



## NEWS RELEASE

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FOR IMMEDIATE RELEASE

FURTHER INFORMATION

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CORNING, NY – Winners of the New York Newspapers Advertising and Marketing Executive's 2012 Advertising Competition were honored during an awards banquet at the Fifth Annual Sales & Marketing Joint Conference held in Corning on June 11, 2012.

Each year, NYNAME recognizes newspapers and their advertising staff for their hard work in 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 daily newspapers. The contest was judged by Judy Gelestor, advertising director for The Journal in Martinsburg, West Virginia.

Awards were presented in the following eleven categories:

Newspaper Self-Promotion: "Tells the story" of a newspaper or one of its services or accomplishments.

Black and White Ad: Offers the advertiser complete dominance of the page. Great emphasis is placed on the copy illustrations used in the advertisement.

Locally Prepared Color: Ads may take the form of process or spot color. All art and copy must be created by the newspaper or its retail client, and the piece must have been printed on the newspaper's own presses.

Ad Campaign: A series of advertisements, designed to help individual businesses create and maintain an easily identifiable image over a long period of time at a relatively low cost.

Advertising Section – Newspaper Supplement: Printed on newsprint using a newspaper's own press.

Advertising Section – Specialty Supplement: Printed on coated stock, stitched, etc.

Promotional Literature: Entries consist of brochures, rate cards and/or sales/media kits that are used to promote the newspaper to advertisers.

Community Service: Ad campaigns, special sections, or projects promoting a newspaper's community or a specific community event. Entries in this category must be designed and at least 51% controlled by a newspaper's advertising department.

Online Static Advertisement: Any non-moving advertisement created by the newspaper that appeared on the newspaper's website.

Online Animated Advertisement: Any animated advertisement created by the newspaper that appeared on the newspaper's website.

Innovative Ad Project: Entries consist of innovative projects or ideas implemented by a newspaper's advertising department that resulted in additional revenue for the paper.

Prizes for each category were awarded in three circulation classes: Under 10,000, 10,000-50,000, and Over 50,000.

### **Under 10,000 Circulation Class**

#### *The Recorder, Amsterdam*

- 2<sup>nd</sup> Place - Advertising Section - Newspaper Supplement
- 2<sup>nd</sup> Place - Advertising Section - Specialty Supplement
- 2<sup>nd</sup> Place - Online Static Advertisement

#### *Cortland Standard*

- 3<sup>rd</sup> Place - Newspaper Self-Promotion
- 3<sup>rd</sup> Place - Locally Prepared Color
- 3<sup>rd</sup> Place - Promotional Literature
- 3<sup>rd</sup> Place - Online Static Advertisement
- 3<sup>rd</sup> Place - Innovative Idea

#### *Observer, Dunkirk*

- 1<sup>st</sup> Place - Black and White Ad
- 1<sup>st</sup> Place - Locally Prepared Color
- 1<sup>st</sup> Place - Advertising Section - Newspaper Supplement
- 1<sup>st</sup> Place - Promotional Literature
- 1<sup>st</sup> Place - Community Service
- 1<sup>st</sup> Place - Online Animated Advertisement
- 2<sup>nd</sup> Place - Newspaper Self-Promotion
- 3<sup>rd</sup> Place - Ad Campaign
- 3<sup>rd</sup> Place - Advertising Section - Specialty Supplement

## Under 10,000 Circulation Class (Continued)

### The Leader-Herald, Gloversville

- 2<sup>nd</sup> Place - Locally Prepared Color
- 2<sup>nd</sup> Place - Ad Campaign
- 2<sup>nd</sup> Place - Community Service
- 3<sup>rd</sup> Place - Advertising Section - Newspaper Supplement

### Register-Star, Hudson

- 1<sup>st</sup> Place - Innovative Idea
- 2<sup>nd</sup> Place - Black and White Ad

### The Palladium-Times, Oswego

- 1<sup>st</sup> Place - Newspaper Self-Promotion
- 1<sup>st</sup> Place - Ad Campaign
- 1<sup>st</sup> Place - Advertising Section - Specialty Supplement
- 1<sup>st</sup> Place - Online Static Advertisement
- 2<sup>nd</sup> Place - Promotional Literature
- 2<sup>nd</sup> Place - Innovative Idea
- 3<sup>rd</sup> Place - Black and White Ad
- 3<sup>rd</sup> Place - Community Service
- 3<sup>rd</sup> Place - Online Animated Advertisement

### Adirondack Daily Enterprise, Saranac Lake

- 2<sup>nd</sup> Place - Online Animated Advertisement

## 10,000 to 50,000 Circulation Class

### Finger Lakes Times, Geneva

- 1<sup>st</sup> Place - Newspaper Self-Promotion
- 1<sup>st</sup> Place - Advertising Section - Specialty Supplement
- 1<sup>st</sup> Place - Online Animated Advertisement
- 3<sup>rd</sup> Place - Black and White Ad
- 3<sup>rd</sup> Place - Locally Prepared Color
- 3<sup>rd</sup> Place - Advertising Section - Newspaper Supplement
- 3<sup>rd</sup> Place - Community Service

### The Post-Journal, Jamestown

- 1<sup>st</sup> Place - Locally Prepared Color
- 1<sup>st</sup> Place - Advertising Section - Newspaper Supplement
- 1<sup>st</sup> Place - Online Static Advertisement
- 1<sup>st</sup> Place - Innovative Idea
- 2<sup>nd</sup> Place - Newspaper Self-Promotion
- 2<sup>nd</sup> Place - Ad Campaign
- 2<sup>nd</sup> Place - Advertising Section - Specialty Supplement
- 2<sup>nd</sup> Place - Community Service
- 2<sup>nd</sup> Place - Online Animated Advertisement

## 10,000 to 50,000 Circulation Class (Continued)

### Press-Republican, Plattsburgh

- 1<sup>st</sup> Place - Black and White Ad
- 1<sup>st</sup> Place - Promotional Literature

### Poughkeepsie Journal

- 1<sup>st</sup> Place - Ad Campaign
- 2<sup>nd</sup> Place - Promotional Literature
- 2<sup>nd</sup> Place - Online Static Advertisement
- 3<sup>rd</sup> Place - Advertising Section - Specialty Supplement

### Daily Sentinel, Rome

- 1<sup>st</sup> Place - Community Service
- 2<sup>nd</sup> Place - Black and White Ad
- 2<sup>nd</sup> Place - Locally Prepared Color
- 2<sup>nd</sup> Place - Advertising Section - Newspaper Supplement
- 3<sup>rd</sup> Place - Newspaper Self-Promotion
- 3<sup>rd</sup> Place - Ad Campaign
- 3<sup>rd</sup> Place - Promotional Literature

## Over 50,000 Circulation Class

### Times Union, Albany

- 1<sup>st</sup> Place - Newspaper Self-Promotion
- 1<sup>st</sup> Place - Black and White Ad
- 1<sup>st</sup> Place - Ad Campaign
- 1<sup>st</sup> Place - Advertising Section - Specialty Supplement
- 1<sup>st</sup> Place - Online Static Advertisement
- 1<sup>st</sup> Place - Innovative Idea
- 2<sup>nd</sup> Place - Locally Prepared Color
- 2<sup>nd</sup> Place - Community Service
- 2<sup>nd</sup> Place - Online Animated Advertisement
- 3<sup>rd</sup> Place - Advertising Section - Newspaper Supplement
- 3<sup>rd</sup> Place - Promotional Literature

### Times Herald-Record, Middletown

- 1<sup>st</sup> Place - Locally Prepared Color
- 2<sup>nd</sup> Place - Promotional Literature
- 3<sup>rd</sup> Place - Newspaper Self-Promotion
- 3<sup>rd</sup> Place - Ad Campaign

### The Gazette, Schenectady

- 1<sup>st</sup> Place - Online Animated Advertisement
- 2<sup>nd</sup> Place - Advertising Section - Newspaper Supplement
- 3<sup>rd</sup> Place - Advertising Section - Specialty Supplement

## Over 50,000 Circulation Class (Continued)

### The Post-Standard, Syracuse

- 1<sup>st</sup> Place - Advertising Section - Newspaper Supplement
- 1<sup>st</sup> Place - Promotional Literature
- 1<sup>st</sup> Place - Community Service
- 2<sup>nd</sup> Place - Newspaper Self-Promotion
- 2<sup>nd</sup> Place - Ad Campaign
- 2<sup>nd</sup> Place - Advertising Section - Specialty Supplement
- 2<sup>nd</sup> Place - Online Static Advertisement
- 2<sup>nd</sup> Place - Innovative Idea
- 3<sup>rd</sup> Place - Locally Prepared Color
- 3<sup>rd</sup> Place - Online Animated Advertisement

### Additional Awards

The Rome Sentinel was awarded NYNAME's 2013 Conference Registration Scholarship, which covers the cost of registration for one NYNAME representative at the 2013 conference. The winner is selected at random from newspapers that participated in the 2012 Advertising Competition.

Note: The awards banquet slideshow is available for download at [www.nynome.org](http://www.nynome.org). If you or a member of your staff would like information on how to submit entries in the 2013 Advertising Competition please e-mail [dferlazzo@nynpa.com](mailto:dferlazzo@nynpa.com).