

NEW ENGLAND BETTER NEWSPAPER COMPETITION AWARD WINNERS

ADVERTISING ♦ CIRCULATION ♦ MARKETING

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**LIST OF
WINNERS**
AND JUDGES
COMMENTS

Congratulations
to the most outstanding newspapers in
our six-state region!

**This year's
Advertising General Excellence Winners**

St. Albans Messenger, St. Albans, VT

Vineyard Gazette, Martha's Vineyard, MA

The Catholic Transcript, Hartford, CT



Congratulations!

New England Better Newspaper Competition Award Winners

This year's competition drew more than 3,000 entries that were published during the contest year, August 1, 2012 - July 31, 2013. The entries were evaluated by the New England Newspaper & Press Association's distinguished panel of judges. You'll find the results of the competition that recognize excellent revenue and audience building initiatives listed here, along with the judges' comments.

NENPA is very proud to celebrate this truly extraordinary work.

Entries were judged in 5 categories:

Daily Newspapers with circulation up to 30,000

Daily Newspapers with circulation more than 30,000

Weekly Newspapers with circulation up to 6,000

Weekly Newspapers with circulation more than 6,000

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ADVERTISING GENERAL EXCELLENCE PAGE 11

DISPLAY ADVERTISING

LOCAL AD (BLACK & WHITE)

Daily Newspapers

First Place: **Telegram & Gazette, Worcester, MA**
Visually interesting with the golf ball in the center with the logo.
Good angle for print ad.

Second Place: **Keene Sentinel, Keene, NH**
The "cute factor" rules in this print ad for a local pet supply.
Features a great photo.

Third Place: **The Day, New London, CT**
Clear offer and great sample photos of products. Cute logo too!

Weekly Newspapers

First Place: **The Reporter, Brandon, VT**
Haunted House ad with great engaging Halloween art as well as inset photos of local venues make this a superior ad.

Second Place: **Mount Desert Islander, Bar Harbor, ME**
Local, on-site photography shows medical staff. Welcoming ad with nice typography.

Third Place: **The Block Island Times, Block Island, RI**
Clever ad with great copy and art for an exterminator.

Specialty Newspapers

First Place: **Paula Ethier, Bay State Parent, Millbury, MA**
The A-Z format, combined with an attractive photo creates a dynamic ad and a perfect overview of the family services provided locally.

Second Place: **Paula Ethier, Bay State Parent, Millbury, MA**
Self-promotion for weekend fun planner uses creative, interesting headline and delivers in its simplicity.

Third Place: **Paula Ethier, Bay State Parent, Millbury, MA**
Effective photo enhances serious nature of the healthcare ad.

LOCAL AD (COLOR)

Daily Newspapers (circulation > 30k)

First Place: **Bangor Daily News, Bangor, ME**
Strong, interesting visual from the old photos and Victorian border create interest. Upscale, effective color ad.

Second Place: **Telegram & Gazette, Worcester, MA**
The Rose32 ad is modern and clean with great interior photography and info.

Third Place: **Bangor Daily News, Bangor, ME**
Vibrant, visually-arresting images dominate this ad. Clear message and type as well.

Daily Newspapers (circulation < 30k)

First Place: **St. Albans Messenger, St. Albans, VT**
Wine-colored graphic. Effective, upscale type with clear and well-designed info. Great ad.

Second Place: **Keene Sentinel, Keene, NH**
The Agway Pet Foods ad highlights the products, offers coupons and has cute photos. Nice ad.

Third Place: **The Standard-Times, New Bedford, MA**
Whaler's Cove Assisted Living ad is colorful. It shows the property well and offers clear info about contact for more details.

Weekly Newspapers (circ > 6k)

First Place: **Worcester Magazine, Worcester, MA**
Great food photography highlights this ad. Lots of dishes available - strong graphic type.

Second Place: **Massachusetts Lawyers Weekly, Boston, MA**
Dynamic photo front and center tells story readily. Well designed and effective.

Third Place: **Worcester Magazine, Worcester, MA**
Floral typography spells out message. Visually interesting and well designed.

Weekly Newspapers (circ < 6k)

First Place: **Mount Desert Islander, Bar Harbor, ME**
Clean, well designed color ad with attractive photography and a checklist for products makes this one a winner.

Second Place: **The Reporter, Brandon, VT**
Attractive location photography. Clear info and offers.

Third Place: **The Reporter, Brandon, VT**
Engaging, product-oriented image (Adirondack chair) and clear descriptions and callouts make this an effective print ad.

Specialty Newspapers

First Place: **AAA Horizons, Providence, RI**
Strong graphic/photographic concept. Staycation ad is upscale, conceptual and well-designed.

Second Place: **Stephanie Mallard, Bay State Parent, Millbury, MA**
Cornerstone Academy ad succeeds with strong graphic and type to convey educational message.

Third Place: **Paula Ethier, Bay State Parent, Millbury, MA**
Cutie Patuties well-designed, numerical based ad is effective, colorful, cute and reads easily.

MOST CREATIVE USE OF SMALL PRINT SPACE

Daily Newspapers

First Place: **The Day, New London, CT**

Harbour Towers ad is very effective with great graphics, photos of property, and stats about amenities. It packs a lot into a small space and packs a punch visually!

Second Place: **Keene Sentinel, Keene, NH**

Interesting, popular and topical ad with a comic feel for a comic store. Type and image work well together.

Third Place: **St. Albans Messenger, St. Albans, VT**

Kid's toy makes a great visual pun for insurance ad. The graphic dominates and is interesting.

Weekly Newspapers

First Place: **Addison County Independent, Middlebury, VT**

Great, provocative visual to draw attention to use of small space advertising. Layout enhances message. Good job!

Second Place: **The Mountain Times, Rutland, VT**

Typography-driven banner ad with great photo. Clear message delivered graphically and effectively.

Third Place: **The Inquirer and Mirror, Nantucket, MA**

Nantucket Book Festival ad - great logo combined with moody photo and clear event info.

Specialty Newspapers

First Place: **Stephanie Mallard, Bay State Parent, Millbury, MA**

Effective ad using great Halloween/clay visual. Simple image and message.

Second Place: **Stephanie Mallard, Bay State Parent, Millbury, MA**

Strong and interesting visual makes this small space ad effective.

Third Place: **Paula Ethier, Bay State Parent, Millbury, MA**

Good visual and headlines. Clean and informative small space ad.

ADVERTISER CAMPAIGN

Daily Newspapers

First Place: **The Day, New London, CT**

Consistent type and imagery create an effective campaign.

Second Place: **St. Albans Messenger, St. Albans, VT**

Fun pet-oriented photo collages make this advertiser stand out.

Third Place: **St. Albans Messenger, St. Albans, VT**

One Federal highlights different areas of its offerings: drinks, food, etc. in an interesting, clear way with great photos.

Weekly Newspapers

First Place: **The Inquirer and Mirror, Nantucket, MA**

Effective "Picture Yourself Here" campaign for marine company uses visuals to entice customer. Consistent.

Second Place: **Addison County Independent, Middlebury, VT**

Stylish, upscale campaign for 51 Main highlights entertainment and food offerings with interesting visuals.

Third Place: **Worcester Magazine, Worcester, MA**

The Canal restaurant's campaigns are effective because they're consistent, offering great food photos and lively copy.

THEMED, BANNER OR SPONSORED AD PAGE

Daily Newspapers

First Place: **The Times Argus, Barre-Montpelier, VT**

Times Argus' Town Pages highlighting events from their community calendar are a lively group of locally-oriented, well-designed pages. Great job!

Second Place: **Keene Sentinel, Keene, NH**

The 2012 Pumpkin Festival is a clear, well-drawn graphic map with event info surrounded by fun, colorful ads, all with clear information.

Third Place: **Telegram & Gazette, Worcester, MA**

The Marketplace pages within Worcester Living are well-designed - mixed with upscale graphics which enhance the readability of the ads within

Weekly Newspapers

First Place: **The Inquirer and Mirror, Nantucket, MA**

A dynamic group of local ads coupled with relevant local content make this sponsored ad page a winner.

Second Place: **Addison County Independent, Middlebury, VT**

Graphically interesting top and bottom banners make the page interesting. The map with highlighted advertisers is helpful.

Third Place: **The Cheshire Herald, Cheshire, CT**

The double truck layout surrounded by local advertisers highlights a local Food Drive and creates a graphically interesting ad layout.

Specialty Newspapers

First Place: **AAA Horizons, Providence, RI**

Dynamic photo as the cover image and inviting inside pages with clean designs make this a winner!

Second Place: **SouthCoast Business Bulletin, New Bedford, MA**

Focused content with engaging visual covers and plenty of editorial create useful and solid sections.

THEMED, BANNER OR SPONSORED AD PAGE

CONTINUED

Third Place: **The Catholic Transcript, Hartford, CT**

Community-driven content and targeted religious ads, features and profiles make this section thorough and engaging for targeted readers.

CLASSIFIED ADVERTISING

AUTOMOTIVE DISPLAY AD

Combined Class

First Place: **St. Albans Messenger, St. Albans, VT**

Off-the-wall, creative, "original," or whatever you want to call it, this Barrette Ford ad grabs your attention and entices the reader into the body copy. Clever use of double, double entendres.

Second Place: **Telegram & Gazette, Worcester, MA**

Strong, action oriented headline announcing Diamond Cadillac's lease offers. Bright and easy to read ad copy with credit going to the Telegram & Gazette for their first-class color registration.

Third Place: **The Day, New London, CT**

This Crest Ford ad moves quickly to a welcoming theme of: lots of vehicles, priced right, service for all Fords, Lincolns and Mercurys, top dollar paid for trades, convenient, and a plethora of information the automotive public seeks.

REAL ESTATE DISPLAY AD

Daily Newspapers

First Place: **Telegram & Gazette, Worcester, MA**

Great way for the brokerage to recognize its top producers while positioning them as highly effective agents any home seller would want to contact. Beautifully done.

Second Place: **St. Albans Messenger, St. Albans, VT**

Solid directory of featured homes for sale. Nicely organized and presented.

Third Place: **The Day, New London, CT**

Very interesting way to promote the convenience of living in this development.

Weekly Newspapers

First Place: **The Block Island Times, Block Island, RI**

Terrific idea to include recently sold properties in the ad to position Ballard Hall as an agency that gets results. Pictures and layouts are gorgeous.

Second Place: **The Ellsworth American., Ellsworth, ME**

The pictures are breathtaking, and the size/shape of them makes this ad distinct (and highly appealing).

Third Place: **Mount Desert Islander, Bar Harbor, ME**

Great display. Interesting idea to add a "photo of the day."

SPECIAL ADVERTISING CATEGORIES

ADVERTISING SUPPLEMENT/

SPECIAL SECTION

Daily Newspapers (circulation > 30k)

First Place: **Cape Cod Times, Hyannis, MA**

Great theme and presentation!

Second Place: **Telegram & Gazette, Worcester, MA**

Daily Newspapers (circulation < 30k)

First Place: **Daily Hampshire Gazette, Northampton, MA**

Great use of the newspaper - gave them the ability to attract high end fashion, which are non-traditional newspaper advertisers.

Second Place: **St. Albans Messenger, St. Albans, VT**

Unique event marketing and ad revenue idea!

Third Place: **Gloucester Daily Times, Gloucester, MA**

Nice magazine.

Weekly Newspapers (circ > 6k)

First Place: **The Ellsworth American., Ellsworth, ME**

Awesome historical perspective.

Second Place: **The Inquirer and Mirror, Nantucket, MA**

Great to see a small newspaper committed to a high-end magazine.

Third Place: **Addison County Independent, Middlebury, VT**

Great local focus during a time when newspapers are moving away from this theme!

Weekly Newspapers (circ < 6k)

First Place: **Mount Desert Islander, Bar Harbor, ME**

Great modern/retro cover. Great depth of content and ad base.

Second Place: **Duxbury Clipper, Duxbury, MA**

Great "Back to Basics" and it supports local businesses.

Third Place: **The Journal Register, Palmer, MA**

Great co-op/vendor driven publication.

NICHE PUBLICATION

Daily Newspapers (circulation > 30k)

First Place: **Telegram & Gazette, Worcester, MA**

Beautiful lifestyle magazine with outstanding presentation and excellent ad support.

Second Place: **Cape Cod Times, Hyannis, MA**

Excellent lifestyle magazine targeting high-end advertisers.

Third Place: **Cape Cod Times, Hyannis, MA**

Every newspaper should target this 50+ age group. The advertorial section is a terrific advertiser hook!

Third Place: **Bangor Daily News, Bangor, ME**

Nice niche market publication, appropriate for its marketplace.

Daily Newspapers (circulation < 30k)

First Place: **The Day, New London, CT**

Excellent visitor's guide that offers a variety of ad environments.

Second Place: **The Recorder, Greenfield, MA**

Lots of ad support and good, cost-efficient use of syndicated content. Great target market for both readers (parents) and advertisers that want to reach them.

Third Place: **The Salem News, Salem, MA**

Beautifully produced upscale magazine that targets high-end advertisers.

Honorable Mention: **Daily Hampshire Gazette, Northampton, MA**

Unique target (holistic, therapists, healing, health) - successful.

Weekly Newspapers (circ > 6k)

First Place: **The Inquirer and Mirror, Nantucket, MA**

Beautiful magazine that's a great environment for high-end advertisers, dining, entertainment and realtors. Big money maker.

Second Place: **Angelo Lynn, Addison County Independent, Middlebury, VT**

This paper identified a niche relevant to its own marketplace and filled it with a wonderful ski publication. Looks like they're off to a great start that will build from here.

Third Place: **Vineyard Gazette, Martha's Vineyard, MA**

A very classy summer entertainment guide.

Third Place: **The Inquirer and Mirror, Nantucket, MA**

Honorable Mention: **The Newtown Bee, Newtown, CT**

Every community paper in the country ought to produce one of these!

Weekly Newspapers (circ < 6k)

First Place: **The Stowe Reporter, Stowe, VT**

One of the best visitor's guides in New England. Fantastic ad support. Solid editorial (not often found in these types of publications).

Second Place: **Boothbay Register, Boothbay Harbor, ME**

Great guide for visitors.

Third Place: **The Block Island Times, Block Island, RI**

Unique and interesting idea to use a couples' Q&A as the bulk of the content.

EVENTS

Daily Newspapers

First Place: **The Republican, Springfield, MA**

Second Place: **Telegram & Gazette, Worcester, MA**

Third Place: **St. Albans Messenger, St. Albans, VT**

Weekly Newspapers

First Place: **The Ellsworth American., Ellsworth, ME**

Outstanding execution - the book and ads are gorgeous.

Second Place: **Boothbay Register, Boothbay Harbor, ME**

Beautiful pages with unique player action photos most likely attracted huge attention in the community - and lots of advertisers!

Third Place: **The Newtown Bee, Newtown, CT**

Great ad support!

BUSINESS INNOVATION

Combined Class

First Place: **Telegram & Gazette, Worcester, MA**

Great to see a concerted effort to drive the original spirit of NIE - to engage younger people in the news. Providing iPads, projectors and educational events is truly investing in driving news to a younger generation.

Second Place: **St. Albans Messenger, St. Albans, VT**

While spadeas have been around for a long time, this promotion ties in several components to take it to a new level.

Third Place: **Vineyard Gazette, Martha's Vineyard, MA**

Well thought out, long running promotion to connect with tourist community.

BEST IDEA FOR GENERATING AD REVENUE

Daily Class

First Place: **Telegram & Gazette, Worcester, MA**

Excellent package of ROP, mobile and an array of online display. Included a fixed overlay, rotating display positions and a spot in the online gift guide. 'Own the Day' is very clever positioning of the total value of the package.

Second Place: **Cape Cod Times, Hyannis, MA**

Strong multimedia approach to getting some real estate revenue. The use of all your assets to create a marketplace for consumers and advertisers is a great strategy. Also like distributing extra copies to high traffic areas frequented by the target audience.

Third Place: **Telegram & Gazette, Worcester, MA**

Love to see the use of a templated prototype to drive involvement with targeted section. Like to see the section online. I hope there is an ongoing attempt to drive traffic to what could be an ongoing revenue stream.

Weekly 2

First Place: **The Inquirer and Mirror, Nantucket, MA**

Strong extension of valuable content to serve additional audiences. Exceptional revenue and profitability, suggesting product hit the mark for both consumers and advertisers.

Second Place: **Addison County Independent, Middlebury, VT**

Creative lunch special program. Should attract online visitors specifically seeking this marketplace. Would love to see it expanded to include email capture and a print component.

BEST DESIGNER

Daily Newspapers

First Place: **Kathy Archambault, The Day, New London, CT**

Designer Kathy Archambault demonstrates a keen eye for design, creates clean, beautiful layouts and is an expert at combining photographic and illustrative images.

Second Place: **Annie Sharples, The Day, New London, CT**

Annie Sharples has a clean, informational design sense. Ads, covers, logos all reflect a great command of subject matter.

Third Place: **Emily MacCoy, The Day, New London, CT**

Emily MacCoy's design work is fun, lively and inventive. Nice typographic sense!

Weekly Newspapers

First Place: **Jane McTeigue, Vineyard Gazette Martha's Vineyard, MA**

Consistently interesting, well-designed work combining effective typography, photography and illustration in all platforms, print and digital.

Second Place: **Jennifer Sabourin,**

Addison County Independent, Middlebury, VT

A great command of colors, graphic organization and use of great visuals combined with excellent typography.

Third Place: **Sue Miller,**

Addison County Independent, Middlebury, VT

Smart combinations of visuals and typography make this designer effective.

MULTIMEDIA CAMPAIGN

FOR AN ADVERTISER

Daily Newspapers

First Place: **Telegram & Gazette, Worcester, MA**

Effective print & web combo offer (plus mobile) combined with high profile exposure "Own the Day" make this incredibly appealing and strategic.

Second Place: **Telegram & Gazette, Worcester, MA**

Effective and attractive design calls direct attention. Pushdown is vibrant as is the sales flyer/insert.

Third Place: **Cape Cod Times, Hyannis, MA**

Visually playful (puppy, baby, animals, astronauts). Pushdown ad well-designed. Great companion to print version.

Weekly Newspapers

First Place: **The Ellsworth American., Ellsworth, ME**

Clear, concise "package" offer. Well-designed and effective offer resulted in impressive sales.

Second Place: **The Inquirer and Mirror, Nantucket, MA**

Great web/print combo Camp Guide. Same image used in both draws effort together.

Third Place: **Addison County Independent, Middlebury, VT**

Consistent use of beautiful nature-oriented photography creates solid identity for advertiser. Warm, comfortable feeling.

NEWSPAPER DESIGNED ADVERTISING INSERT

First Place: **The Day, New London, CT**

Interesting visual, clear menu choices and contact information plus a coupon make this an effective ad.

Second Place: **The Standard-Times, New Bedford, MA**

Kids eat free with Superman image flying out of the ad at the viewer. Fun, effective insert.

Third Place: **Telegram & Gazette, Worcester, MA**

Mock front page concept for Jet Blue wrapper is an effective, well-designed and informative piece.

NEWSPAPER SELF PROMOTION

ADVERTISING SALES MEDIA KIT

Daily Newspapers

First Place: **The Day, New London, CT**

Weekly Newspapers

First Place: **Vineyard Gazette, Martha's Vineyard, MA**

Second Place: **Massachusetts Lawyers Weekly, Boston, MA**

Third Place: **The Mountain Times, Rutland, VT**

AUDIENCE BUILDING PROMOTION

Daily Newspapers

First Place: **Isabella Dell'olio, Daily Hampshire Gazette, Northampton, MA**

Extremely innovative and "creative" piece getting children involved with the newspaper. From elementary to high school students, they created ads that were judged and winners were awarded in the special section. 52 businesses (Advertisers) were also involved. Very Well Done!!!

Second Place: **Laura Ewald & Sue Vivier, Daily Hampshire Gazette, Northampton, MA**

Another very innovative promotion by the Gazette getting local advertisers involved during the holiday season!

Third Place: **The Day, New London, CT**

A very nice full page ad acknowledging the efforts of carriers and employees for their work in the wake of Hurricane Sandy. The full page ad also features a nice note from a reader. Very nice touch!

Weekly Newspapers

First Place: **The Inquirer and Mirror, Nantucket, MA**

Very attractive ad promoting the winners of the Halloween parade and Costume Pageant, as well as promotion of their co-sponsors. Great idea to get the public involved!

Second Place: **The Stowe Reporter, Stowe, VT**

A nicely created promotion of a Fall Foliage Photo Contest! It engages readers and also promotes print and online. Very colorful - nicely done!

Third Place: **Vineyard Gazette, Martha's Vineyard, MA**

Very creative promotion to engage the younger generation into the Gazette!

Specialty Newspapers

First Place: **Paula Ethier, Bay State Parent, Millbury, MA**

Very nice promotion of awards as well as the upcoming magazine. Also an innovative promotion to get the public involved.

Second Place: **Paula Ethier, Bay State Parent, Millbury, MA**

Very colorful promotion, calling attention to recent awards, website, and advertising.

CLASSIFIED PROMOTION

Daily Newspapers

First Place: **Telegram & Gazette, Worcester, MA**

SPECIALTY PUBLICATION PROMOTION

Weekly Newspapers

First Place: **The Inquirer and Mirror, Nantucket, MA**

DIGITAL PRODUCT PROMOTION TO READERS

Daily Newspapers

First Place: **Telegram & Gazette, Worcester, MA**

"No Limits" theme highlights the complete access and coverage a digital subscriber receives. The 50% discount for 6 months along with a Rewards Card really makes this an attractive deal.

Second Place: **The Day, New London, CT**

Very attractive ad with a nice start-up price catches the eye. Plus the added bonus of a gas card is a nice touch.

Weekly Newspapers

First Place: **The Ellsworth American., Ellsworth, ME**

Nice color ad promotes "at home," "away," "on-the-go" to let subscribers know all their bases will be covered.

Second Place: **Mount Desert Islander, Bar Harbor, ME**

Nice "back pocket" theme highlights how the news can go anywhere with

ADVERTISER PROMOTION FOR

SPECIAL SECTION

Weekly Newspapers

First Place: **The Inquirer and Mirror, Nantucket, MA**

Second Place: **The Ellsworth American., Ellsworth, ME**

Third Place: **Mount Desert Islander, Bar Harbor, ME**

NEWSPAPERS IN EDUCATION
PROGRAM/PROMOTION

Daily Newspapers

First Place: **Daily Hampshire Gazette, Northampton, MA**
Well thought out and "fun" promotion involving many sponsors. An entire page was dedicated to the promotion as well as a "Kite Kit" which looked like a lot of fun.

Second Place: **The Standard-Times, New Bedford, MA**
Very colorful piece with plenty of creativity. Explanation of program was clear, concise and well thought out. A letter from Santa was included, adding a nice touch.

Third Place: **Telegram & Gazette, Worcester, MA**
Clear objective and strategy presented. Clear newsprint savings by changing to digital NIE. Plan to continue transitioning the remainder of accounts is in the future.

NEWSPAPER-SPONSORED
EVENT PROMOTION

Daily Newspapers

First Place: **Keene Sentinel, Keene, NH**

Second Place: **Telegram & Gazette, Worcester, MA**

Third Place: **Telegram & Gazette, Worcester, MA**

Weekly Newspapers

First Place: **The Block Island Times, Block Island, RI**

AD RATE CARD/RATING STRATEGY

Weekly Newspapers

First Place: **The Ellsworth American., Ellsworth, ME**
This paper is a wonderful example of how to offer and present multiplatform advertising services to businesses in its community. Beautifully done.

SINGLE COPY SALES PROMOTION

Weekly Newspapers

First Place: **The Inquirer and Mirror, Nantucket, MA**

SUBSCRIPTION SALES PROMOTION

First Place: **The Standard-Times, New Bedford, MA**
Well thought out and with detailed results! Colorful graphics throughout as well as a button to "email a friend" which I liked.

Second Place: **Telegram & Gazette, Worcester, MA**
Very colorful piece with a heavy emphasis on Digital Subscriptions. Excellent results!!!

Third Place: **The Caledonian-Record, St. Johnsbury, VT**
Clever promotion featuring 4 historical commemorative glasses to new subscribers and current subscribers at a discount. It commemorated the 175th year.

SUBSCRIBER RETENTION PROGRAM

First Place: **Telegram & Gazette, Worcester, MA**
Nice random rewards strategy for the most loyal subscribers and good synergy with the ad department.

CONTESTS

First Place: **St. Albans Messenger, St. Albans, VT**
Beautifully executed contest to drive revenue. Sustains readership and fun!

Second Place: **The Times Argus, Barre-Montpelier, VT**
Very creative and original idea taking advantage of area's interest in auto racing, driving readers to both the print and online editions of their newspaper. Great job!

Third Place: **The Times Argus, Barre-Montpelier, VT**
Very interactive online game targeting a certain demographic interested in snowmobiling, driving up page views on the website. Well done!

Honorable Mention: **The Inquirer and Mirror, Nantucket, MA**
Liked the concept of driving readers to advertiser's place of business in order to enter Valentine's Day contest to win grand prize.

ADVERTISING GENERAL EXCELLENCE

Daily Newspapers



First Place: **St. Albans Messenger, St. Albans, VT**
The business and professional community guide to Franklin County businesses is special - a community builder and a money-maker.

Specialty Newspapers



First Place: **The Catholic Transcript, Hartford, CT**
Excellent job of mining the specific advertiser categories that a specialty publication like this is most suited for. This paper has good ad support, which is not typically the case with religious publications.

Second Place: **Bay State Parent, Millbury, MA**
Great work targeting camps!

Weekly Newspapers



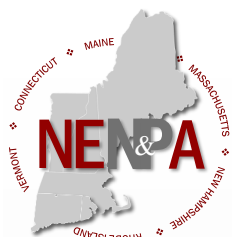
First Place: **Vineyard Gazette, Martha's Vineyard, MA**
Tons of real estate, classified, arts and entertainment advertising, and beautifully produced, tasteful special sections.

Second Place: **The Ellsworth American., Ellsworth, ME**
Plenty of ROP, a strong seasonal visitor's guide, a well-done Ellsworth 250 Year Anniversary section, and a health-focus section. This paper is pursuing advertising from all angles.

Third Place: **Addison County Independent, Middlebury, VT**
Solid all-around, plus introduced a new Vermont Ski & Ride magazine that shows much potential.

Third Place: **The Inquirer and Mirror, Nantucket, MA**
Excellent real estate section, nice entertainment guide, plus plenty of ROP.





DISTINGUISHED JUDGES PANEL

Wayne Agner - Editor and Publisher, The Trinity Journal, Redding, CA

Scott Anderson - Northwestern University; former head of editorial at Chicago Tribune Interactive, former reporter and editor at the South Florida Sun-Sentinel, former reporter at The Patriot Ledger

Joseph Bergantino - Executive Director, Managing editor and Co-Founder of New England Center of Investigative Reporting

Dr. Catherine Cassara - Bowling Green State University; former reporter for the Lewiston Daily Sun, The Journal Tribune of Biddeford, Maine, The Pictorial of Old Saybrook, Connecticut, and assistant editor, The Times of Springfield, Virginia

Sherry Chisenhall - Editor, Wichita (KS) Eagle

Renita Coleman - University of Texas; former reporter, editor and designer at the Raleigh News & Observer, Sarasota Herald-Tribune, and the Orlando Sentinel

Kim Dalglish - Former VP Marketing and Specialty Publications, The Columbia (SC) State, Bradenton (FL) Herald, Fort Worth Star-Telegram

Darell Davis - VP Creative Services, Metro Creative Graphics

Bill Densmore - Reynolds Journalism Institute Fellow and Director of the Media Giraffe Project

Mike Donoghue - Burlington Free Press, St. Michael's College

Robert Earley - Publisher at Lane Communications, former General Manager, The Elkhart (IN) Truth

Rob Forrest - Art Director, Metro Creative Graphics

Chuck Fountain - Professor, Northeastern University

Jane Fritsch - Iowa State University; former reporter and editor at The New York Times, Los Angeles Times, Associated Press, Chicago Tribune, Newsday and the Chicago Sun Times. Pulitzer Prize finalist for investigative reporting; Contributor to NYT Pulitzer Prize winning coverage of Sept. 11.

Wendell Funk - Former VP Advertising, Wichita (KS) Eagle

George Geers - Publisher, Plaidswede Publishing Co. Director, New Hampshire Writers' Project, Journalist

Dr. Nancy L. Green - Former VP Circulation, Lee Enterprises former publisher, Courier Communications

Larry Grimes - President, W.B. Grimes & Co. and The Sports Advisory Group

Patrick Hafford - Web General Manager, CSMonitor.com

Jim Hart - Partner, Integrated Advertising Solutions, DM for Newspapers

Ed Henninger - Design Consultant, Henninger Consulting

Robert Holt III - Former AME Director of Photography and Director of Operations and Technology, St. Louis Post-Dispatch; former Director of Publishing Industry Marketing, Scitex

Tim Kane - Executive Editor, Turley Publications

Bill Kirtz - Northeastern University; former editor for the Patriot Ledger and publisher/editor for the Marblehead (MA) Messenger.

Susan Knight - University of Arizona; former editor at Tucson Weekly, reporter at the Arizona Daily Star

Bill Kole - New England Bureau Chief, Associated Press

Steve Kurkjian - Former Boston Globe reporter and editor, founding member of the Globe's Spotlight Investigative team, shared in three Pulitzer Prizes awarded to the team.

Robert Laska - Former President & Publisher, Connecticut Post

Larry Laughlin - Former Northern New England AP Bureau Chief; Editor of NEFAC Report

Len Levin - Former Copy Desk Chief, Providence Journal

Linda Lotridge Levin - Dept. of Journalism, University of Rhode Island

Jeff Lyon - Columbia College Chicago; Pulitzer Prize-winning reporter with the Chicago Tribune, former deputy editor, Chicago Tribune Magazine

Jean McDonald - University of Illinois; former sports writer, sports editor, and director of electronic publishing at the Champaign (IL) News-Gazette

Lincoln McKie, Jr. - Northeastern University; former publisher, Journal Transcript Newspapers, former executive editor, Lowell Sun, former managing editor, Telegram & Gazette

Steve Milone - Director of Circulation, North of Boston Media Group, VP, Director of Circulation, The Eagle-Tribune

Charles J. Mouratides - Former Executive Editor, Lerner Newspapers, Chicago, IL

Dr. Brett Rhyne - New England journalist and educator, RhyNewService

Christopher Ritchie - Penn State University; former features editor at the Delaware State News, rewrite desk chief at the Middlesex News, and editor positions at the Wilkes-Barre (PA) Times-Leader

Chris Roberts - University of Alabama; former reporter and editor at The Columbia (SC) State, The Birmingham News and the Jacksonville (AL) News

Bob Ryan - Former VP Knight-Ridder Digital and San Jose Mercury News

Ted Ryan - Retired sports editor, Burlington Free Press

Bill Sarno - Associate Editor, Hartford Guardian, former editor of the Bristol Press and Lakeville Journal

Dan Sheriden - Former editor at Bergen Record, Chicago AP, and Gary (IN) Post-Tribune

Robert Schrepf - Retired vice president, editorial page editor, The Hartford Courant

Del Schwinke - Co-coordinator of Communications and Journalism Program at Washington University; former Advertising Manager, St. Louis Post-Dispatch

James Smith - Former editor at the Record-Journal, Connecticut Post, New Britain Herald, The Day, The News-Times; sports editor and city editor at the Hartford Courant

Emily Sweeney - Reporter, The Boston Globe, president NE Society of Professional Journalists

Rebecca Tallent - University of Idaho; former ombudsman for the Spokane (WA) Spokesman-Review

Chip Visci - California Polytechnic State University; former publisher, San Jose Mercury News, former VP Knight-Ridder Newspapers

John Voket - Associate Editor, The Newtown Bee, Director of Public Affairs, Cox Media Group, CT

Maggie Walter - University of Missouri; former features editor at the Portland Press Herald, editor at The Telegraph of Nashua, and reporter at the Anderson (IN) Bulletin and Kokomo (IN) Tribune

Susan Walker - Vice President/General Manager, Herald Newspapers Inc., Chicago, IL

Stephen Wolgast - Kansas State University; former news design editor at The New York Times, executive news editor at The Akron Beacon Journal, page one designer at the New Orleans Times-Picayune, wire editor at the Casper (Wyo.) Star-Tribune, reporter at the Baltic Independent (Estonia), and photographer at the Topeka Capital-Journal