

Presented on February 20, 2015

NEW ENGLAND BETTER NEWSPAPER COMPETITION AWARD WINNERS ADVERTISING ♦ CIRCULATION ♦ MARKETING



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

This year's special award winners

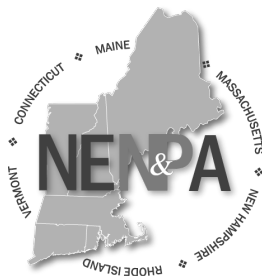
General Excellence

Bay State Parent, Millbury, MA
The Inquirer and Mirror, Nantucket, MA
St. Albans (VT) Messenger

Newspaper Ad Salesperson of the Year

Michael Breshears, The Keene (NH) Sentinel





CONGRATULATIONS NEW ENGLAND BETTER NEWSPAPER COMPETITION AWARD WINNERS

This year's competition drew a total of 3,200 entries that were published during the contest year, August 1, 2013 - July 31, 2014. The entries were evaluated by the New England Newspaper & Press Association's distinguished panel of judges. The results of the competition listed here recognize the excellent revenue and audience building activities that are taking place throughout New England — the finalists and winners are listed, along with the judges' comments.

NENPA is 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

Specialty Publications

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DISPLAY ADVERTISING

LOCAL DISPLAY AD (BLACK & WHITE)

Weekly Newspapers (circ. < 6k)

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

The anniversary ad featuring staff onsite at a hospital location is interesting and well-designed.

Second Place: **The Landmark, Holden, MA**

Unique offering of Walking Dead series screening is fun, and the illustration used is great!

Third Place: **The Reporter, Brandon, VT**

Cute, kid-friendly image helps make this ad successful.

Weekly Newspapers (circ. > 6k+)

First Place: **Worcester Magazine, Worcester, MA**

A great local crafts photo with the store headline makes this ad enticing.

Second Place: **The Martha's Vineyard Times, Vineyard Haven, MA**

Circular ad breaks out from the page. Very effective ad.

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

Sleeping baby highlights this mattress ad. Cute!

Daily Newspapers (circ. < 30k)

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

The old time microphone and the graphic layout enhance this effective black and white ad.

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

Civil War type, layout and recreation photos make this an interesting and effective black and white ad.

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

Coupon rule ad with magnifying glass and clear offer and text make an effective black and white ad.

Daily Newspapers (circ. > 30k+)

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

An intimate bridal photo with text running over it makes this ad successful.

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

Cute animal photos and text equals an effective black and white ad.

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

Although packed with information- this black and white auto ad is effective.

LOCAL DISPLAY AD (COLOR)

Specialty Newspapers

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

Inventive use of typography on roadway creates visual interest and a great graphic lead-in to this ad.

Second Place: **Rocky Hill Life, Rocky Hill, CT**

This Powder Ridge ad is enlivened by great type/headline, a fun photo and informational text.

Third Place: **Wethersfield Life, Wethersfield, CT**

Large attention-getting thermostat art and icy background. Clear coupon/text offers makes this a great ad.

Weekly Newspapers

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

Local block party ad. Great type and illustration. Fun, festive design.

Second Place: **The Landmark, Holden, MA**

Pucci's jewelry ad is upscale, stylish and attractive. Great design.

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

A clean, well-designed local ad for an airline. Great graphic map and social logos, etc.

Daily Newspapers (circ. < 30k)

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

Great, well-designed and colorful, full-page tribute ad to St. Albans.

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

The Scavenger Hunt / Pirate graphic theme is colorful and successfully designed, even including a schedule.

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

Beautiful, well-designed ad for a dance center. Upscale look. Cute photo.

Daily Newspapers (circ. > 30k+)

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

Nice type and photo. Informational layout and stylish background.

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

Colorful product shot. Simple, to-the-point text. Clean, simple design.

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

Child-oriented "look" for pre-school medical screenings. Informational look and design is solid.

MOST CREATIVE USE OF SMALL PRINT SPACE

Specialty Newspapers

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

Great headline and visual as a lead-in to an informative ad for a tutor.

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

Fantastic mother/child photo creates clean, clear ad for chiropractic services.

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

Graphically interesting - using the logo as art helps the headline work effectively in this ad.

Daily Newspapers (circ. < 30k)

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

Simple local ad for travel agency. Great type and image.

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

Effective, colorful type solution for local renovation company.

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

Product shot front and center. Appealing ice cream! Summer typography is cool and the offer is clear.

Weekly Newspapers

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

Food photography is front and center in this graphically-stylish ad.

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

Macro view of exploding champagne bottle makes ad visually appealing and gets the New Year's message across easily.

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

A great, playful visual and the heightened single word text: FOCUS bring attention to this well-designed small space ad.

Daily Newspapers (circ. > 30k+)

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

The use of small space is effective with lobster art and a clear offer.

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

The jumbled type, great photo, and colorful/stylish design make this small space ad a winner.

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

Cute apple art and heading with coupon. Clear offer and listings of offerings make this small ad effective.

ADVERTISER CAMPAIGN

Weekly Newspapers

First Place: **The Valley Press, Avon, Burlington, CT**

The great food and store interior photos combined with

seasonal illustrations and descriptive text make for a great campaign.

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

Fun! The thought bubble and photo campaign as well as the concept ads with products work well as a campaign.

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

Sketchy-text headlines equals great and interesting typography and is combined with great visuals.

Daily Newspapers

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

Charity, progressive campaign at Hannaford. A clear, charitable idea and a well-executed design.

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

Consistent use of strong, evocative imagery relating to financial security. Great visual campaign follow through.

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

A great campaign for an auto dealer with interesting and fun photos exemplifying the headline.

THEMED MULTIPLE ADVERTISER PAGE(S)

Specialty Newspapers

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

Colorful ad variety and clean layout make this multiple advertiser ad a winner.

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

Ads placed throughout this section are well-designed, clean and well-executed.

Weekly Newspapers (circ. < 6k)

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

Fantastic shop local guide with visually interesting typography as signage for title. Clean design.

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

Colorful double spread/double truck with fantastic well-drawn background art and well designed ads.

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

Visually interesting summer driving guide with road down center of layout with crisp, business card advertisers on either side.

Weekly Newspapers (circ. > 6k+)

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

Beautiful local section with great cover and interior design. Gorgeous cover photo and great local interest editorial interspersed with well-designed ads.

THEMED MULTIPLE ADVERTISER PAGE(S)

Second Place: **The Ellsworth American., Ellsworth, ME**
Fun, colorful and engaging local drawing contest to celebrate Mother's Day, coupled with full page dining guide for Mother's Day.

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

Local wine guide with map that correlates with each local winery — telling history of local wineries. Great layout.

Daily Newspapers (circ. < 30k)

First Place: **St. Albans Messenger, St. Albans, VT**
Well done. Well executed and great design.

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

Stylish and upscale doubletruck spread features well-designed local ads and great title typography.

Third Place: **Daily Hampshire Gazette, Northampton, MA**
Halloween-themed parade ad/illustration anchors great multiple advertiser page with a variety of advertisers.

Daily Newspapers (circ. > 30k+)

First Place: **Telegram & Gazette, Worcester, MA**
Well designed, colorful, lively ads throughout MARKETPLACE.

Second Place: **Telegram & Gazette, Worcester, MA**
Great combo of editorial / local interest content combined with colorful and well-designed ads.

Third Place: **Telegram & Gazette, Worcester, MA**
Type-intensive listing of local participants in dining guide. Stylish top panel and clean, readable advertisers.

CLASSIFIED ADVERTISING

AUTOMOTIVE DISPLAY AD

Weekly Newspapers

First Place: **The Ellsworth American., Ellsworth, ME**
OUTSTANDING adjacency to "baby page." Excellent headline and graphic to connect to the themed page. The copy referring to the top safety award is a definite plus.

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

Prominent headline identifying the dealership. Eye-catching four-color copy. Photos of the Denecker team convey a friendly and trustworthy organization. Simple layout, but effective.

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

This "above the fold" ad dominated the news page with uncomplicated copy and appealing graphics.

Daily Newspapers

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

Clever, attention-grabbing headline and graphic that telegraphs the message. Also, good supporting sub-head. Straightforward description of their truck inventory ties into the ad's theme.

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

Strong (and positive) headline. Bright and cheerful four-color appearance. All copy, including overprinting and reverses, is easy to read. Communicates a positive attitude with an eagerness to assure complete customer satisfaction.

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

This ad skillfully relates to the U.S. dollar and savings with Presidents Day. Eye-catching four-color presentation.

REAL ESTATE DISPLAY AD

Weekly Newspapers

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

"Serenity" ad - strong photo & headline concept. Grabs your eye's attention. A must read!

Second Place: **The Inquirer and Mirror, Nantucket, MA**
Center spread real estate ad features stylish, historic properties with listing agents along bottom of ad.

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

This photo-centric real estate ad is appealing and also a generally great concept for all ads for this family-run real estate company.

Daily Newspapers

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

Home graphic in this well-designed ad allows viewer to immediately grasp content. Great showcase for agents.

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

Football field graphic sets up great display for listing agents. Highlights local sales stats.

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

Colorful, gridded listings with well-done top panel.

SPECIAL ADVERTISING CATEGORIES

MULTIMEDIA CAMPAIGN FOR AN ADVERTISER

Weekly Newspapers

First Place: **The Inquirer and Mirror, Nantucket, MA**
Well-designed skyscraper ads highlighting art available at auction leads this winning entry.

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

Realtor/Agent focus on this multimedia campaign highlights properties as well as drawing attention to the teamwork of the agents.

Daily Newspapers

First Place: **Telegram & Gazette, Worcester, MA**
Multimedia ads highlighting food offerings are tied in with game day specials. Great food photo.

Second Place: **Telegram & Gazette, Worcester, MA**
Print, skyscraper ads focus on Memorial Day specials. Cool logo.

Third Place: **Telegram & Gazette, Worcester, MA**
Print, mobile and web efforts work well by retaining the same look throughout platforms.

BEST ONLINE AD

Weekly Newspapers

First Place: **Addison County Independent, Middlebury, VT**
Colorful, stylish photography that transitions well online. Great ad for yarn shop!

Daily Newspapers

First Place: **Keene Sentinel, Keene, NH**
Clever art/entertainment schedule using film strips and sprockets. Highlights individual shows.

Second Place: **Telegram & Gazette, Worcester, MA**
Great photography leads this well-designed online/mobile ad.

Third Place: **Telegram & Gazette, Worcester, MA**
Leaderboard online ad, cute photography and clear text.

NEWSPAPER DESIGNED ADVERTISING INSERT

Weekly Newspapers

First Place: **The Inquirer and Mirror, Nantucket, MA**
Clean, well-designed guide to local offerings at Community School. Great use of photography and listings.

Second Place: **The Newtown Bee, Newtown, CT**
Seasonal graphic top panel highlights section of type listings.

Daily Newspapers (circ. < 30k)

First Place: **The Day, New London, CT**
Clean, clear, well-designed local hardware store-flyer with great local flair.

Second Place: **The Day, New London, CT**
Nice, clean fold-out brochure with maps, text and directory. A perfect 'leave-behind' piece.

Third Place: **St. Albans Messenger, St. Albans, VT**
Beverage center insert is themed for St. Patrick's Day - well-designed and clear.

Daily Newspapers (circ. > 30k+)

First Place: **Telegram & Gazette, Worcester, MA**
Packed, but readable and well-designed insert for this appliance/furniture store. Layout highlights merchandise well.

Second Place: **Telegram & Gazette, Worcester, MA**
The insert for liquor store/July 4th specials combined Photoshop and product shots to really highlight the products.

Third Place: **Telegram & Gazette, Worcester, MA**
Football focus on cover helps highlight television sales and clean appliance layout within section.

SPECIAL SECTION/ADVERTISING SUPPLEMENT

Weekly Newspapers (circ. < 6k)

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

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

Third Place: **Mount Desert Islander, Bar Harbor, ME**
Nice display. Great content. Very nice layout.

Weekly Newspapers (circ. > 6k+)

First Place: **Addison County Independent, Middlebury, VT**
Great cause marketing. Great community participation.

Second Place: **Addison County Independent, Middlebury, VT**
Very "healthy" special section. Great job preserving an old tradition.

Third Place: **The Ellsworth American., Ellsworth, ME**
Great use of timely news for education and revenue.

Daily Newspapers (circ. < 30k)

First Place: **The Day, New London, CT**
Nice use of new format and paper stock. Great job capitalizing on the restaurant industry.

Second Place: **The Standard-Times, New Bedford, MA**
Great niche publication/content.

SPECIAL SECTION/ADVERTISING SUPPLEMENT

CONTINUED

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

Great use of emotional appeal.

Daily Newspapers (circ. > 30k+)

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

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

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

NICHE PUBLICATION (ADVERTISING)

Weekly Newspapers (circ. < 6k)

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

For its breadth and impact in a town of 4,000 - distribution over 10x this amount shows the demand and service the magazine provides to area visitors and locals. Solid content that takes a bi-fold guide and amplifies it to a luxury magazine.

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

Brilliant way to find a niche in an already very, very small market. Its content of recent weddings is brilliant. Solid execution.

Third Place: **South County Independent, S. Kingstown, RI**

A tip of the hat to a product I couldn't stop reading. Solid content ranging from big wave surfers to recipes to home design and great retro-style photography on its wedding cover story.

Weekly Newspapers (circ. > 6k+)

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

Elegant in its simplicity. Well organized. Great market insight without feeling like home listings. A service to readers done in a professional, polished manner.

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

A strong track record on a shoe-string staff. Serves the needs of a niche, not just in the local community but a whole region. Great example of a small weekly punching beyond its weight - 10x a year.

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

A great service to locals and tourists. I'd like to see a little original content to round it out, but the design and perfect binding fit nicely with the publication.

Daily Newspapers (circ. < 30k)

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

Great content, strong niche, relevant advertisers and I particularly liked the pull-out "camps" guide.

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

Great way to connect with a niche community. Newsprint feels more eco-friendly and helps with the margins.

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

Good, quality content highlighting the best in rural life. Simple yet sophisticated. As a magazine, it serves this community with a greater shelf life. Well done with relevant advertisers.

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

Great niche execution. Creative strategy in finding Vineyards and B&B's across two states interested in supporting this.

Daily Newspapers (circ. > 30k+)

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

Ambitious. An extensive survey of a critical Era, highlighting its place within the region. A beautiful product. A bold and beautiful chronicle for the region.

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

Great content, highlighting the history and luxury-living that takes place in Worcester County.

PURE ADVERTISING NICHE PUBLICATION

Weekly Newspapers

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

Very creative. I love that it was placed into staterooms before the cruise got to town.

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

Great looking section.

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

Strong marketplace.

Daily Newspapers

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

Strong event and section. Strong use of digital and P.O.P. marketing.

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

Strong section, well done.

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

Great looking section.

EVENTS

Weekly Newspapers

First Place: **The Sound, Branford, CT**

I love this! I wish we had this event in our community. Great family event that raised some nice revenue for the newspaper, generated several community partners, and attracted lots of attendees.

Daily Newspapers

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

This is an impressive revenue generator that ties directly to a local need - and even financially supports a non-profit organization. A very smart venture!

BUSINESS INNOVATION

Weekly Newspapers

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

This went from a special section to an outstanding section. Great copy, much more attractive format.

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

Greatly improved product, much better fit for targeted audience.

Daily Newspapers

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

Strong new product to attract local advertisers while driving revenue from the non-subscriber audience.

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

Excellent use of print, social, on-line, and P.O.P. to engage valuable, but difficult to attract, dining category. Would love to see this leveraged into ongoing marketplace.

BEST OVERALL IDEA FOR GENERATING AD REVENUE

Weekly Newspapers

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

Excellent, valuable response to an unfortunate incident.

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

Well done.

Daily Newspapers

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

Very clever idea for a section. Really like that it came from listening to the market, as well as an internal push.

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

Great execution of a story concept. Very strong revenue generated.

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

Nice BIG section.

BEST DIGITAL REVENUE BUILDING IDEA

Daily Newspapers

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

Although this isn't an idea that is exclusively aimed at building digital revenue, it is a good example of how to integrate digital and print to create a package that will attract new/lapsed advertisers and deliver results for them.

NEWSPAPER SELF-PROMOTION

AD RATE CARD/RATING STRATEGY

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

A simple way to sell and buy across publications and platforms. Does a fine job of providing incentives for advertisers to commit to longer schedules that are efficient to sell and generate good results for the advertiser. Modular sizes also keep the paper looking clean. Well done again this year.

ADVERTISING SALES MEDIA KIT

Weekly Newspapers

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

This sets the standard for what all ad sales media kits should be striving to do – to help advertisers fully appreciate the services the newspaper provides, and to help them choose ad programs that will help them succeed. Extremely well done – clean and compelling.

AUDIENCE BUILDING PROMOTION

Specialty Newspapers

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

Great use of colors. Welcoming families to be in the magazine sends an inviting feeling that will appeal to future subscribers.

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

Educates readers on several purchase locations, next publication dates with special sections, and career opportunities. Catches your attention and keeps you interested. Everything you need to know without searching for it.

Third Place: **AAA Horizons. Providence, RI**

Great pictures of scenery during the summer season that reminds families to find the right adventures and deals with their help.

Weekly Newspapers

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

Great tribute to veterans. Very clever way to get advertisers involved. Thoughtful - including the story of Pvt. Harry Hammond. I enjoyed it.

Second Place: **The Milton Independent, Milton, VT**

A fantastic twist on such a well-known sitcom, very entertaining. Nice article on making the publication more "community" based and showcasing the charity and events organized by the staff.

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

Such a great way to get kids involved and excited for Mother's Day by printing all drawings sent in of their mothers. Great colorful ad, very vivid.

AUDIENCE BUILDING PROMOTION *CONTINUED*

Daily Newspapers

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

A great 1/2 page ad demonstrating a personal relationship between reader and newspaper staff. This suggests a trusted group is providing great work for the community.

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

Once again, a great full page ad broadcasting the many achievements it has attained, letting the reader know its great quality and that is recognized as a valuable newspaper.

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

Great photography. I appreciate the clear message it gives with the checklists of benefits to gain by choosing to have the paper delivered.

SPECIALTY PUBLICATION PROMOTION

Weekly Newspapers

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

This is a REALLY, REALLY good idea that every ad director in New England ought to copy. It makes special section sales and promotion more efficient and effective, and it helps the advertisers plan their ads well in advance. These make good mailers, and they would be a fantastic piece for reps to use in sitting down for a consultative planning meeting with their accounts. Plus, think of all the time and effort saved in preparing the traditional, individual special section sales sheets...

Daily Newspapers

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

A comprehensive set of direct-response ads to promote the magazine. Nicely designed, and they generated results.

DIGITAL PRODUCT PROMOTION

Specialty Newspapers

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

Creates a great community impression with nearby parenting support and holiday events for families.

Weekly Newspapers

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

Eye-catching title. I enjoy the personal touch of one of their own moving out of the town and the loss of connection one tends to feel when this happens and the obvious and easy way to re-connect.

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

This ad is very welcoming. It illustrates the enjoyment from digital access.

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

I enjoy the ad demonstrating how long the newspaper has been published, which shows great leadership and great things to follow.

Daily Newspapers

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

Great use of colors. Very fresh. Good move on reminding readers that it is an award-winning local newspaper with lots to offer, including throughout-the-day coverage. Very relatable for all.

ADVERTISER PROMOTION FOR SPECIAL SECTION

Weekly Newspapers

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

Sales sheets are well done – articulating a clear advertiser benefit along with the rates and specs. Each one includes an illustration of what the publication looks like along with sample ads. Many papers forget to do this!

NEWSPAPERS IN EDUCATION PROGRAM/PROMOTION

Daily Newspapers

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

Very informative and clear to understand.

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

A great way to keep children interested in reading the newspaper. Very smart way to get advertisers' attention as well.

NEWSPAPER-SPONSORED EVENT PROMOTION

Specialty Newspapers

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

A fabulous event – 3-day travel show totaling 154 vendors – that was attended by 17,000 people. No doubt, a very profitable win-win-win for all involved. A great example for other publications to follow.

Weekly Newspapers

First Place: **The Milton Independent, Milton, VT**

This sounds like a great community event for an excellent cause. Anyone can put a food donation box in their lobby, but the Milton Independent created an event that gave them great exposure and raised money for the food shelf.

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

Giving away books is an excellent tie-in for a newspaper and giving books to children is very rewarding. They partnered with their local YMCA and received some nice publicity.

NEWSPAPER-SPONSORED EVENT PROMOTION

Daily Newspapers

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

What a great community event that promotes shopping locally, gives a nice circulation and PR boost to the newspaper, and looks to be an extensive effort on behalf of the staff. Love it!

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

Great visibility for the newspaper and an event that promotes health and fitness to the entire community. I was curious about how much was raised and if there was a beneficiary but thought this was a great entry!

SUBSCRIPTION SALES PROMOTION

Weekly Newspapers

First Place: **The Landmark, Holden, MA**

I liked the size of this ad. Perfect fit. The addition of a 12-issue magazine subscription, either Better Homes and Garden or FamilyFun, gives the sense of more for your buck, which is always a win-win situation. I also enjoyed the advertising opportunities on the back of the flyer.

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

This ad is very clever for the voting season. You want to subscribe to stay informed and vote wisely.

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

Great colorful ad. Encourages getting to know your surroundings and the way to do this is to subscribe and become enlightened.

Daily Newspapers

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

The Kiosk location at the mall with a great flow of people was a great idea. The meet and greets were very thoughtful and sends the message of every reader having an inside look with something to take with them. Very well put together and very considerate from my point of view.

SUBSCRIBER RETENTION PROGRAM

Combined Class

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

Enjoyed the colorful, full page ad. Very eye catching. Attracts potential subscribers with great members-only advantages.

Second Place: **The Landmark, Holden, MA**

Great promotion to give subscribers the opportunity to provide input to improve the newspaper with a chance to win great giveaways.

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

A bright idea to combine a weekly Nantucket Today subscription with the purchase of The Inquirer and Mirror.

CONTESTS

Weekly Newspapers

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

The Superbowl contest is such a creative idea to increase not only readership but also advertising in such a fun way. Having readers enter their predictions both online or at a participating business was a great idea to attract readers to their website and create more business flow.

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

The Garden Game seems like a great way to bring people of all ages together in a friendly competition, increasing the circulation numbers as anticipation builds for the winners to be announced.

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

A great way to allow the advertiser and readers to interact hand-in-hand. Allowing the business to be "front and center" to loyal advertisers.

Daily Newspapers

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

A great twist on a classic children's game with fantastic prizes to be won. Great way to get advertisers involved, and gets the public to acknowledge their local businesses. Fantastic all around.

BEST AD DESIGNER

BEST AD DESIGNER

Specialty Newspapers

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

Great type and an engaging image make this a winning ad. The typographically well-done headline elicits feeling for content of modeling agency ad/local talent. The racing border makes the ad appealing with inserts from event venue.

Weekly Newspapers

First Place: **Max Steinmetz, The Mountain Times, Rutland, VT**

Great variety of ad types. Designer shows flexibility and fantastic type sense.

Daily Newspapers

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

Professional newsstand look and great typography throughout publications. Great type, color and design sense.

NEWSPAPER AD SALESPERSON OF THE YEAR

Michael Breshears — Assistant Advertising Director, Keene Sentinel, Keene, NH

The last 12 months have witnessed many changes for The Keene Sentinel's sales operation, and Michael Breshears has been at the heart of those efforts. This year the paper...

- ◆ Launched a new weekly publication and TMC operation
- ◆ Started a new monthly business publication that resulted in significant revenue gains
- ◆ Unveiled a successful annual magazine recognizing extraordinary women from the region
- ◆ Completed its Reader's Choice program that culminated in a glossy magazine and an event which was attended by more than 200 people
- ◆ Staged events for extraordinary women and for the top young business leaders in the region
- ◆ Grew online sales revenue by 40%
- ◆ Projected overall local advertising sales growth in excess of 14%

Michael has been part of the sales operation at The Sentinel for 29 years. He is a sales manager with a territory and overall responsibility for managing a staff of seven reps. He and his team deserve great credit for these revenue successes. With the new products and the sales spirit he created, The Sentinel was able to recapture many former advertisers and attract new ones.

The Sentinel is a small operation with fairly high turnover in reps, so training is in demand. Michael handles this well amongst a myriad of other duties.

The weekly publication Michael started this year is called ELF, which stands for Enjoy Life to the Fullest in the Monadnock Region. It is an entertainment and lifestyle publication that features unique content, ranging from farming to antiquing to recreation. Total distribution is about 24,000 copies. Now that it has this new TMC, The Sentinel has experienced unusual growth in inserts.

ELF replaced three poor-performing weeklies. It generates a mid-teens margin versus losing money on the weeklies.

In addition to the successful launch of ELF — which Michael proposed, launched, cheerleads, and even writes a column for — Michael has been instrumental in helping launch and ensure the success in a bevy of other new products this year.

In October of 2013, Keene Publishing Corporation launched a monthly glossy business magazine called (appropriately) Monadnock Business. Michael has been one of the top three salespeople selling Business Monadnock every month since the publication started.

Michael has made a nice transition with digital sales efforts — he has led the department every month in the past year in introducing his clients to multi-media sales solutions.

Most importantly, Michael has worked with each and every rep at the paper to coach them to better results in all of their many sales efforts. They share their daily challenges with Michael and he helps work out client-beneficial solutions. And, he does this while always remaining upbeat and focused on what is good for The Sentinel.

ADVERTISING GENERAL EXCELLENCE

Daily Newspapers

First Place: **St. Albans Messenger, St. Albans, VT**
The “Meet Your Merchant” section is impressive – great for both readership and advertising!



Weekly Newspapers

First Place: **The Inquirer and Mirror, Nantucket, MA**
Especially strong in the real estate, arts, entertainment and jewelry categories. Large units, excellent color reproduction; nice pullout sections each week.



Second Place: **Vineyard Gazette, Martha's Vineyard, MA**
Chock full of real estate and Arts/entertainment/events ads during the tourist season. All black and white, but beautifully designed advertising nonetheless.

Third Place: **The Ellsworth American., Ellsworth, ME**
Terrific ad content throughout, but the ‘Out & About’ section sets this paper apart.

Honorable Mention: **The Martha's Vineyard Times, Vineyard Haven, MA**

Specialty Newspapers

First Place: **Bay State Parent, Millbury, MA**
Fantastic advertising quality and volume throughout, but the school and camp pages in the back are especially impressive.



Congratulations

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

NEN&PA

NEW ENGLAND NEWSPAPER & PRESS ASSOCIATION

NEW ENGLAND BETTER NEWSPAPER COMPETITION DISTINGUISHED JUDGES PANEL



Wayne Agner – Editor and Publisher, *The Trinity Journal*, Redding, CA

Alex Abrami – Sports Writer, *Burlington Free Press*

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*

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

Austin Danforth – Sports Writer, *Burlington Free Press*

Darell Davis – VP Creative Services, *Metro Creative Graphics*

Bill Densmore – Consulting Fellow/ Reynolds Journalism Institute, University of Missouri

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

Robert Earley – Former General Manager, *The Elkhart (IN) Truth*

Rob Forrest – Art Director, *Metro Creative Graphics*

Chuck Fountain – Professor, Northeastern University

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*

Alin Gregorian – Editor, *Armenian Mirror Spectator*

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*

Dina Kraft – Associate Program Coordinator, Media Innovation at Northeastern University

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*

Leah Lamson – Former editor, *Telegram & Gazette*

Dr. Kim Lauffer – Bowling State University; former web editor Alma College

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*

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*

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

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

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*

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

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*

Trevor Snorek-Yates – Sales Development Manager, *The Boston Globe*

Alfredo Sosa – Photography and Multimedia Director, *The Christian Science Monitor*

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*

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

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

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*

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*