



NEWS RELEASE

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FOR IMMEDIATE RELEASE

FURTHER INFORMATION

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ALBANY, NY – Winners of the New York Newspapers Advertising and Marketing Executive's 2013 Advertising Competition were honored during an awards banquet at the Sixth Annual Sales & Marketing Joint Conference held in Albany on June 10, 2013.

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 83 entries submitted by 11 New York State daily newspapers. The contest was judged by Pam Bennett, Advertising Director at Wheeling Newspapers, Inc. in Wheeling, 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

Cortland Standard

- 1st Place - Ad Campaign
- 2nd Place - Black and White Ad
- 2nd Place - Innovative Idea
- 3rd Place - Locally Prepared Color
- 3rd Place - Community Service
- 3rd Place - Promotional Literature
- 3rd Place - Advertising Section - Newspaper Supplement
- 3rd Place - Online Static Advertisement

Observer, Dunkirk

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

Under 10,000 Circulation Class (Continued)

The Leader-Herald, Gloversville

- 1st Place - Advertising Section - Specialty Supplement
- 1st Place - Promotional Literature
- 1st Place - Online Static Advertisement
- 2nd Place - Newspaper Self-Promotion
- 2nd Place - Locally Prepared Color
- 2nd Place - Ad Campaign
- 2nd Place - Advertising Section - Newspaper Supplement

Register-Star, Hudson

- 1st Place - Black and White Ad
- 1st Place - Community Service
- 3rd Place - Newspaper Self-Promotion

10,000-50,000 Circulation Class

Finger Lakes Times, Geneva

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

The Post-Journal, Jamestown

- 1st Place - Black and White Ad
- 1st Place - Locally Prepared Color
- 1st Place - Advertising Section - Newspaper Supplement
- 1st Place - Advertising Section - Specialty Supplement
- 1st Place - Online Static Advertisement
- 1st Place - Online Animated Advertisement
- 2nd Place - Community Service
- 2nd Place - Innovative Idea

Daily Sentinel, Rome

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

Over 50,000 Circulation Class

Times Union, Albany

- 1st Place - Black and White Ad
- 1st Place - Advertising Section - Newspaper Supplement
- 1st Place - Advertising Section - Specialty Supplement
- 1st Place - Promotional Literature
- 1st Place - Online Animated Advertisement
- 2nd Place - Locally Prepared Color
- 2nd Place - Community Service
- 2nd Place - Online Static Advertisement
- 2nd Place - Innovative Idea

The Buffalo News

- 2nd Place - Newspaper Self-Promotion

Times Herald-Record, Middletown

- 1st Place - Newspaper Self-Promotion
- 1st Place - Locally Prepared Color
- 2nd Place - Ad Campaign

The Post-Standard, Syracuse

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

Additional Awards

Observer in Dunkirk was awarded NYNAME's 2014 Conference Registration Scholarship, which covers the cost of registration for one NYNAME representative at the 2014 conference. The winner is selected at random from newspapers that participated in the 2013 Advertising Competition.

Note: The awards banquet slideshow is available for download at www.nyname.org. If you or a member of your staff would like information on how to submit entries in the 2014 Advertising Competition please e-mail dferlazzo@nynpa.com.