



2016 ADVERTISING & CIRCULATION AWARDS BANQUET

June 13, 2016

Gideon Putnam Resort

Saratoga Springs, New York

ADVERTISING AWARDS



ADVERTISING AWARDS

- ❖ First, Second and Third Place
- ❖ 155 entries
- ❖ 18 New York State media organizations

ADVERTISING AWARDS

❖ Contest Judges:

- **Joe Zokal** and members of his team at the
News Tribune in La Salle, IL

ADVERTISING AWARDS



ADVERTISING AWARDS

Under 10,000

2ND AND 3RD PLACE WINNERS

❖ *The Citizen*, Auburn

- **2nd Place - Public Service or Non-Profit Special Section** – “Living in Cayuga County”
- **2nd Place - Locally Prepared Auto, Real Estate or Recruitment Ad** – “Michael DeRosa Exchange”
- **2nd Place - Online Static Ad** – “Page Take Over Ad - Unity House”

2ND AND 3RD PLACE WINNERS

❖ *The Daily News*, Batavia

- 2nd Place - Innovative Ad Project – “2016 Advertising Calendar”

2ND AND 3RD PLACE WINNERS

❖ *The Daily Mail*, Catskill

- **2nd Place - Classified Promotion** – “Business Service Guide”
- **2nd Place - Online Dynamic Ad** – “Rip Van Winkle Country Club”
- **3rd Place - General Ad - 2x3 or Smaller** – “Trackside Pizza”
- **3rd Place - General Ad - 2x4 or Larger** – “Roxbury Mountain Maple”
- **3rd Place - Public Service or Non-Profit Special Section** – “Greene County Fire Convention”

2ND AND 3RD PLACE WINNERS

❖ *Cortland Standard*

- 3rd Place - Locally Prepared Auto, Real Estate or Recruitment Ad – “Royal Auto Group”
- 3rd Place - Online Static Ad – “Royal Auto Group”

2ND AND 3RD PLACE WINNERS

❖ *Observer*, Dunkirk

- **2nd Place - Newspaper Self-Promotion** – “Earth Day”
- **2nd Place - General Ad - 2x4 or Larger** – “Patton's Lighting Center”
- **3rd Place - Classified Section** – “Showcase of Homes”
- **3rd Place - Classified Promotion** – “Baby's 1st Christmas”
- **3rd Place - Mobile or Tablet Ad** – “Lily Dale”

2ND AND 3RD PLACE WINNERS

❖ *Register-Star*, Hudson

- **2nd Place - Classified Section** – “Real Estate”
- **2nd Place - General Ad - 2x3 or Smaller** – “Roots Brewing Company”
- **2nd Place - Specialty Supplement** – “Best of Columbia County”
- **2nd Place - Mobile or Tablet Ad** – “Foundry”
- **3rd Place - Newspaper Self-Promotion** – “Minimum Wage Series”
- **3rd Place - Innovative Ad Project** – “Sean's Run Event Guide”
- **3rd Place - Online Dynamic Ad** – “Diederich's RV Mart”

2ND AND 3RD PLACE WINNERS

❖ *Union-Sun & Journal, Lockport*

- 3rd Place - Specialty Supplement – “Pride”

ADVERTISING AWARDS

First Place Winners

Under 10,000

NEWSPAPER SELF-PROMOTION



First Place - *The Citizen*, Auburn

GENERAL AD 2X3 OR SMALLER



First Place - *The Citizen*, Auburn

GENERAL AD 2X4 OR LARGER

First Place
The Citizen
Auburn

Discover Hilton Garden Inn®
& BeauVine Chophouse



The region's finest hotel centrally located in the Finger Lakes region near to attractions, historic sites, lakes, wineries and shopping.

Winery, theater and shopping packages available.
• 92 Guest Rooms with Hospitality Centers featuring Keuring Coffee
• Wedding Receptions, Executive Meetings, Social Groups welcome

BeauVine Chophouse & Wine Bar

- Fine steaks, seafood and exotic meats
- Best selection of fine wines, specialty cocktails, craft beers
- Private outdoor seating with fire pit for a relaxing retreat

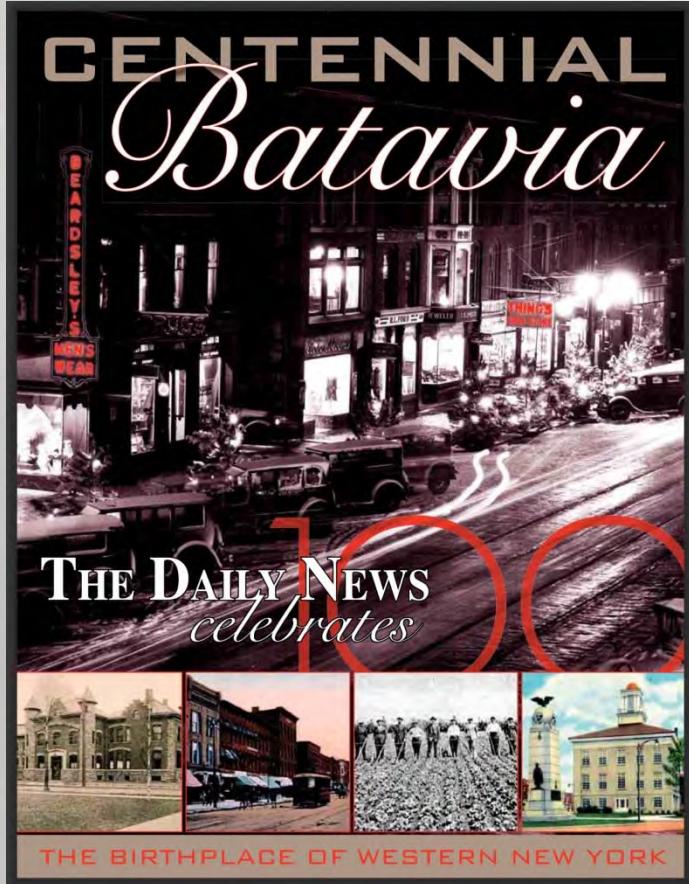
...one of the finest steakhouses in CNY" - Don, Post Standard



BEAUVINE
CHOPHOUSE & WINE BAR

74 State Street, Auburn NY 13021 | 315-252-5511 | auburn.hgi.com

SPECIALTY SUPPLEMENT



First Place
The Daily News
Batavia

ONLINE STATIC AD

First Place
The Daily News
Batavia

*"Our family putting your family
first, when it matters most."*

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**Michael S.
Tomaszewski**

FUNERAL & CREMATION CHAPEL



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How
many guys
does it
take to
make a
great
burger?

ONLINE
DYNAMIC AD

First Place
The Daily News
Batavia

CLASSIFIED SECTION

First Place

The Daily Mail

Catskill

LOCALLY PREPARED AUTO, REAL ESTATE OR RECRUITMENT AD

Crossroads Fords Welcomes our newest sales team member



Patrick Carswell
Attended SUNY New Paltz for Marketing. A year ago he has started working at Crossroads Fords and loves what he does. An avid sports fan who loves cars and helping people.

PATRICK'S SPECIALS

Great Deals on New & Used!

2015 Ford Focus SE FWD



Compact Ford Focus with 40 mpg on highway
MSRP \$20995
YOURS FOR
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2016 Ford Escape S AWD



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MSRP \$23495
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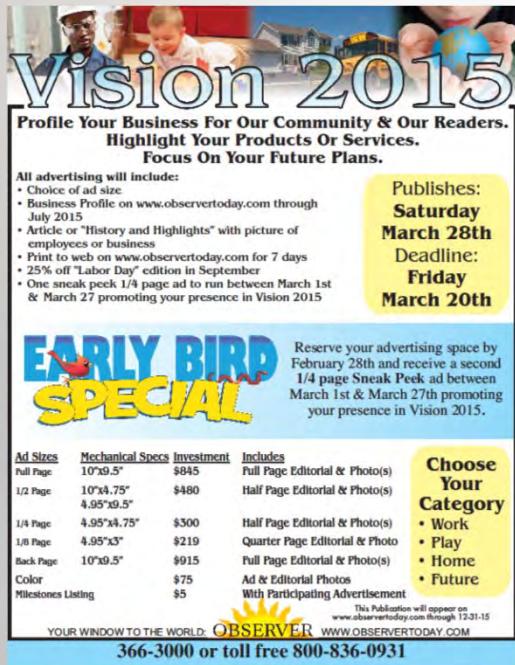
First Place – *The Daily Mail*, Catskill

MOBILE OR TABLET AD



First Place
The Daily Mail, Catskill

CONQUEST TARGETED E-MAIL



Vision 2015
Profile Your Business For Our Community & Our Readers.
Highlight Your Products Or Services.
Focus On Your Future Plans.

All advertising will include:
• Choice of ad size
• Business Profile on www.observertoday.com through July 2015
• Article or "History and Highlights" with picture of employees or business
• Print to web on www.observertoday.com for 7 days
• 25% off "Labor Day" edition in September
• One sneak peek 1/4 page ad to run between March 1st & March 27th promoting your presence in Vision 2015

EARLY BIRD SPECIAL
Reserve your advertising space by February 28th and receive a second 1/4 page Sneak Peek ad between March 1st & March 27th promoting your presence in Vision 2015.

Ad Sizes	Mechanical Specs	Investment	Includes
Full Page	10"x9.5"	\$845	Full Page Editorial & Photo(s)
1/2 Page	10"x4.75"	\$480	Half Page Editorial & Photo(s)
	4.95"x9.5"		
1/4 Page	4.95"x4.75"	\$300	Half Page Editorial & Photo(s)
1/8 Page	4.95"x3"	\$219	Quarter Page Editorial & Photo
Back Page	10"x9.5"	\$915	Full Page Editorial & Photo(s)
Color		\$75	Ad & Editorial Photo
Milestones Listing		\$5	With Participating Advertisement

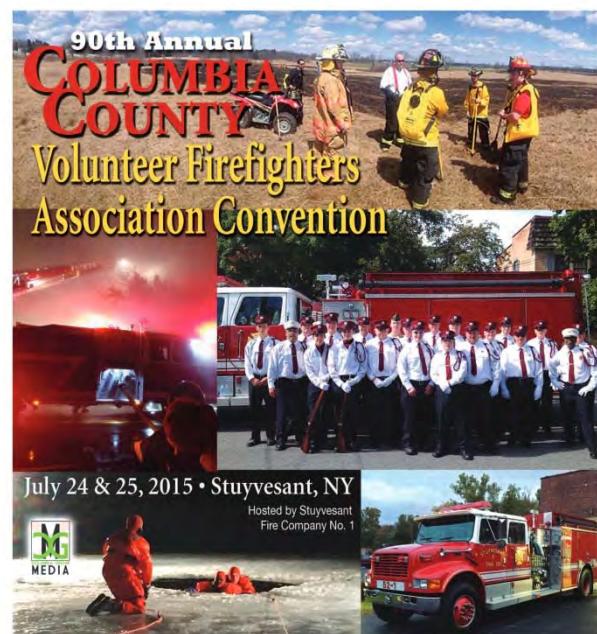
Choose Your Category
• Work
• Play
• Home
• Future

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YOUR WINDOW TO THE WORLD: **OBSERVER** WWW.OBSERVERTODAY.COM
366-3000 or toll free 800-836-0931

First Place
Observer
Dunkirk

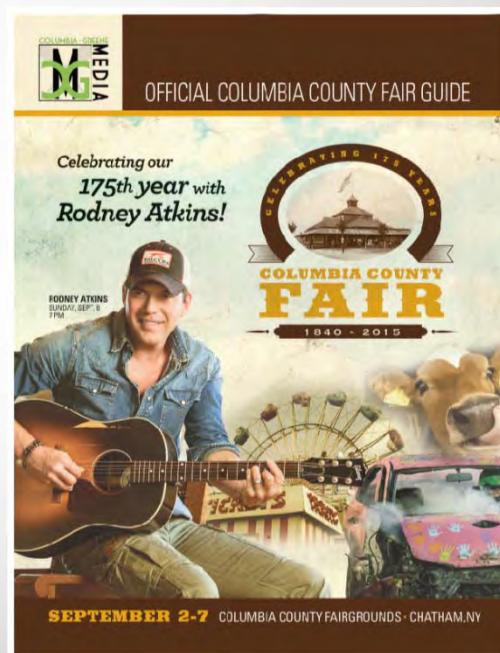
PUBLIC SERVICE OR NON-PROFIT SPECIAL SECTION



First Place
Register-Star
Hudson

INNOVATIVE AD PROJECT

First Place
Register-Star
Hudson



CLASSIFIED PROMOTION



CLASSIFIEDS
FACEBOOK.COM/CGMCLASSIFIEDS



Ads, News, Tips, Pictures, Videos, Recruitment,
Items For Sale, Rentals, Real Estate, Auto, Etc.

First Place
Register-Star, Hudson

ADVERTISING AWARDS

10,000-25,000

2ND AND 3RD PLACE WINNERS

❖ *Finger Lakes Times*, Geneva

- **2nd Place - Classified Promotion** – “Reuse Repurpose”
- **2nd Place - Online Dynamic Ad** – “Canandaigua Lady”
- **3rd Place - Classified Section** – “2015 Business Directory Chronologies”
- **3rd Place - General Ad - 2x3 or Smaller** – “The UPS Store”
- **3rd Place - General Ad - 2x4 or Larger** – “Headley’s Discount Liquor Barn”
- **3rd Place - Online Static Ad** – Dr. Littlejohn”

2ND AND 3RD PLACE WINNERS

❖ *The Post-Journal*, Jamestown

- 3rd Place - Public Service or Non-Profit Special Section –
“Survivors”

2ND AND 3RD PLACE WINNERS

❖ *Niagara Gazette*

- 2nd Place - Innovative Ad Project – “Lewiston Jazz Festival”

2ND AND 3RD PLACE WINNERS

❖ *Press-Republican*, Plattsburgh

- **2nd Place - Specialty Supplement** – “Summer Guide 2015”
- **2nd Place - Public Service or Non-Profit Special Section**
– “2015 Alzheimer's Walk to Remember Tab”
- **3rd Place - Newspaper Self-Promotion** – “Prisonbreak Book Promo Ad”

2ND AND 3RD PLACE WINNERS

❖ *Daily Sentinel*, Rome

- **2nd Place - Classified Section** – “The Key to Your New Home”
- **2nd Place - Locally Prepared Auto, Real Estate or Recruitment Ad** – “Victory Chrysler, Dodge, Jeep, Ram Ad”
- **3rd Place - Specialty Supplement** – “Daily Sentinel Calendar”
- **3rd Place - Innovative Ad Project** – “Squirrel Appreciation Special Section”
- **3rd Place - Classified Promotion** – “Valentine Love Line Classified Ad”

2ND AND 3RD PLACE WINNERS

❖ *Observer-Dispatch, Utica*

- 3rd Place - Locally Prepared Auto, Real Estate or Recruitment Ad – “Lexington Ad”

2ND AND 3RD PLACE WINNERS

❖ *Watertown Daily Times*

- **2nd Place - Newspaper Self-Promotion** – “NNY Real Estate”
- **2nd Place - General Ad - 2x3 or Smaller** – “Auto Spa”
- **2nd Place - General Ad - 2x4 or Larger** – “The Black Friday Blockbuster/2016 Chrysler 200”
- **2nd Place - Online Static Ad** – “K & J Spirits”

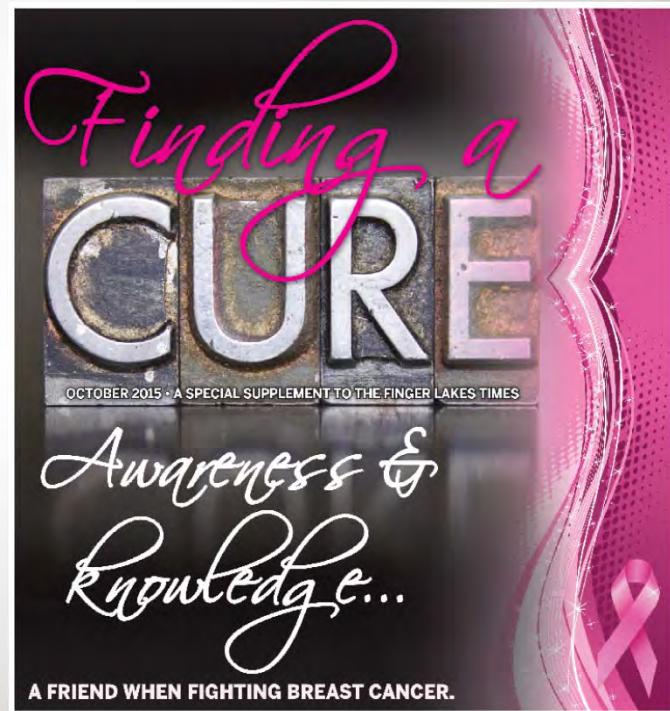
ADVERTISING AWARDS

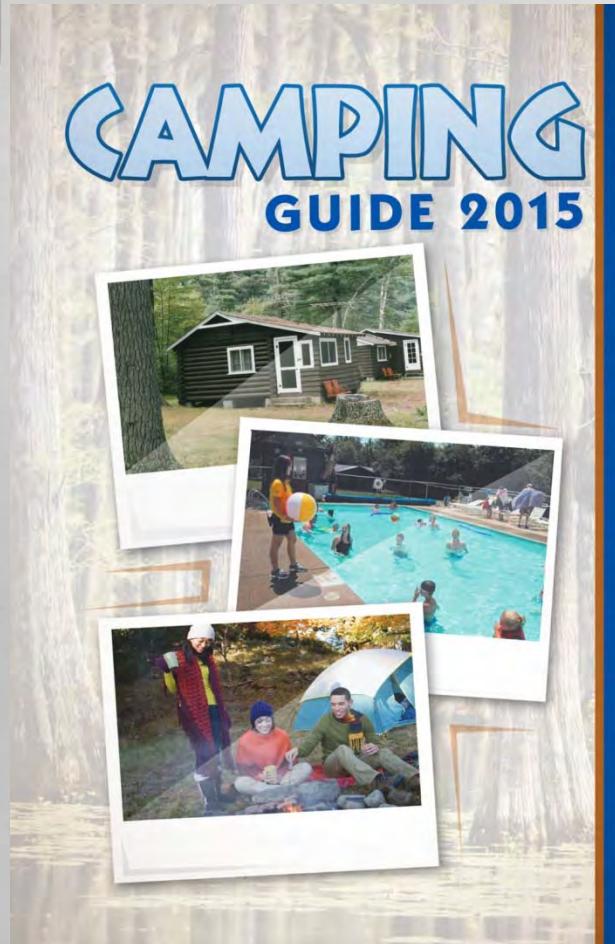
First Place Winners

10,000-25,000

PUBLIC SERVICE OR
NON-PROFIT SPECIAL SECTION

First Place
Finger Lakes
Times
Geneva





INNOVATIVE AD PROJECT

First Place
The Post-Journal
Jamestown

GENERAL AD 2X4 OR LARGER

First Place
Press-Republican
Plattsburgh



GENERAL AD 2X3 OR SMALLER



ANCHOR LIGHT INN
CAFE • GIFT SHOP • COFFEE BAR

6839 Lake Shore Rd.
Verona Beach, NY
794-3037

• Breakfast • Dinner
• Lunch • Coffee

Tues-Thurs: 9-3; Fri & Sat: 9-4; Sun: 9-4

First Place
Daily Sentinel, Rome

ONLINE STATIC AD



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FAST!

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[CLICK HERE FOR MENU](#)

First Place
Daily Sentinel
Rome

CLASSIFIED SECTION

First Place *Observer-Dispatch* Utica

CLASSIFIED SECTION | MONDAY, NOVEMBER 6, 2017 1D

jobs

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We offer competitive wages and benefits, as well as:

- Tuition Reimbursement - Employees can continue their education while at MVHS.
- Employee Recognition - MVHS has special events and celebrations to acknowledge employees for their hard work and dedication.
- Professional Development - Programs and opportunities are available to help advance employees' careers.

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The Chief Medical Information Officer (CMIO) provides guidance and leadership for the development and ongoing operations support of clinical and administrative information systems as well as medical informatics research and the research use of the applications. The CMIO Report to the President and Chief Executive Officer and serves as a key advisor to physician leadership, the Directors of Information Systems, the Chief Financial Officer, the Chief Nursing Officer and related committees involving the planning and review of related policies and procedures. The CMIO ensures that medical informatics concepts, expertise and knowledge are integrated into information systems' strategic plans, application design, application infrastructure and implementation. The CMIO needs to be consultative, strategic and tactical in approach.

Requirements:

- Must be a board certified physician with recent medical practice
- Degree and experience in clinical informatics preferred
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- Pharmacists
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St. Luke's Home

- Licensed Practical Nurses

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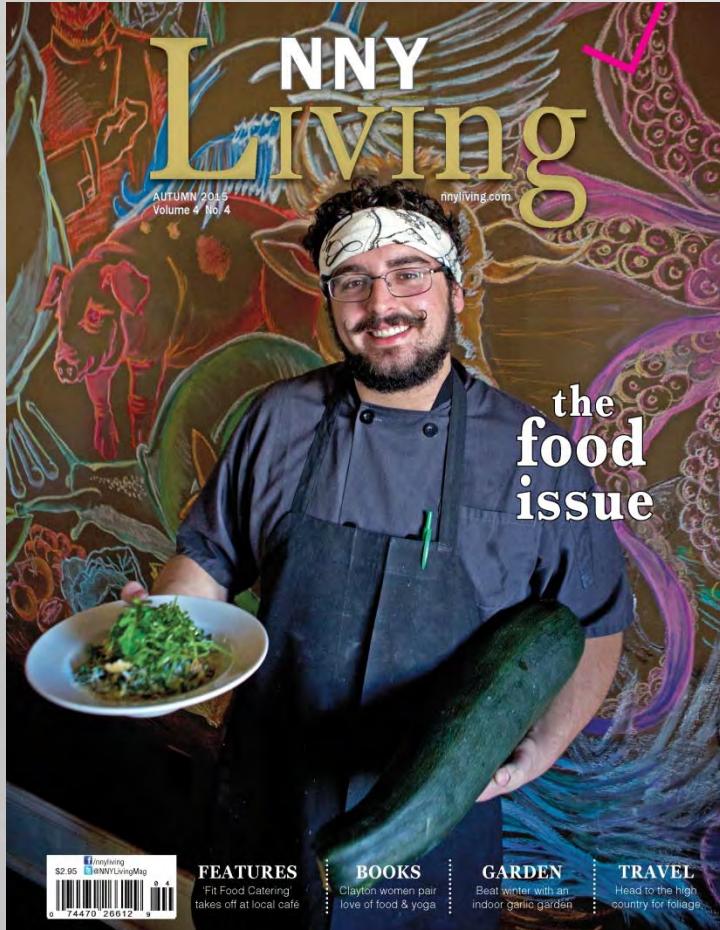
MVHS



NEWSPAPER SELF-PROMOTION

First Place
Observer-Dispatch
Utica





SPECIALTY SUPPLEMENT

First Place
*Watertown
Daily Times*

CLASSIFIED PROMOTION

First Place
*Watertown
Daily Times*

WATERTOWN DAILY TIMES Sunday August 21, 2011 \$7

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First Place

Watertown Daily Times

ADVERTISING AWARDS

Over 25,000

2ND AND 3RD PLACE WINNERS

❖ *Times Union, Albany*

- 2nd Place - Innovative Ad Project – “Capital Region Gives”

2ND AND 3RD PLACE WINNERS

❖ *The Buffalo News*

- **2nd Place - Newspaper Self-Promotion** – “Letter from the Publisher”
- **2nd Place - Specialty Supplement** – “Delaware North Special Section”

2ND AND 3RD PLACE WINNERS

❖ *Times Herald-Record*, Middletown

- **2nd Place - General Ad - 2x4 or Larger** – “Red Barn”
- **2nd Place - Public Service or Non-Profit Special Section** – “OC Expo”
- **2nd Place - Online Dynamic Ad** – “Mt. Sinai Plastic Surgery”
- **2nd Place - Newspaper Self-Promotion** – “Co Op Awareness”
- **3rd Place - Classified Promotion** – “Grandparents”
- **3rd Place - Online Static Ad** – “NorthStar”

2ND AND 3RD PLACE WINNERS

❖ *The Daily Gazette*, Schenectady

- **2nd Place - Classified Section** – “Auto Section”
- **2nd Place - Classified Promotion** – “Business & Service Directory”
- **2nd Place - Locally Prepared Auto, Real Estate or Recruitment Ad** – “Nathan Littauer”
- **2nd Place - Online Static Ad** – “Zen Takeover”
- **3rd Place - Specialty Supplement** – “Boomers”
- **3rd Place - Public Service or Non-Profit Special Section** – “Breast Cancer Awareness”
- **3rd Place - Innovative Ad Project** – “Celebrating Veterans Day”

ADVERTISING AWARDS

First Place Winners

Over 25,000

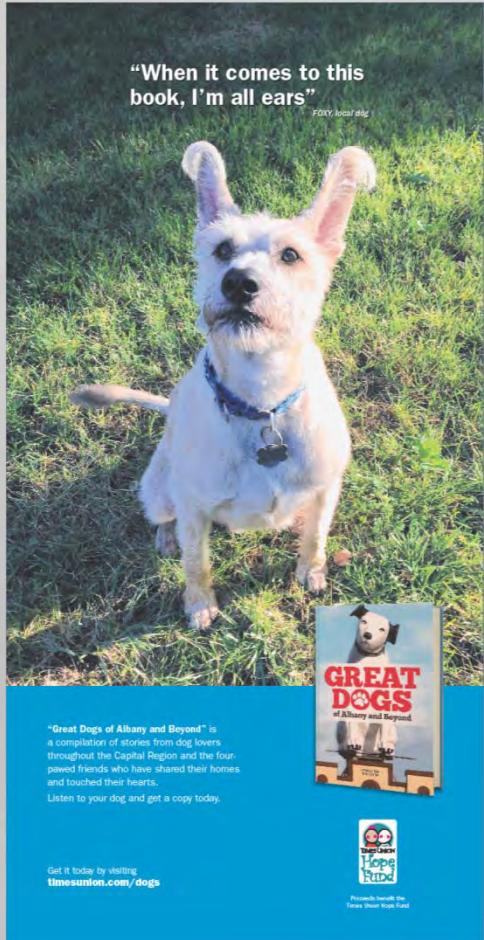
CLASSIFIED SECTION

First Place
Times Union
Albany



NEWSPAPER SELF-PROMOTION

First Place
Times Union
Albany



"Great Dogs of Albany and Beyond" is a compilation of stories from dog lovers throughout the Capital Region and the four-pawed friends who have shared their homes and touched their hearts.

Listen to your dog and get a copy today.

Get it today by visiting
timesunion.com/dogs

FOXY local style

Photo by
FOXY local style

GENERAL AD 2X3 OR SMALLER



First Place
Times Union, Albany

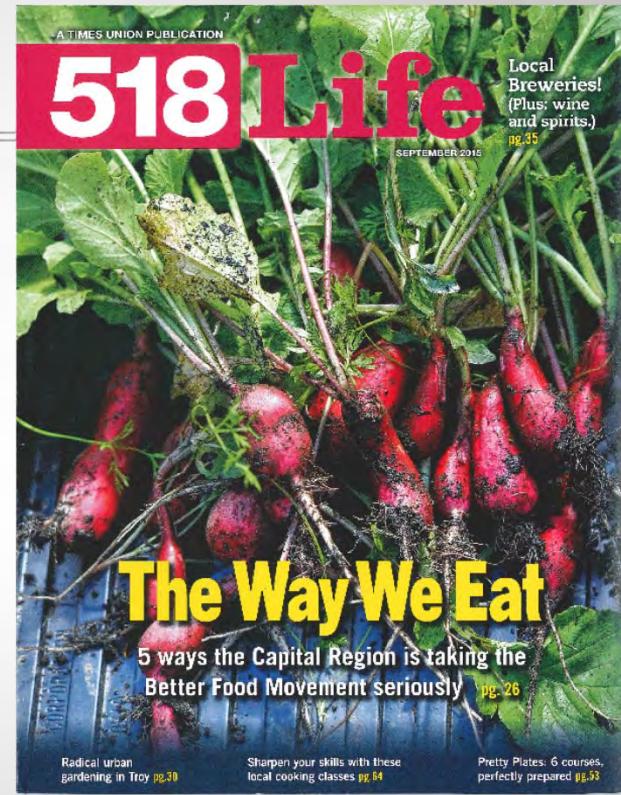
GENERAL AD 2X4 OR LARGER



First Place – *Times Union*, Albany

SPECIALTY SUPPLEMENT

First Place
Times Union
Albany



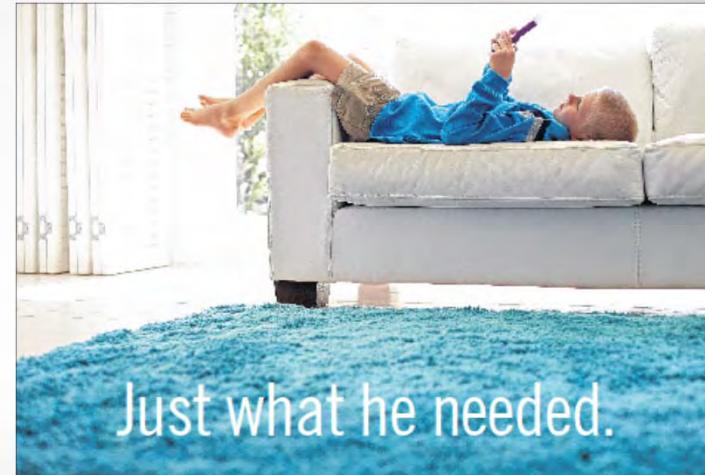


PUBLIC SERVICE
OR NON-PROFIT
**SPECIAL
SECTION**

First Place
Times Union
Albany

CLASSIFIED PROMOTION

First Place
Times Union
Albany



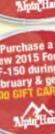
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Real Estate**

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First Place
Times Union
Albany



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Purchase a New 2015 Ford F-150 during February & get a \$500 GIFT CARD to Alpine Hires.

METRO

Ford

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2015 Ford Fusion SE
2014 Ford Focus SE
2015 Ford Escape SE
2015 Dodge Challenger SRT8
2012 Ford Focus SE
2007 Ford Fusion SE
2002 Dodge Ram 1500 SLT
2006 Dodge Ram 1500 SLT
2007 Lincoln LS
2004 Ford F150 XLT
2004 Ford F150 XLT

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\$97 Lease per month
\$77 Lease per month
\$217 Lease per month

2014 Ford F150 S/C STX 4X4
2015 Ford Fusion SE
2014 Ford Focus SE
2015 Ford Escape SE
2015 Dodge Challenger SRT8
2012 Ford Focus SE
2007 Ford Fusion SE
2002 Dodge Ram 1500 SLT
2006 Dodge Ram 1500 SLT
2007 Lincoln LS
2004 Ford F150 XLT
2004 Ford F150 XLT

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2007 Ford Fusion	SE	2007	White	Good	\$10,999
2002 Cadillac Escalade	ESV, 4dr, V8, 4WD	2002	Black	Good	\$17,999
2006 Dodge Ram 1500	SLT, 4WD, V8, Auto, 4dr	2006	Black	Good	\$12,999
2007 Lincoln LS	LS, 4dr, V8, Auto	2007	Black	Good	\$22,999
2004 Ford F150	XLT, 4WD, V8, Auto, 4dr	2004	Black	Good	\$11,999
2004 Ford F150	XLT, 4WD, V8, Auto, 4dr	2004	Black	Good	\$11,999
2007 Dodge Ram 1500	SLT, 4WD, V8, Auto, 4dr	2007	Black	Good	\$18,999
2006 Ford F150	XLT, 4WD, V8, Auto, 4dr	2006	Black	Good	\$13,999

EXC & AFFORDABLE

DISPENSABLE WANTED HERE

METROFORDNY.COM

METRO

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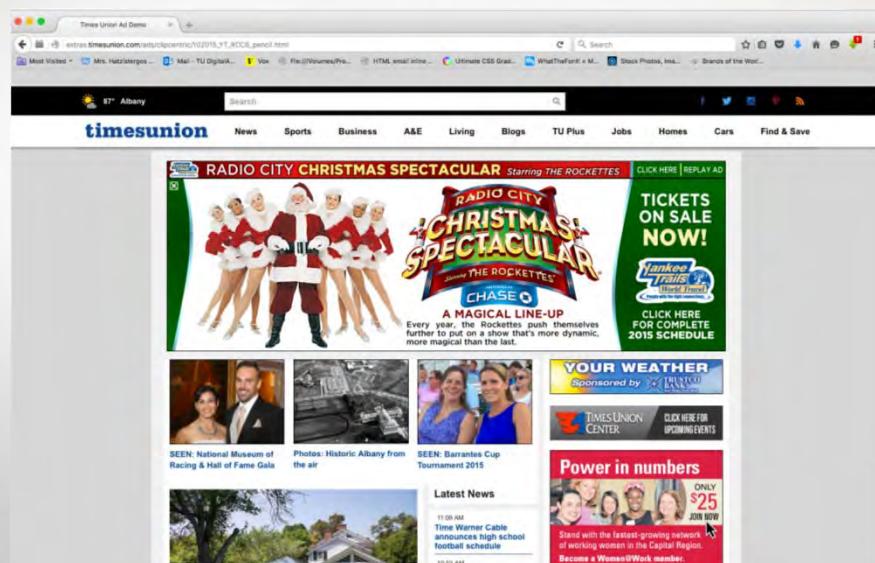
382-1010

ONLINE STATIC AD



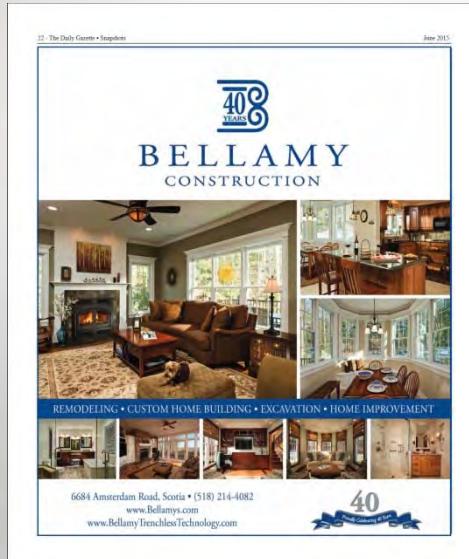
First Place – *Times Union*, Albany

ONLINE DYNAMIC AD



First Place – *Times Union*, Albany

INNOVATIVE AD PROJECT



First Place – *The Gazette*, Schenectady

CONQUEST TARGETED E-MAIL

ECampaignStats

Broadcast Date	Delivered	Opens	% Opens	Clicks	% Clicks	Clicks to Opens
2015-11-18	43,992	4,444	10.10%	475	1.06%	10.69%

First Place – *The Gazette*, Schenectady

PROMOTION AWARDS



PROMOTION AWARDS

- ❖ First, Second and Honorable Mention
- ❖ 14 entries
- ❖ 3 New York State news organizations

PROMOTION AWARDS

❖ Contest Judge:

- **Warren Dews**, VP of Audience, Sales & Marketing at New England Newspapers, Inc.

PROMOTION AWARDS



PROMOTION AWARDS

Under 40,000

SUBSCRIPTION SALES UNDER 40,000

Second Place Columbia-Greene Media Hudson

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Elaine S. - Athens, Ny
Daniel B. - Catskill, Ny
Carl C. - Catskill, Ny
Earl S. - Catskill, Ny
Joseph M. - Coxsackie, Ny
Frank W. - Dover, De
Christian H. - Elizaville, Ny
Antoniette B. - Greenville, Ny
Marion B. - Hudson, Ny
Robert B. - Hudson, Ny
Jeanne M. - Hudson, Ny
Wayne B. - Hudson, Ny
Jan R. - Hudson, Ny
Paul V. - Hudson, Ny
Lois B. - Kinderhook, Ny
Monica F. - North Chatham, Ny
Stanya J. - Red Hook, Ny
Peggy H. - Round Top, Ny
Michael D. - Stuyvesant, Ny

Amber B. - Hudson, Ny
John B. - Ghent, Ny
Mary B. - Caro, Ny
J. B. - Claverack, Ny
Elizabeth B. - Rensselaer, Ny
Albert B. - Kinderhook, Ny
Paul B. - Catskill, Ny
Deborah B. - Catskill, Ny
Tahnee B. - Valatie, Ny
Patricia B. - Earlton, Ny
Richard B. - Coxsackie, Ny
Louise B. - Earlton, Ny
Margaret B. - Ghent, Ny
Harold B. - Elizaville, Ny
Halle B. - Valatie, Ny
Roger B. - Valatie, Ny
Rachel B. - Hillsdale, Ny
Crystal B. - Hudson, Ny
John B. - Hudson, Ny
Peggy B. - Hudson, Ny
Peggy H. - Round Top, Ny
Michael D. - Stuyvesant, Ny

Chris C. - Catskill, Ny
Claude C. - Hudson, Ny
Michael C. - Hudson, Ny
Reynaldo C. - Valatie, Ny
Ronald C. - Hudson, Ny
Doreen C. - Phoenicia, Ny
Richard C. - Chatham, Ny
Stefanie C. - Hudson, Ny
Wayne D. - Elizaville, Ny
Kathleen D. - Caro, Ny
Mike D. - Caro, Ny
Emily D. - Greenville, Ny
Renee D. - Hudson, Ny
Mary D. - Catskill, Ny
Jean D. - Athens, Ny
Dorothy D. - Germantown, Ny
Tami D. - Shattock, Ny
Tami D. - Ghent, Ny
Peggy D. - Athens, Ny
Christopher D. - Ancramdale, Ny
Judy D. - Catskill, Ny
Roger E. - Catskill, Ny
Roger E. - Hudson, Ny
Alan E. - Hudson, Ny
Ralph E. - Hudson, Ny
Ed E. - Hamaccro, Ny

Barbara G. - Kinderhook, Ny
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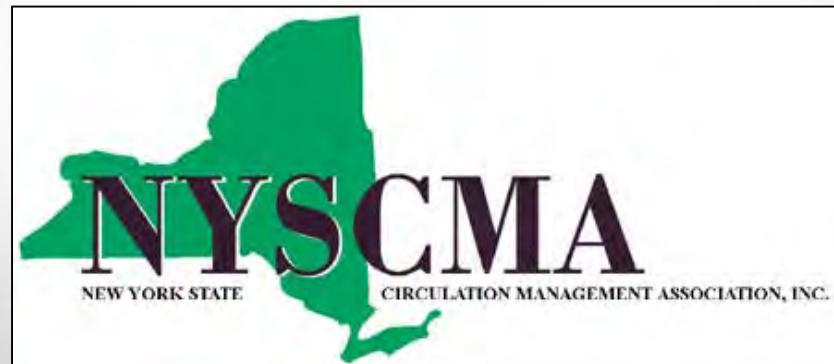
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