



## 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 annual Advertising Competition were honored during an awards banquet at the Ninth Annual Sales & Marketing Joint Conference held in Saratoga Springs on Monday, June 13, 2016.

Entries in the contest consisted of advertising published or produced during the 2015 calendar year in thirteen categories among three circulation groups.

This year, contest judges selected first, second, and third place winners from a record total of 155 entries submitted by 18 New York State daily newspapers. The contest was judged by Joe Zokal and members of his team at the News Tribune in La Salle, Illinois.

Awards were presented in the following thirteen categories:

**1) Classified Section**

Can include auto, recruitment, real estate and private party. Can submit self-contained section or separate elements.

**2) Newspaper Self-Promotion**

Tells the story of a newspaper or one of its services or accomplishments. Can be an ad series or section.

**3) General Ad – 2x3 or Smaller**

Shows exceptional use of space, illustration and message.

**4) General Ad – 2x4 or Larger**

Shows exceptional use of space, illustration and message.

**5) Specialty Supplement**

Stitched/coated stock, etc.

**6) Public Service or Non-Profit Special Section**

Printed on newsprint.

7) Innovative Ad Project

Original project or idea implemented by the advertising department resulting in additional revenue for the paper.

8) Classified Promotion

Testimonials, self-promotion, house ads appearing in the classifieds.

9) Locally Prepared Auto, Real Estate or Recruitment Ad

Half page or larger.

10) Online Static Ad

Non-moving advertisement created by the newspaper created by the newspaper appearing on its desktop website.

11) Online Dynamic Ad

Animated advertisement, homepage takeover, or specialty ad created by the newspaper appearing on its desktop website.

12) Mobile or Tablet Ad

Static, flash, or HTML 5 ad made exclusively for display on mobile or tablet devices.

13) Conquest Targeted E-mail

Advertiser e-mail created by ad department for a targeted audience.

Prizes for each category were awarded in three circulation classes: Under 10,000, 10,000-25,000, and Over 25,000.

**Under 10,000 Circulation Class**

*The Citizen, Auburn*

- First Place - Newspaper Self-Promotion – “Window Cling promotion Go & Do”
- First Place - General Ad - 2x3 or Smaller – “Dickman Farms front page Post-it”
- First Place - General Ad - 2x4 or Larger – “Hilton Garden Inn Go & Do”
- Second Place - Public Service or Non-Profit Special Section – “Living in Cayuga County”
- Second Place - Locally Prepared Auto, Real Estate or Recruitment Ad – “Michael DeRosa Exchange”
- Second Place - Online Static Ad – “Page Take Over Ad - Unity House”

*The Daily News, Batavia*

- First Place - Specialty Supplement – “Batavia Centennial”
- First Place - Online Static Ad – “Michael Tomaszewski Monster Ad”
- First Place - Online Dynamic Ad – “Bourbon & Burger Tower Web Ad”
- Second Place - Innovative Ad Project – “2016 Advertising Calendar”

*The Daily Mail, Catskill*

- First Place - Classified Section – “Pet Page”
- First Place - Locally Prepared Auto, Real Estate or Recruitment Ad – “Crossroads Ford”
- First Place - Mobile or Tablet Ad – “Stewart House”
- Second Place - Classified Promotion – “Business Service Guide”
- Second Place - Online Dynamic Ad – “Rip Van Winkle Country Club”

- Third Place - General Ad - 2x3 or Smaller – “Trackside Pizza”
- Third Place - General Ad - 2x4 or Larger – “Roxbury Mountain Maple”
- Third Place - Public Service or Non-Profit Special Section – “Greene County Fire Convention”

Cortland Standard

- Third Place - Locally Prepared Auto, Real Estate or Recruitment Ad – “Royal Auto Group”
- Third Place - Online Static Ad – “Royal Auto Group”

Observer, Dunkirk

- First Place - Conquest Targeted E-Mail – “Vision Early Bird 2015”
- Second Place - Newspaper Self-Promotion – “Earth Day”
- Second Place - General Ad - 2x4 or Larger – “Patton's Lighting Center”
- Third Place - Classified Section – “Showcase of Homes”
- Third Place - Classified Promotion – “Baby's 1st Christmas”
- Third Place - Mobile or Tablet Ad – “Lily Dale”

Register-Star, Hudson

- First Place – Public Service or Non-Profit Special Section – “Columbia County Fire Fighters Convention”
- First Place - Innovative Ad Project – “Columbia County Fair Guide”
- First Place - Classified Promotion – “Classifieds Facebook”
- Second Place - Classified Section – “Real Estate”
- Second Place - General Ad - 2x3 or Smaller – “Roots Brewing Company”
- Second Place - Specialty Supplement – “Best of Columbia County”
- Second Place - Mobile or Tablet Ad – “Foundry”
- Third Place - Newspaper Self-Promotion – “Minimum Wage Series”
- Third Place - Innovative Ad Project – “Sean's Run Event Guide”
- Third Place - Online Dynamic Ad – “Diederich's RV Mart”

Union-Sun & Journal, Lockport

- Third Place - Specialty Supplement – “Pride”

**10,000-25,000 Circulation Class**

Finger Lakes Times, Geneva

- First Place - Public Service or Non-Profit Special Section – “Breast Cancer Awareness”
- Second Place - Classified Promotion – “Reuse Repurpose”
- Second Place - Online Dynamic Ad – “Canandaigua Lady”
- Third Place - Classified Section – “2015 Business Directory Chronologies”
- Third Place - General Ad - 2x3 or Smaller – “The UPS Store”
- Third Place - General Ad - 2x4 or Larger – “Headleys Discount Liquor Barn”
- Third Place - Online Static Ad – Dr. Littlejohn”

The Post-Journal, Jamestown

- First Place - Innovative Ad Project – “Campgrounds, Cabins & Cottages”
- Third Place - Public Service or Non-Profit Special Section – “Survivors”

Niagara Gazette

- Second Place - Innovative Ad Project – “Lewiston Jazz Festival”

Press-Republican, Plattsburgh

- First Place - General Ad - 2x4 or Larger – “FLW Tournament Digital Edition Promo”
- Second Place - Specialty Supplement – “Summer Guide 2015”
- Second Place - Public Service or Non-Profit Special Section – “2015 Alzheimer's Walk to Remember Tab”
- Third Place - Newspaper Self-Promotion – “Prisonbreak Book Promo Ad”

Daily Sentinel, Rome

- First Place - General Ad - 2x3 or Smaller – “Anchor Light Inn”
- First Place - Online Static Ad – “Ballister's Bistro”
- Second Place - Classified Section – “The Key to Your New Home”
- Second Place - Locally Prepared Auto, Real Estate or Recruitment Ad – “Victory Chrysler, Dodge, Jeep, Ram Ad”
- Third Place - Specialty Supplement – “Daily Sentinel Calendar”
- Third Place - Innovative Ad Project – “Squirrel Appreciation Special Section”
- Third Place - Classified Promotion – “Valentine Love Line Classified Ad”

Observer-Dispatch, Utica

- First Place - Classified Section – “Mega Jobs”
- First Place - Newspaper Self-Promotion – “Year in Photos”
- Third Place - Locally Prepared Auto, Real Estate or Recruitment Ad – “Lexington Ad”

Watertown Daily Times

- First Place - Specialty Supplement – “NNY Living Premier Properties / NNY Living Food Issue”
- First Place - Classified Promotion – “Unleash Your Classified Ad's Full Potential”
- First Place - Locally Prepared Auto, Real Estate or Recruitment Ad – “Dream Big Sales Event”
- First Place - Online Dynamic Ad – “Off the Top Lawn Care & Landscaping”
- Second Place - Newspaper Self-Promotion – “NNY Real Estate”
- Second Place - General Ad - 2x3 or Smaller – “Auto Spa”
- Second Place - General Ad - 2x4 or Larger – “The Black Friday Blockbuster/2016 Chrysler 200”
- Second Place - Online Static Ad – “K & J Spirits”

**Over 25,000 Circulation Class**

Times Union, Albany

- First Place - Classified Section – “Salute to Nurses”
- First Place - Newspaper Self-Promotion – “Great Dogs of Albany Book”
- First Place - General Ad - 2x3 or Smaller – “Angela's Bridal”
- First Place - General Ad - 2x4 or Larger – “Albany International Airport”
- First Place - Specialty Supplement – “518Life Magazine”

- First Place - Public Service or Non-Profit Special Section – “Albany Police Athletic League”
- First Place - Classified Promotion – “Just What He Needed - Real Estate Promo”
- First Place - Locally Prepared Auto, Real Estate or Recruitment Ad – “Just What He Needed - Real Estate Promo”
- First Place - Online Static Ad – “MiSci Butterfly”
- First Place - Online Dynamic Ad – “Radio City Music Hall – Rockettes”
- Second Place - Innovative Ad Project – “Capital Region Gives”

*The Buffalo News*

- Second Place - Newspaper Self-Promotion – “Letter from the Publisher”
- Second Place - Specialty Supplement – “Delaware North Special Section”

*Times Herald-Record, Middletown*

- Second Place - General Ad - 2x4 or Larger – “Red Barn”
- Second Place - Public Service or Non-Profit Special Section – “OC Expo”
- Second Place - Online Dynamic Ad – “Mt. Sinai Plastic Surgery”
- Third Place - Newspaper Self-Promotion – “Co Op Awareness”
- Third Place - Classified Promotion – “Grandparents”
- Third Place - Online Static Ad – “NorthStar”

*The Gazette, Schenectady*

- First Place - Innovative Ad Project – “Snapshots”
- First Place - Conquest Targeted E-Mail – “Alpine Sport Targeted E-mail”
- Second Place - Classified Section – “Auto Section”
- Second Place - Classified Promotion – “Business & Service Directory”
- Second Place - Locally Prepared Auto, Real Estate or Recruitment Ad – “Nathan Littauer”
- Second Place - Online Static Ad – “Zen Takeover”
- Third Place - Specialty Supplement – “Boomers”
- Third Place - Public Service or Non-Profit Special Section – “Breast Cancer Awareness”
- Third Place - Innovative Ad Project – “Celebrating Veterans Day”

### **Additional Awards**

The *Times Union* in Albany was selected as the winner of NYNAME’s **2017 Conference Scholarship**, which covers the cost of registration and hotel for one NYNAME representative at the 2017 conference. The winner is selected at random from newspapers that participated in the 2015 Advertising Competition.

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