



NEWS RELEASE

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April 14, 2017

FOR IMMEDIATE RELEASE

FURTHER INFORMATION

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ALBANY, NY – Several members of the New York Newspapers Advertising and Marketing Executives (NYNAME) were honored as winners in the New York Press Association's 2016 Better Newspaper Contest at the 2017 Spring Convention & Trade Show, April 7-8 in Saratoga Springs.

For the first time ever, NYNAME's members were eligible to enter 20 advertising categories within the NYPA contest. Entries consisted of advertising published or produced during the 2016 calendar year.

The Daily News in Batavia was NYNAME's biggest winner, taking home 11 first place, 5 second place and 3 third place awards, as well as one honorable mention for a total of 20 awards.

Other big winners among NYNAME members include the *Finger Lakes Times* in Geneva (16 awards - 6 first, 7 second, 3 third place) and the *Times Union* in Albany (15 awards – 13 first, 2 second place).

The list of NYNAME members who received advertising awards in the contest is below. A complete list of winners of NYPA's 2016 Better Newspaper Contest can be found at <http://nynewspapers.com/better-newspaper-contest/>.

NYPA 2016 Better Newspaper Contest – NYNAME Winners

Albany, Times Union

- Best Online Static Ad (Group 4) – 1st Place
- Best Online Dynamic (Group 4) – 1st Place
- Best Conquered Target E-Mail (Group 4) – 1st Place
- Special Sections/Niche Publications (Group 6) – 1st Place
- Best Public Service or Non-Profit Special Section (Group 4) – 1st Place
- Best Automotive Special Section or Magazine (Group 4) – 1st Place
- Best Recruitment Special Section or Magazine (Group 4) – 1st Place
- Best Special Section – Advertising (Group 4) – 1st Place
- Best Advertising Campaign (Group 5) – 1st Place
- Best Large Space Ad (Group 5) – 1st Place
- Best Small Space Ad (Group 5) – 1st Place

- Best Multi-Advertiser Pages (Group 5) – 1st Place
- Best House Ad/Ad Campaign (Group 5) – 1st Place
- Magazine (Group 4) – 2nd Place
- Special Holiday Edition (Group 4) – 2nd Place

Batavia, *The Daily News*

- Best Online Static Ad (Group 2) – 1st Place
- Best Online Dynamic (Group 2) – 1st Place
- Best Public Service or Non-Profit Special Section (Group 2) – 1st Place
- Magazine (Group 2) – 1st Place
- Best Real Estate/Home Section (Group 2) – 1st Place
- Best Automotive Special Section or Magazine (Group 2) – 1st Place
- Best Special Section – Advertising (Group 2) – 1st Place
- Best Advertising Campaign (Group 3) – 1st Place
- Best Large Space Ad (Group 3) – 1st Place
- Best Small Space Ad (Group 3) – 1st Place
- Best Multi-Advertiser Pages (Group 3) – 1st Place
- Best Online Static Ad (Group 2) – 2nd Place
- Special Holiday Edition (Group 2) – 2nd Place
- Best Multi-Advertiser Pages (Group 3) – 2nd Place
- Best House Ad/Ad Campaign (Group 3) – 2nd Place
- Innovative Ad Project (Group 3) – 2nd Place
- Best Online Dynamic (Group 2) – 3rd Place
- Best Public Service or Non-Profit Special Section (Group 2) – 3rd Place
- Best Small Space Ad (Group 3) – Honorable Mention
- Best Large Space Ad (Group 3) – Honorable Mention

Dunkirk, *Observer*

- Special Holiday Edition (Group 2) – 1st Place
- Best House Ad/Ad Campaign (Group 3) – 1st Place
- Best Real Estate/Home Section (Group 2) – 2nd Place
- Best Special Section – Advertising (Group 2) – 2nd Place
- Special Sections/Niche Publications (Group 4) – 3rd Place

Geneva, *Finger Lakes Times*

- Special Sections/Niche Publications (Group 5) – 1st Place
- Best Public Service or Non-Profit Special Section (Group 3) – 1st Place
- Best Special Section – Advertising (Group 3) – 1st Place
- Best Advertising Campaign (Group 4) – 1st Place
- Best Multi-Advertiser Pages (Group 4) – 1st Place
- Innovative Ad Project (Group 4) – 1st Place
- Best Online Dynamic (Group 4) – 2nd Place
- Special Sections/Niche Publications (Group 5) – 2nd Place
- Best Advertising Campaign (Group 4) – 2nd Place
- Best Large Space Ad (Group 4) – 2nd Place
- Best Small Space Ad (Group 4) – 2nd Place
- Best Multi-Advertiser Pages (Group 4) – 2nd Place
- Best House Ad/Ad Campaign (Group 4) – 2nd Place
- Special Holiday Edition (Group 3) – 3rd Place

- Best Large Space Ad (Group 4) – 3rd Place
- Best Multi-Advertiser Pages (Group 4) – 3rd Place

Hornell, *The Evening Tribune*

- Special Sections/Niche Publications (Group 4) – 1st Place
- Magazine (Group 2) – 2nd Place
- Innovative Ad Project (Group 3) – 3rd Place

Hudson, *Register-Star*

- Best Conquered Target E-Mail (Group 2) – 1st Place
- Innovative Ad Project (Group 3) – 1st Place
- Best Online Dynamic (Group 2) – 2nd Place
- Best Large Space Ad (Group 3) – 2nd Place
- Best Small Space Ad (Group 3) – 2nd Place
- Best Online Static Ad (Group 2) – 3rd Place
- Best Large Space Ad (Group 3) – 3rd Place
- Best House Ad/Ad Campaign (Group 3) – 3rd Place
- Best Online Static Ad (Group 2) – Honorable Mention
- Best Small Space Ad (Group 3) – Honorable Mention
- Best House Ad/Ad Campaign (Group 3) – Honorable Mention
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Plattsburgh, *Press-Republican*

- Best Large Space Ad (Group 4) – 1st Place
- Best Small Space Ad (Group 4) – 1st Place
- Best House Ad/Ad Campaign (Group 4) – 1st Place
- Magazine (Group 3) – 2nd Place
- Special Holiday Edition (Group 3) – 2nd Place
- Classified Advertising (Group 3) – 2nd Place
- Special Sections/Niche Publications (Group 5) – 3rd Place
- Magazine (Group 3) – 3rd Place

Saranac Lake, *Adirondack Daily Enterprise*

- Best Recruitment Special Section or Magazine (Group 2) – 1st Place
- Special Sections/Niche Publications (Group 4) – 2nd Place
- Best Public Service or Non-Profit Special Section (Group 2) – 2nd Place

Schenectady, *The Daily Gazette*

- Magazine (Group 4) – 1st Place
- Special Holiday Edition (Group 4) – 1st Place
- Innovative Ad Project (Group 5) – 1st Place
- Special Sections/Niche Publications (Group 6) – 2nd Place
- Best Public Service or Non-Profit Special Section (Group 4) – 2nd Place
- Best Automotive Special Section or Magazine (Group 4) – 2nd Place
- Best Special Section – Advertising (Group 4) – 2nd Place
- Best Advertising Campaign (Group 5) – 2nd Place
- Best Large Space Ad (Group 5) – 2nd Place
- Best Small Space Ad (Group 5) – 2nd Place

- Best Multi-Advertiser Pages (Group 5) – 2nd Place

Watertown Daily Times

- Best Online Static Ad (Group 3) – 1st Place
- Best Online Dynamic (Group 3) – 1st Place
- Magazine (Group 3) – 1st Place
- Best Real Estate/Home Section (Group 3) – 1st Place
- Special Holiday Edition (Group 3) – 1st Place
- Classified Advertising (Group 3) – 1st Place
- Best Special Section – Advertising (Group 3) – 2nd Place
- Innovative Ad Project (Group 4) – 2nd Place
- Best House Ad/Ad Campaign (Group 4) – 3rd Place