



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 2014 Advertising Competition were honored during an awards banquet at the Seventh Annual Sales & Marketing Joint Conference held in Syracuse on June 9, 2014.

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 119 entries submitted by 15 New York State daily newspapers. The contest was judged by Janet Corrinne-Harvey, Executive Director Digital and Marketing for Trib Total Media in Pittsburgh, Pennsylvania.

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 an individual business 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 Citizen, Auburn

- **1st Place – Black and White Ad** – “Wine Wednesdays, Sherwood Inn” by Kayleigh Tarbet and Greg Hassett
- **1st Place – Locally Prepared Color** – “Tour Promo Ad, The Citizen” by Renate Wood
- **1st Place – Promotional Literature** – “Media Kit, Cayuga Media” by Kayleigh Tarbet and Renate Wood
- **1st Place – Online Static Advertisement** – “United Way of Cayuga County” by Renate Wood
- **1st Place – Innovative Idea** – “Front Page Post-it, K&S Car Wash” by Kayleigh Tarbet
- **2nd Place – Advertising Section - Specialty Supplement** – “Go & Do Finger Lakes Travel Guide” by Lee Cunningham, Marci Barber, Kayleigh Tarbet and Renate Wood
- **3rd Place – Ad Campaign** – “Belhurst” by Renate Wood
- **3rd Place - Advertising Section - Newspaper Supplement** – “Monthly Living Well Section” by Lee Cunningham
- **3rd Place - Online Animated Advertisement** – “Auburn Downtown BID” by Renate Wood

The Daily Mail, Catskill

- **1st Place – Ad Campaign** – “Tait Incorporated” by Erica Izer
- **3rd Place – Black and White Ad** – “The Shamrock House” by Steve LaRowe

Cortland Standard

- **1st Place – Advertising Section - Newspaper Supplement** – “Summer Guide 2013” by Terry VanDyke
- **2nd Place – Promotional Literature** – “Cortland Standard Rate Card” by Terry VanDyke
- **2nd Place – Innovative Idea** – “Consistent Advertising Package” by Terry VanDyke
- **3rd Place – Newspaper Self-Promotion** – “Self Promotion Testimonials” by Terry VanDyke
- **3rd Place – Online Static Advertisement** – “Heritage Real Estate” by Mike Riley

Observer, Dunkirk

- **2nd Place – Newspaper Self-Promotion** – “Earth Day” by Staff
- **2nd Place – Community Service** – “Graduation Edition” by Janice Gee and Creative Services Department Staff
- **2nd Place – Online Animated Advertisement** – “Dunkirk Rotary” by Sarah Neumeister and Sales Staff
- **3rd Place – Promotional Literature** – “2013 Advertising Rate Schedule” by Staff

The Leader-Herald, Gloversville

- **1st Place - Newspaper Self-Promotion** – “Multi-Media Ad” by Marj Kline
- **1st Place – Community Service** – “FMCC 50th Anniversary Book” by Marj Kline, Nancy Unczur, Kirsten Knapp and Jeanne Francisco
- **2nd Place – Black and White Ad** – “ASAPP’s Promise” by Marj Kline
- **2nd Place – Locally Prepared Color** – “Brown’s Ford” by Nancy Unczur
- **2nd Place – Ad Campaign** – “ASAPP’s Promise” by Alex Ruggeri and Marj Kline
- **2nd Place - Online Static Advertisement** – “ASAPP’s Promise” by Marj Kline
- **3rd Place - Advertising Section - Specialty Supplement** – “Portraits” by Staff

Register-Star, Hudson

- **2nd Place - Advertising Section - Newspaper Supplement** – “Destinations” by Nancy Whelan
- **3rd Place – Community Service** – “Graduation” by Nancy Whelan

Adirondack Daily Enterprise, Saranac Lake

- **1st Place - Advertising Section - Specialty Supplement** – “Adirondack Living Real Estate Guide” by Lindsay Moore and Steve Bradley
- **1st Place – Online Animated Advertisement** – “Lake Placid Center for the Arts” by Steve Bradley
- **3rd Place – Locally Prepared Color** – “The Pub is Back” by Dan Cash and Steve Bradley

10,000-50,000 Circulation Class

Finger Lakes Times, Geneva

- **1st Place – Ad Campaign** – “Ashton Place” by Mary Thorpe
- **1st Place – Innovative Idea** – “Business Card Directory” by Mary Thorpe, Rachael Sergent and Roxanne Ferris
- **2nd Place – Newspaper Self-Promotion** – “2012 Year in Review” by Mary Thorpe, Sergent Rachael, Ferris Roxanne and Editorial Staff
- **2nd Place – Black and White Ad** – “D’Amico” by Rachael Sergent
- **2nd Place – Locally Prepared Color** – “Carpet House” by Rachael Sergent
- **2nd Place – Advertising Section - Newspaper Supplement** – “Breast Cancer Awareness” by Mary Thorpe, Rachael Sergent and Roxanne Ferris
- **2nd Place – Advertising Section - Specialty Supplement** – “Wayne County Snowmobile Federation” by Mary Thorpe, Rachael Sergent and Roxanne Ferris
- **3rd Place – Community Service** – “Destination” by Mary Thorpe, Rachael Sergent and Roxanne Ferris

- **3rd Place – Online Static Advertisement** – “Marketplace Banner” by Roxanne Ferris

The Post-Journal, Jamestown

- **1st Place – Black and White Ad** – “Novel Destination” by Emily Vercant
- **1st Place – Locally Prepared Color** – “Pal Joey’s” by Jessica Clark
- **1st Place - Advertising Section - Newspaper Supplement** – “Wine Time” by Dawn Thompson, Brian Johnson, Jessica Clark and Emily Vercant
- **3rd Place – Ad Campaign** – “Moran’s Floor Store” by Brian Johnson
- **3rd Place - Advertising Section - Specialty Supplement** – “Vacation Guide 2013” by Staff

Press-Republican, Plattsburgh

- **1st Place – Online Static Advertisement** – “Jill Magazine Digital Edition” by Michael Gallagher
- **2nd Place – Promotional Literature** – “Multimedia Audience Package Media Kit by Michael Gallagher
- **2nd Place – Innovative Idea** – “The Mystery of Alan Breck Lodge Great Reads Giveaway” by Michael Gallagher

Daily Sentinel, Rome

- **1st Place – Promotional Literature** – “Daily Sentinel Calendar” by Linda Karsten, John Clifford, Makenzi Enos and Staff
- **1st Place – Community Service** – “Horizons 2013 – Part I and Part II” by Dan Smith and Staff
- **2nd Place – Ad Campaign** – “Vigneto Series” by Lezley LaForest, Linda Doxtader and Irene Tyler
- **3rd Place – Locally Prepared Color** – “Ski and Snowboard Warehouse” by Lezley LaForest and Frank Page
- **3rd Place – Innovative Idea** – “Rome Map 2013” by Frank Page, Linda Carlson, Linda Karsten and Staff

Watertown Daily Times

- **1st Place – Newspaper Self-Promotion** – “New Apps for All Your Devices” by Brian Mitchell and Scott Smith
- **1st Place - Advertising Section - Specialty Supplement** – “NNY Business Annual Health Care Issue” by Ken Eysamann, Matt Costantino
- **1st Place – Online Animated Advertisement** – “Soft Water by George” by Brian Mitchell and Tom Penn
- **2nd Place – Community Service** – “Thousand Islands Bridge - 75 Years of International Goodwill” by Brian Mitchell
- **2nd Place – Online Static Advertisement** – “Your Are Invited! 4th Annual Kentucky Derby Day” by Brian Mitchell and Tom Penn
- **3rd Place - Advertising Section - Newspaper Supplement** – “Fall Fun Guide” by Brian Mitchell, Tom Penn and Sue Gardner
- **3rd Place – Promotional Literature** – “NNY Business Magazine Advertising Brochure and Flyer” by Ken Eysamann and Matt Costantino

Over 50,000 Circulation Class

Times Union, Albany

- **1st Place – Promotional Literature** – “Reputation Management Sales Sheet” by Tom Kracker
- **1st Place - Online Animated Advertisement** – “Saratoga County Fair” by John Michaels
- **2nd Place – Newspaper Self-Promotion** – “Live Smarter” by Tom Kracker
- **2nd Place – Black and White Ad** – “Times Union Apps” by Alana Feldman
- **2nd Place – Ad Campaign** – “Live Smarter” by Tom Kracker
- **2nd Place - Advertising Section - Newspaper Supplement** – “New Press Section” by Rex Smith, Jennifer Gish, Tyswan Stewart, Will Waldron and Tom Palmer
- **2nd Place – Community Service** – “Capital District Community Gardens” by Jill Address
- **2nd Place – Innovative Idea** – “Giving Tuesday” by Charmaine Ushkow
- **3rd Place – Locally Prepared Color** – “Capital District Mobile Vet” by Carol Ann Farley
- **3rd Place - Advertising Section - Specialty Supplement** – “Life@Home Magazine, April 2013” by Janet Reynolds, Tony Pallone, Colleen Ingerto, Emily Jahn and Brianna Snyder

Times Herald-Record, Middletown

- **2nd Place – Locally Prepared Color** – “New Chef for Bernie's Holiday Restaurant” by Gail Whiting and Greg Appel
- **2nd Place - Advertising Section - Specialty Supplement** – “Orange Magazine” by Staff
- **3rd Place – Black and White Ad** – “Fleisher, Arlene, MD Spider Veins” by Gail Whiting and Greg Appel
- **3rd Place – Ad Campaign** – “Beauty School of Middletown Color Series” by Gail Whiting and Greg Appel
- **3rd Place - Advertising Section - Newspaper Supplement** – “Restaurant Guide & More” by Gail Whiting and Greg Appel
- **3rd Place – Innovative Idea** – “Reader’s Choice Campaign” by Gail Whiting and Greg Appel

The Post-Standard, Syracuse

- **1st Place – Newspaper Self-Promotion** – “Readers Guide to More” by Becca Gomes and Stephen Hodgens
- **1st Place – Black and White Ad** – “SMG-On the Spot Source” by Karen Sherwood and Stephen Hodgens
- **1st Place – Locally Prepared Color** – “More to Savor” by Stephen Hodgens and Becca Gomes
- **1st Place – Ad Campaign** – “HBA-Parade of Homes Ad Campaign” by Becca Gomes and Stephen Hodgens
- **1st Place - Advertising Section - Newspaper Supplement** – “Upstate Home” by MJ Kravec, Sue Santola, Tom Schmidt and Bridget Cerrone
- **1st Place - Advertising Section – Specialty Supplement** – “The Good Life, Central New York Magazine” by Linda Bien, Peter Allen and Bridget Cerrone
- **1st Place – Community Service** – “Hope for the Holidays” by Karen Sherwood and Stephen Hodgens
- **1st Place – Online Static Advertisement** – “Syracuse University Football - SU vs Pitt” by Becca Gomes
- **1st Place – Innovative Idea** – “Downtown Living Tour” by Stephen Hodgens and Nick Ruscito
- **2nd Place – Promotional Literature** – “SMG Ad Solutions” by Stephen Hodgens and Becca Gomes
- **2nd Place – Online Animated Advertisement** – “Lemp’s Animated Sidekick” by Matthew Sourwine

Additional Awards

Robert Schoenbacher of New York City was honored with **Lifetime Membership** in recognition of his years as President, Council Member and an Associate Member of NYNAME.

Schoenbacher's career in the newspaper industry began in the early 1960s at the *Times Union* in Albany. After 18 years at the T.U., he moved on to work at papers in New York, Los Angeles and Portland, Oregon. In 1989, Schoenbacher returned to New York as President of Metrosuburbia, the national sales group for all Newhouse papers.

During his 51-year career, Schoenbacher served as President of NYNAME in 1980, and he was also President of Ad Clubs in Albany and Portland. In addition, he served on many Industry National Committees.

Schoenbacher joins fellow Past-Presidents Tom Miller of Canandaigua (2005) and Karl Davis of Dunkirk (2006) on NYNAME's Lifetime Membership list.

Additionally, the *Times Union* in Albany was selected as the winner of NYNAME's **2015 Conference Registration Scholarship**, which covers the cost of registration for one NYNAME representative at the 2015 conference. The winner is selected at random from newspapers that participated in the 2014 Advertising Competition.

Note: The awards banquet slideshow is available for download at www.nynama.org. If you or a member of your staff would like information on how to submit entries in the 2015 Advertising Competition please e-mail dferlazzo@nynpa.com.