



NEWS RELEASE

252 Hudson Avenue
Albany, New York 12210
TEL (518) 449-1667
FAX (518) 449-5053
www.nyname.org

June 17, 2015

FOR IMMEDIATE RELEASE

FURTHER INFORMATION

Don Ferlazzo
(518) 449-1667
dferlazzo@nynpa.com

ALBANY, NY – Winners of the New York Newspapers Advertising and Marketing Executive's 2014 Advertising Competition were honored during an awards banquet at the Eighth Annual Sales & Marketing Joint Conference held in Canandaigua on Monday, June 15, 2015.

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 122 entries submitted by 17 New York State daily newspapers. The judges were Wiley Acheson, Retail Advertising Manager, White Mountain Publishing in Show Low, Arizona; Cindy Meaux, Advertising Manager, Arizona Newspaper Association in Phoenix, Arizona; and Greg Tock, Publisher, Independent NewsMedia, Inc. in Apache Junction, Arizona.

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

- First Place - Online Static Advertisement – “Oswego County Tourism”
- First Place - Online Animated Advertisement – “Cortland Repertory Theatre”
- Second Place - Promotional Literature – “Cayuga Media - Media Kit”
- Second Place - Innovative Idea – “Finger Lakes GO&DO App”
- Third Place - Black and White Ad – “Southern Tier Stables Haunted Hayrides”
- Third Place - Locally Prepared Color - “Lakeside Entertainment”
- Third Place - Advertising Section - Specialty Supplement – “Skaneateles Directory”
- Third Place - Community Service – “35 Objects”

The Daily Mail, Catskill

- First Place - Newspaper Self-Promotion – “Digital Pass”
- First Place - Innovative Idea – “Windham Chamber Directory”

Observer, Dunkirk

- First Place - Black and White Ad “The Main Event”
- First Place - Advertising Section - Newspaper Supplement – “Glory Days”
- First Place - Promotional Literature – “2014 trifold rate schedule”
- Second Place - Newspaper Self-Promotion – “Earth Day”
- Second Place - Community Service – “Grape County Corridor Map”
- Second Place - Online Animated Advertisement – “Gerry Rodeo”
- Third Place - Ad Campaign – “Taste pages”
- Third Place - Innovative Idea – “2015 Observer Calendar”

The Leader-Herald, Gloversville

- First Place - Ad Campaign – “Harvey's”
- First Place - Advertising Section - Specialty Supplement – “2014 Olympic Tab”
- Third Place - Advertising Section - Newspaper Supplement – “Lake Country”
- Third Place - Online Animated Advertisement – “ADK Gold & Silver”

Register-Star, Hudson

- First Place - Locally Prepared Color – “Mac's Agway”
- First Place - Community Service – “Work Life Balance”
- Second Place - Black and White Ad – “Pat Shanley”
- Second Place - Ad Campaign – “Work Life Balance”
- Second Place - Advertising Section - Newspaper Supplement – “Progress”
- Second Place - Advertising Section - Specialty Supplement – “Best of Columbia County”
- Second Place - Online Static Advertisement – “Falcon Ridge”
- Third Place - Newspaper Self-Promotion – “18-Months Growth”
- Third Place - Promotional Literature – “River Chronicle Rate Sheet”

Adirondack Daily Enterprise, Saranac Lake

- Second Place - Locally Prepared Color – “Offering the Best Locations”
- Third Place - Online Static Advertisement – “Adirondack By Owner Leaderboard”

10,000-50,000 Circulation Class

Finger Lakes Times, Geneva

- First Place - Ad Campaign – “Don's Own Flower Shop”
- First Place - Advertising Section - Specialty Supplement – “2014 Vacation Guide”
- First Place - Online Animated Advertisement – “Lakeside Kitchen Design”
- Second Place - Newspaper Self -Promotion – “Year in Review”
- Second Place - Locally Prepared Color – “Health Care Proxy”
- Second Place - Innovative Idea – “Domestic Violence”
- Third Place - Black and White Ad – “ABC's of Back to School”
- Third Place - Online Static Advertisement – “Dr. Littlejohn”

The Post-Journal, Jamestown

- First Place - Innovative Idea – “Gas Tab 2014”
- Second Place - Advertising Section - Specialty Supplement – “Vacation Guide 2014”
- Second Place - Online Static Advertisement – “Southern Chautauqua Federal Credit Union”
- Second Place - Online Animated Advertisement – “Luv Toyota”
- Third Place - Newspaper Self-Promotion – “Hometown Heroes 2014”

The Times Herald, Olean

- First Place - Newspaper Self-Promotion – “Promotional Ad”
- First Place - Black and White Ad – “Freefall OZ Skydiving Center”
- First Place - Locally Prepared Color – “East State Wine & Spirits Ad”

Press-Republican, Plattsburgh

- First Place - Advertising Section - Newspaper Supplement – “The Wrap 2014 Gift Guide”
- First Place - Community Service – “2014 Breast Cancer Awareness tab”
- First Place - Online Static Advertisement – “Breast Cancer Awareness website wallpaper”
- Third Place - Locally Prepared Color – “Battle of the Centuries promo Ad”
- Third Place - Ad Campaign – “Bingo Contest”

Daily Sentinel, Rome

- Second Place - Black and White Ad – “Gem Boutique”
- Second Place - Advertising Section - Newspaper Supplement – “Christmas Wishbook 2014”
- Second Place - Community Service– “Breast Cancer Section (printed on pink newsprint)”
- Third Place - Innovative Idea – “Kennedy Arena Supplement”

Watertown Daily Times

- Second Place- Ad Campaign – “Pick'Em League with Advertiser: Watertown Auto Sales Drive America”
- Third Place - Advertising Section - Newspaper Supplement – “Kids Summer Fun”
- Third Place - Advertising Section - Specialty Supplement – “NNY Living Weddings”
- Third Place - Community Service – “The Antique Boat Museum 50th Boat Show”

Over 50,000 Circulation Class

Times Union, Albany

- First Place - Black and White Ad – “Community Hospice Helping Adolescents Cope With Loss”
- First Place - Locally Prepared Color – “Gotta Vape color ad”
- First Place - Ad Campaign– “Chao Plastic Surgery Campaign”
- First Place - Promotional Literature – “Digital Direction flyer”
- First Place - Online Animated Advertisement – “University at Albany”
- First Place- Innovative Idea – “#ishoplocal518”
- Second Place - Advertising Section - Newspaper Supplement – “Home Expo 2014”
- Second Place - Advertising Section - Specialty Supplement – “518 Life August 2015”
- Second Place - Community Service – “Historic Cherry Hill Albany History Fair”
- Third Place - Online Static Advertisement – “Times Union Facebook ad”

The Buffalo News

- First Place - Newspaper Self-Promotion – “Caring for Our Community - The Buffalo News”
- First Place - Community Service – “Buffalo News Kids Day”

Times Herald-Record, Middletown

- First Place - Advertising Section - Newspaper Supplement – “Our Classic Catskills Remembering and Preserving”
- First Place- Advertising Section - Specialty Supplement – “Smokin' in the Classroom”
- Second Place - Newspaper Self-Promotion – “Now you can touch, scroll, and slide on ‘What's happening' in Hudson Valley!”

Times Herald-Record, Middletown (Continued)

- Second Place - Online Static Advertisement – “Welcomes 2 Chainz!”
- Third Place - Locally Prepared Color – “We are proud to welcome our new attorneys of 2014”

The Gazette, Schenectady

- Second Place - Locally Prepared Color – “Northeastern Fine Jewelry”
- Third Place - Advertising Section - Specialty Supplement – “Southern Saratoga Magazine”

The Post-Standard, Syracuse

- First Place - Online Static Advertisement – “World Class Wine, Spectacular Views”
- Second Place - Ad Campaign – “Don't Miss a Thing”
- Second Place - Online Animated Advertisement – “This Holiday Season Remember”

Additional Awards

The Post-Standard in Syracuse was selected as the winner of NYNAME’s **2016 Conference Scholarship**, which covers the cost of registration and hotel for one NYNAME representative at the 2016 conference. The winner is selected at random from newspapers that participated in the 2014 Advertising Competition.

Gwen Tomaselli and Metro Creative Graphics were honored as the recipients of the first-ever **NYNAME President’s Award**, which recognizes a person and/or company that has gone above and beyond what is expected of them in their role within NYNAME. As an Associate Member, exhibitor and conference sponsor, Ms. Tomaselli and Metro also donated design services for conference promotional materials and the use of their Metro E-Connect platform to host the conference website each of the last two years, and Ms. Tomaselli has assisted with Associate Member/exhibitor outreach, as well.

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 2015 Advertising competition please e-mail dferlazzo@nynpa.com.