

LOCAL DISPLAY AD (BLACK & WHITE)

Combined Class

First Place: The Inquirer and Mirror, Nantucket, MA

Large, impactful ad for Sailing Regatta uses silhouette of a whale and is stylish. Clearly designed -- a winning ad!

Second Place: Vineyard Gazette, Martha's Vineyard, MA

Simple, well-designed ad. Image shape leads readers' eyes to important information in the ad.

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

The silhouette of a jazz band drives this clean, clear, informational and well-designed ad.

LOCAL DISPLAY AD (COLOR)

Specialty Publications

First Place: Worcester Magazine, Worcester, MA

Clean, simple, and beautiful shot of a woman's face creates the entire ad. Limited but pertinent text keeps it fresh and clean.

Second Place: Worcester Magazine, Worcester, MA

Subtle graphic of the Eiffel Tower lends parisian twist to the ad design. Coupled with tantalizing food shots -- this is a great ad!

Third Place: Michael Breshears, Keene Sentinel, Keene, NH

Miller Bros. Newton has an image of fashion-forward gentleman with a bowtie on the front -- the image says it all!

Daily Newspapers

First Place: Troy Hall, The Day, New London, CT

Eye-catching photography coupled with matching merchandise highlights great use of color in this ad.

Second Place: Keene Sentinel, Keene, NH

The retro color treatment on this ad is eye-catching and fun.

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

The irregular shape and well-organized ad makes this colorful product very appealing.

Weekly Newspapers (circ. <6k)

First Place: The Landmark, Holden, MA

The fortune cookie as central visual element drives this ad. Clear message and a great visual.

Second Place: The Landmark, Holden, MA

Smiling model with appealing graphics work together to make this ad great. Clean layout.

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

Real estate ad without homes emphasizes the beauty of the area using a perfect colored sunset image behind the type. Nice!

Weekly Newspapers (circ. >6k)

First Place: The Mountain Times, Rutland, VT

Winning recruitment ad for sales assistance. Visual really tells the story!

Second Place: The Mountain Times, Rutland, VT

Clear typography, great food visuals, and clean layout -- the perfect small ad!

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

This color ad for Tivoli Paint is simple and stylish. The color usage stands out and complements their logo.

MOST CREATIVE USE OF SMALL PRINT SPACE

Weekly Newspapers

First Place: The Inquirer and Mirror, Nantucket, MA

This banner-style small space ad for Hatch's Package Store has fantastic, appropriate visual -- it's clear and well-designed.

Second Place: The Mountain Times, Rutland, VT

This banner ad for Gus' is conceptual, entertaining and memorable. Great ad.

Third Place: The Stowe Reporter, Stowe, VT

A colorful banner ad that successfully combines great use of color with a solid amount of information.

Daily Newspapers

First Place: Eagle-Tribune, North Andover, MA

Bay-4 Motorsports ad is tiny but very well-designed. In black and white it cuts through and is very clear. A winning creative use of a small space.

Second Place: The Republican, Springfield, MA

This small restaurant ad incorporates all required information cleanly, clearly, and makes great use of color too.

Third Place: The Republican, Springfield, MA

BG Mechanical's 'Thank You' ad is modern and attention-grabbing. The visual leads the viewer through the ad logically.

ADVERTISER CAMPAIGN

Weekly Newspapers

First Place: The Inquirer and Mirror, Nantucket, MA

This series of ads for Hatch's combines great photography with a clever headline in each. Well designed ads!

Second Place: Addison County Independent, Middlebury, VT

Historic photo and product/food shots within well-designed ads make this campaign great.

Third Place: The Stowe Reporter, Stowe, VT

Series of ads with common wood element draws together this group with product shots and great deals.

ADVERTISER CAMPAIGN (CONTINUED),

Daily Newspapers

First Place: Troy Hall, The Day, New London, CT

Upscale design with spot color highlighting beautiful merchandise makes this campaign a winner!

Second Place: Jessica Dyer, The Day, New London, CT

This group of ads for Lyme-Old Lyme schools is dominated by great photography showing a clear image of the school's culture. Nice campaign!

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

Colorful and stylish retro-feel highlights this campaign with each ad having a similar but enticing appeal.

THEMED MULTIPLE ADVERTISER PAGE(S)

Weekly/Specialty Combined Class

First Place: The Martha's Vineyard Times, Vineyard Haven, MA

Great double layout highlighting handmade objects. Product photography drives the design with great typographic header.

Second Place: The Stowe Reporter, Stowe, VT

Well-designed section highlights antique car show, great photos and ads throughout!

Third Place: The Stowe Reporter, Stowe, VT

Local Guide to autumn sight-seeing has fun cover images and is packed full of local information. Nice targeted section.

Daily Newspapers

First Place: Heidi Toala, The Day, New London, CT

This "Celebrate East Lyme" page is eye-catching and well-designed with a great type at the top of the page.

Second Place: Daily Hampshire Gazette, Northampton, MA

Graphic floral images 'make' these pages! Interspersed with local ads, it all comes to work together!

Third Place: Daily Hampshire Gazette, Northampton, MA

Multi-advertiser Halloween page has a ton of information, which isn't lost due to good design and arrangement of photos, text, and ads.

AUTOMOTIVE DISPLAY AD

Combined Class

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

This memorable pre-Halloween auto ad combines autos with cool, scary art. Layout is clean and readable.

Second Place: The Ellsworth American., Ellsworth, ME

Banner ad at the bottom of the page draws attention to the new Impreza vehicle with a combination of dynamic photo and art.

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

Clean, clear layout with "Island Classic" type makes a great ad that shows off vehicles well.

REAL ESTATE DISPLAY AD

Weekly Newspapers

First Place: The Ellsworth American., Ellsworth, ME

Great real estate photography drives this ad while using a graphic device to tie the logo together with images and text.

Second Place: The Landmark, Holden, MA

Well-designed and clear, with agent headshots and hot pink color accents. This ad puts forth a clear real estate service message!

Third Place: Addison County Independent, Middlebury, VT

Simple graphic design and grid highlights properties with clear information, and includes a nice set of agent information to add personality.

Daily Newspapers

First Place: Heidi Toala, The Day, New London, CT

Graphically interesting with clear benefits -- this ad for Harbour Towers is a winner with its fresh design.

Second Place: Heidi Toala, The Day, New London, CT

Typographic strength shines in this ad for Harbour Towers. Again, clear benefits and information -- just outstanding!

Third Place: Heidi Toala, The Day, New London, CT

Strong, well-executed typography lifts this ad to another level. Great photography as well!

ILLUSTRATION/INFOGRAPHICS

Specialty Publications

First Place: Marilyn Brockett, Keene Sentinel, Keene, NH "Parent Express"

Second Place: Allison Litera, The Republican, Springfield, MA "The Gift Guide"

Third Place: Katerina Hrdlicka, The Stowe Reporter, Stowe, VT "First Person"

ILLUSTRATION

Weekly Newspapers

First Place: Harry Bliss, Seven Days, Burlington, VT "Trumpatized?"

Second Place: Tracy Van Buskirk, The Newtown Bee, Newtown CT "Happy Holidays From The Newtown Bee"

Third Place: Maddie Frost, Vineyard Gazette, Martha's Vineyard, MA "Dad Will Pay"

ILLUSTRATION (CONTINUED),

Daily Newspapers

First Place: Don Landgren Jr., Telegram & Gazette, Worcester, MA
"Move over helicopter parents"

Second Place: Christopher Serra,
The Berkshire Eagle, Pittsfield, MA
"A case for the Berkshire Museum"

Third Place: Don Landgren Jr.,
Telegram & Gazette, Worcester, MA
"Thanksgiving football preview"

INFOGRAPHICS

Weekly Newspapers

First Place: Nicole Jackson,
The Martha's Vineyard Times, Vineyard Haven, MA
"Camps"

Second Place: Elsie Lynn Parini,
Addison County Independent, Middlebury, VT
"Taking a bite out of food waste"

Third Place: Tim Suellenthorp,
The Ellsworth American., Ellsworth, ME
"Top cop timeline"

Daily Newspapers

First Place: Justin Gilbert and Andy Tomolonis,
The Standard-Times, New Bedford, MA
"Ocean, Wind and Power"

Second Place: Emely Del Santo Varosky,
The Herald News, Fall River, MA
"For The Love Of ..."

Third Place: Emely Del Santo Varosky,
The Herald News, Fall River, MA
"852 Numbers No One's Proud Of"

OVERALL DESIGN AND PRESENTATION OF A SPECIAL SECTION

Combined Class

First Place: Chris Moore, The Hartford Courant, Hartford, CT
Nicely designed College Basketball Preview: a good mix of storytelling, photography, and statistics.

Second Place: The Republican, Springfield, MA
Wonderfully designed with a nice mix of storytelling and breakout numbers. Theming the arrow throughout the section was a nice touch and added to the consistency the product displayed.

Third Place: Jennifer Levesque, Valley Advocate,
Northampton, MA
Small package packs a wallop. Solid stories and nice photography with the usual assortment of listings. Might be a bit heavy on the use of reverses, but they hold up well on glossy paper.

OVERALL DESIGN AND PRESENTATION OF A NICHE PRODUCT

Combined Class

First Place: The Republican, Springfield, MA
Wow! "Saving Union Station" shows extensive effort. Substantial use of historic photographs to help tell the story. Design, style, typography and color schemes run consistent throughout and are appropriate to the topic. I often found myself stopping to read through the book more thoroughly.

Second Place: Newport Life Magazine, Newport, RI
Beautifully designed and elegant throughout the magazine, along with an extensive use of photography. It seems that there was great thought put into each article and how to present the information, whether by using break-outs or some other design element.

Third Place: Tara Kenny, Jamie Kageleiry,
The Martha's Vineyard Times, Vineyard Haven, MA
Overall a consistent flow. Included a good use of photography, and quick hits making things easy to navigate.

Honorable Mention: David Pollard,
VT Ski & Ride Magazine, Middlebury, VT

OVERALL DESIGN AND PRESENTATION OF A SPECIALTY PUBLICATION

Specialty Publications

First Place: Newport Life Magazine, Newport, RI
Every single page of this magazine was planned, edited, and designed beautifully. The design was clean, consistent, and sophisticated. Whether I was looking at the first page or the last, I saw elements of smart design throughout.

Second Place: Providence Business News, Providence, RI
The design is bold, but clean and easy to follow. Content is very accessible, and easy to read and follow, thanks to smart design choices. Great use of contrast between bold and light fonts and creating contrast using colors.

Third Place: The Mountain Times, Rutland, VT
There is a whole lot of great design packed into this small publication. The content is easy to read and digest, and the design is consistent throughout.

OVERALL DESIGN AND PRESENTATION

Weekly Newspapers

First Place: Seven Days, Burlington, VT
Extensive coverage with good use of photography throughout. Consistent in design. Easy to navigate.

Second Place: Jennifer Levesque,
Valley Advocate, Northampton, MA
Expressive use of photography. Consistent design throughout.

Third Place: Design Director: Josh Knowlton,
Boston Business Journal, Boston, MA
Clean, consistent, and classy. Good use of photos and great reproduction.

OVERALL DESIGN AND PRESENTATION (CONTINUED),

Daily Newspapers

First Place: The Berkshire Eagle, Pittsfield, MA

Mass MoCA dominated the coverage that day, and I might have been inclined to turn that into a souvenir section unto itself if press capabilities and timing allowed. That said, this is a newspaper not afraid to play photos big, and presents a solid use of illustrations and breakouts as necessary. Design is clean and consistent.

Second Place: Designer: Lucy Pickett,

Daily Hampshire Gazette, Northampton, MA

The "Under the Table" package is nicely produced, using photos and design to help tell the story. The remainder of the paper is strong, consistent, and easy to navigate.

Third Place: The Republican, Springfield, MA

Clean and consistent throughout. Not surprisingly, the Life section jumps out from a design standpoint. The massive Outlook 2017 page was well-executed and a second-place winner in special sections.

LOCAL ONLINE AD

Combined Class

First Place: The Newtown Bee, Newtown, CT

This online ad requires a quick read, but the picture tells the whole story!

Second Place: Mary Dolan, The Day, New London, CT

Smashing, colorful smoothie image drives this online ad. Quick, simple, and appetizing!

Third Place: Justin McCabe, The Day, New London, CT

This ad is a clear, easy to read visual.

NEWSPAPER DESIGNED ADVERTISING INSERT

Weekly Newspapers

First Place: Duxbury Clipper, Duxbury, MA

The 'Year in Photos' section is a sure way to interest local readers. This 2016 section is packed with great images and is well-designed and appealing.

Second Place: Duxbury Clipper, Duxbury, MA

Appealing in original cover art on this glossy section makes it a great local keeper. Coupled with editorial and trivia -- it's great!

Third Place: The Vermont Standard, Woodstock, VT

'Fast Forward 2017' section is packed with local advertisers, well-designed ads! Great to keep around the house.

Daily Newspapers

First Place: Justin McCabe, The Day, New London, CT

Jordan Brook Lawn Care's Advertising insert has a great visual which leads viewer through the information. Great!

Second Place: The Republican, Springfield, MA

Beautifully-designed. Keeper page. History, schedule, all into clear!

Third Place: The Republican, Springfield, MA

Fantastic events schedule, article about musical conductor, etc. Well-designed and informational.

SPECIAL SECTION / ADVERTISING SUPPLEMENT

Specialty Publications

First Place: West Hartford Life, West Hartford, CT

Gorgeous holiday cover photo fronts this beautifully designed section. Beautiful photography and sections throughout.

Second Place: Newport Life Magazine, Newport, RI

Unique, service-oriented section that is devoted to local game changers! Great cover and individual layouts.

Weekly Newspapers

First Place: The Ellsworth American., Ellsworth, ME

The digest-sized DELISH is a great advertising supplement to keep handy. Great cover, interesting articles and ads.

Second Place: Vineyard Gazette, Martha's Vineyard, MA

The pocket-sized Christmas Catalog and Island Arts are both charming and well-designed.

Third Place: The Cheshire Herald, Cheshire, CT

This Holiday Guide has really interesting stories and attractive ads throughout.

Daily Newspapers

First Place: The Day, New London, CT

Connecticut Family Magazine has a great upscale design: feature areas have common typography, and photos are great!

Second Place: Record-Journal, Meriden, CT

Enticing graphic cover fronts charming interior that includes local kids' art efforts. Great job!

Third Place: Mary Dolan, The Day, New London, CT

Well-designed July 4th section combines listings, local ads and community events in an informative and well-designed way.

NICHE PUBLICATION (ADVERTISING)

Combined Class

First Place: The Day, New London, CT

From the typographically beautiful masthead of Connecticut Coast & country, to the colorful, well-designed and informational interior -- this is a winner!

Second Place: The Inquirer and Mirror, Nantucket, MA

Beautiful cover of Nantucket Today looks inviting, and the interior is clear and concise.

Third Place: The Day, New London, CT

The ASPIRE publications from The Day are consistently well done: packed with editorial, ads, and listings.

PURE ADVERTISING NICHE PUBLICATION

Combined Class

First Place: Keene Sentinel, Keene, NH

This glossy local 'choice' awards publication combines listings, readers' favorites, ads, and bios -- a great publication!

Second Place: The Mountain Times, Rutland, VT

A mouth-watering image on the cover makes this extensive listing publication a winner. Best local restaurants covered!

Third Place: The Inquirer and Mirror, Nantucket, MA

Gorgeous food image on the cover with a thorough and packed listing of fantastic local dining opportunities inside -- including take out!

EVENTS

Daily Newspapers

First Place: Record-Journal, Meriden, CT

Wildly successful community event. The Record-Journal not only created significant revenue, but gave out scholarships to local high school athletes as well -- a terrific way to involve hundreds of students and their families. Choosing "athletes of the week" throughout the school year keeps readers interested and the editorial for the special section is generated throughout the year. This also provided lots of exposure for sponsors that donate the scholarship money. Bravo!

Second Place: The Republican, Springfield, MA

Fun and exciting event that keeps readers and local businesses involved over an extended period of time. A good opportunity for Republican advertising and editorial staff to stay connected, and strengthen relationships, with customers.

Third Place: Keene Sentinel, Keene, NH

"Ewing Arts Awards" -- The Keene Sentinel has been innovative in recognizing the strengths and accomplishments in their region. This paper has also created terrific events and products that recognize local artists and the local artistic community, while also providing a stage for the recognition. In addition to that, it is a revenue win!

Third Place: Keene Sentinel, Keene, NH

"Extraordinary Women" -- An amazing sell-out event that should be in every community!

BUSINESS INNOVATION

Combined Class

First Place: Addison County Independent, Middlebury, VT
"Activity Guides"

Second Place: Vineyard Gazette, Martha's Vineyard, MA

"Time Machine sponsorship"

BEST IDEA FOR GENERATING AD REVENUE

Weekly Newspapers

First Place: The Martha's Vineyard Times, Vineyard Haven, MA

The MV Times, in acquiring the advertising contract for VTA, creatively developed advertising opportunities for their own products.

Second Place: The Newtown Bee, Newtown, CT

The Bee generated reward revenue for the paper while promoting local businesses.

Daily Newspapers

First Place: Record-Journal, Meriden, CT

In addition to generating \$85k in revenue, this was an outstanding marketing concept for Record-Journal. Incorporating events into the celebration created even more community involvement. Fantastic!

Second Place: Keene Sentinel, Keene, NH

Great concept. The content generated by survey along with the revenue generating abilities, make this a tremendous opportunity.

DIGITAL REVENUE BUILDING IDEA

Combined Class

First Place: Providence Business News, Providence, RI

Second Place: Record-Journal, Meriden, CT

Third Place: Eagle-Tribune, North Andover, MA

AD RATING STRATEGY

Combined Class

First Place: The Ellsworth American., Ellsworth, ME

Fantastic! It is clear that this newspaper understands the changing marketplace.

ADVERTISER PROMOTION FOR SPECIAL SECTION

Combined Class

First Place: The Inquirer and Mirror, Nantucket, MA

Promotion for the Inquirer & Mirror's Restaurant Guide is visually appealing and lets local restaurants know how many visitors could find out about their establishment in this annual guide.

AUDIENCE BUILDING PROMOTION

Weekly Newspapers

First Place: The Stowe Reporter, Stowe, VT

The Stowe Reporter's Fall Foliage Photo Contest is a hit with local and visiting readers. The stunning images not only capture readers' attention, but they are also used for additional supplements and on the website. Kudos!

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

The Times creatively expanded their own advertising portfolio when they acquired the advertising contract for the local transit authority. Promoting their website, mobile app, special sections, and other products to build an audience outside of their news

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

The Holiday Parade Freebee is chock full of everything that is happening for the holidays on the island. A must have!

AUDIENCE BUILDING PROMOTION (CONTINUED)

Daily Newspapers

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

Hands down a first place promotion material. A series of quarter- and half-page ads lets readers get to know the paper's staff and reinforces what a community newspaper is about.

Second Place: Telegram & Gazette, Worcester, MA

Well done promotion of the paper's new religious column.

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

A great subscription promo for Mother's Day!

SPECIALTY PUBLICATION PROMOTION

Combined Class

First Place: Addison County Independent, Middlebury, VT

Creative, consistent, and visually appealing promotions for an Arts & Leisure publication.

CONTESTS

Daily Newspapers

First Place: Record-Journal, Meriden, CT

Beautiful execution of a tried and true newspaper contest. Great ad sales material. They experienced more than four times year by year revenue growth!

Second Place: The Day, New London, CT

Another fine example of terrific execution with the Readers' Choice Awards concept. Fantastic ad support in the winners section.

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

A wonderful annual contest that is interesting and engaging for community residents, as well as a money-maker for the paper with lots of local business sponsors and game piece advertisers. Inspired work!

NEWSPAPER-SPONSORED EVENT PROMOTION

Weekly Newspapers

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

This is a series of screening of historic local film clips. It has become an ongoing community event that highlights the important service the Gazette is providing as it preserves and shares film that documents the Vineyard's history. This program undersc

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

The Times has created a wonderful two-day event for members of the community who are interested in writing and writers. The panel discussions and workshops they presented featured an impressive line-up of notable writers, commentators and authors.

Daily Newspapers

First Place: Bennington Banner, Bennington, VT

Nicely done event that honored the area's best athletes and coaches. This was a first-class effort that touched so many in the community, and the secured four sponsors for the event as well.

SUBSCRIPTION SALES PROMOTION

Weekly Newspapers

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

The Vineyard Gazette came up with a fantastic program to entice people to renew their subscriptions -- or to become a new subscriber. Tying this into a local charity that benefitted from the campaign was ingenious! Not only did the Gazette grow subscriptions, they helped feed and educate the community.

Second Place: The Ellsworth American., Ellsworth, ME

Terrific results for the Ellsworth American participating in an event that they typically run ads for. Kudos!

Third Place: The Landmark, Holden, MA

Great way to get news subscribers hooked on the local paper. They have nothing to lose! Nice ads promoting the value of the papers. Good job!

BEST AD DESIGNER

Specialty Publications

First Place: Kimberly Vasseur,

Worcester Magazine, Worcester, MA

A consistently brilliant use of typography and great ad design. Smart use of image and type. Fantastic designer!

Second Place: Brian Jenkins, Monadnock Table,

Keene Sentinel, Keene, NH

Great use of image and headlines. A gorgeous group of ads are the result of great design.

Third Place: Katerina Hrdlicka,

Stowe Guide & Magazine, Stowe, VT

Image-driven design and great attention to balance, coupled with a focus on typography. A fantastic group of ads.

Weekly Newspapers (circ. >6k)

First Place: Jane McTeigue,

Vineyard Gazette, Martha's Vineyard, MA

What a wide variety of well-designed content!! Print, logos, rate sheets, and magazines! Great design. Great stuff.

Second Place: Maxx Steinmete,

Addison County Independent, Middlebury, VT

Strong typography and excellent use of imagery make this group of design samples really interesting and varied.

Daily Newspapers (circ. <25k)

First Place: Mary Dolan, The Day, New London, CT

From fantastic print, to logo design and digital design, this designer can do it all! Great work.

Second Place: Justin McCabe, The Day, New London, CT

A knack for image placement and typographic treatments, Justin is well-versed in effective and attractive design.

Third Place: Shay Riley, Keene Sentinel, Keene, NH

Shay is a fantastic designer for ads and publications. A great group of work!

ADVERTISING GENERAL EXCELLENCE

Specialty Publications

First Place: **Shay Riley, Fiddlehead**
Keene Sentinel, Keene, NH



Second Place: **Worcester Magazine**
Worcester, MA



Third Place: **Providence Business News**
Providence, RI



Weekly Newspapers

First Place: **The Vermont Standard**
Woodstock, VT



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



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



Honorable Mention:
The Inquirer and Mirror
Nantucket, MA

