspaper Self-Promotion**, **Ad Campaign**, **Specialty Supplement**, **Online Static Advertisement**, and **Innovative Idea**, as well as **THIRD PLACE** in both **Locally Prepared Color** and **Online Animated Advertisement**.

Now on to the **FIRST PLACE** awards in the Over 50,000 circulation group...

The *Times Union* in Albany receives top honors in **Newspaper Self-Promotion** with their sales sheet promoting Explore magazine.

The *Times Union* wins in **Black and White Ad** with this “Honest Abe” themed ad for Langan Chrysler Jeep.

Albany is taking home first place in **Ad Campaign** with their series promoting the newspaper in print.

The *Times Union* also wins first place in **Specialty Supplement** for the August edition of Life @ Home Magazine.

Albany takes home the award for **Online Static Advertisement** with this ad promoting a trip to Turning Stone Casino from Yankee Trails World Travel.

And the *Times Union* wins in the **Innovative Idea** category for their “Run it till it sells” automobile inventory special.

Representing the Times Union tonight is Community Relations Manager Charmaine Ushkow.

The Times Herald-Record in Middletown receives top honors in **Locally Prepared Color** with this ad for Middletown Urologic Associates.

Representing Middletown is Dow Jones Local Media Group’s own Gregory Appel.

The Gazette in Schenectady is taking home first place in **Online Animated Advertisement** with this ad promoting the NFL Sunday Ticket package at Boulevard Bowl.

Representing The Gazette is General Manager Daniel Beck.

The Post-Standard in Syracuse wins in the **Newspaper Supplement** category with their Upstate Home supplement.

Syracuse also wins in **Promotional Literature** with their 2011 Media Kit.

And finally, *The Post-Standard* takes first place in **Community Service** with their Old News Boys Fundraiser for the Christmas Bureau Toy Fund.

Representing The Post-Standard tonight Business Development Manager is Patrick Hurley.

This concludes the advertising awards presentation. I will now hand things over to NYSCMA, Inc. President Mary Sawyer for their Promotion Awards.

Thank you, Diane.

Each year, New York State Circulation Management Association, Inc. recognizes newspapers and their circulation staff for their hard work and creativity as they grow circulation, and continually find new ways to market their newspaper. These awards celebrate the achievement of those staff members and the success of their programs. These efforts are recognized by newspaper professionals and members of the community who understand the amount of time and effort it takes to achieve these results.

This year FOUR judges selected first, second, and third place winners from 31 entries submitted by 6 newspapers. The judges this year included:

- **Bridget Gass**, Advertising Sales Manager at *The Daily News* in Batavia
- **Donna Elliott**, Business Manager at *The Daily News*
- **Paul Harvey**, Single Copy Manager at *The Daily News*

- **Jackie Whiting**, Parks & Recreation Director for the Town of LeRoy
- and **Susie Boyce**, Account Executive at the Tompkins Insurance Agency in Batavia.

Tonight, awards will be presented in five categories within two circulation groups. First I will announce second and third place winning entries for each newspaper, followed by that paper's first place winning entries. After I have finished announcing the winning entries for each newspaper I will invite those representing their paper to stand at their table as they are acknowledged. All plaques and certificates should be claimed at the conclusion of the banquet, at which time there will be opportunities to pose for photographs.

Under 40,000

Starting off in the Under 40,000 circulation group...

The Daily News in Batavia wins **SECOND PLACE** in **Subscription Sales & Retention** with their "6 for \$55" entry.

Representing The Daily News is Circulation Director Christine Smith.

Also in the Under 40,000 circulation group, the *Watertown Daily Times* is receiving **SIX** awards tonight, beginning with **THIRD PLACE** in **Subscription Sales & Retention** with our Personalized Flyer entry.

The *Watertown Daily Times* wins **SECOND PLACE** in **Single Copy** with Shelf Talkers.

Watertown takes **FIRST PLACE** in **Subscription Sales & Retention** with our Elegant Postcard entry.

The *Watertown Daily Times* also takes **FIRST PLACE** in the **NIE** category with Tall Ship Lynx.

Watertown wins **FIRST PLACE** in **Special Projects** with our Old Newsboys Day entry.

And the *Watertown Daily Times* takes **FIRST PLACE** in **Single Copy** with Neighborhood Markets.

*Representing the Watertown Daily Times are **Kim Parker, Heidi Ressler,** and yours truly, **Mary Sawyer.***

Over 40,000

Moving on to the Over 40,000 circulation group....

The *Times Union* in Albany is taking home **SIX** awards tonight, beginning with **THIRD PLACE** in **Special Projects** with their Eco Friendly entry.

Albany receives the **THIRD PLACE** award in **Digital Promotions** with their iPad app.

And the *Times Union* wins **THIRD PLACE** in **Single Copy** with their Coming Sunday entry.

Albany wins **SECOND PLACE** in **Special Projects** with their Stop Survey entry.

The *Times Union* also takes **SECOND PLACE** in **Single Copy** with Baseline Plus.

And the *Times Union* wins **FIRST PLACE** in **Digital Promotion** with their Subscription Services Website Promotion.

*Here tonight representing the Times Union are **Bill Sara, Mark Vinciguerra, and Michelle Wright.***

The Gazette in Schenectady wins **FIRST PLACE** in **Subscription Sales & Retention** with their Golden Ticket entry.

*Representing The Gazette here tonight are **Dennis Donoghue and Steve Ostrander.***

And closing out the competition, *The Post-Standard* in Syracuse is taking home **EIGHT** awards, beginning with **THIRD PLACE** in **Subscription Sales & Retention** with their RV Resort Subscription Campaign.

Syracuse also takes **THIRD PLACE** in the **NIE** category with their Used Book Sale.

The Post-Standard takes home **SECOND PLACE** in **Subscription Sales & Retention** with their Easy Pay Promotion.

Syracuse wins **SECOND PLACE** in the **NIE** category with their NIE eEditions.

And *The Post-Standard* wins **SECOND PLACE** in **Digital Promotions** with I Services.

The Post-Standard receives the award for **FIRST PLACE** in **NIE** with their High School Press Day entry.

Syracuse also wins **FIRST PLACE** in **Special Projects** with their Old Newsboys Day promotion.

And finally, *The Post-Standard* wins **FIRST PLACE** in **Single Copy** with their Dunkin Donuts entry.

Here tonight representing The Post-Standard are Nancy Breault, Mike Dooling, Will Kustyn, Scott Pfeffer, David Robertson, and Gary Valik

In addition to our Promotion Awards winners, the *Times Herald-Record* in Middletown receives **HONORABLE MENTION** for the following entries:

- Bingo Employee Contest
- One Day Sale, Bingo
- Single Copy Draw Adjustment
- Home Show New Starts
- and Concert Tickets Give Away.

Representing the Times Herald-Record are Kelvin Parker and Steve Piersa.

On behalf of NYSCMA Inc., NYNAME, and the New York Newspaper Publishers Association I would like to again congratulate all of this year's winners, and thank you all for your continued participation and support of these prestigious newspaper competitions.