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

This year's special award winners

Advertising General Excellence
The Vermont Standard, Woodstock, VT
Providence (RI) Business News

Best Ad Designer
Mark Dullea, Record-Journal, Meriden, CT
CONGRATULATIONS
NEW ENGLAND
BETTER NEWSPAPER COMPETITION
AWARD WINNERS

This year’s competition drew nearly 3,000 entries that were published during the contest year August 1, 2018 - July 31, 2019. 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 five categories:

- Daily Newspapers with circulation up to 20,000
- Weekly Newspapers with circulation up to 6,000
- Daily Newspapers with circulation more than 20,000
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- Specialty and Niche Publications

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**SPECIAL RECOGNITION**
Best Native Advertising
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Best Ad Designer
Advertising General Excellence
ADVERTISING

LOCAL DISPLAY AD (BLACK & WHITE)
Combined Newspapers
First Place: Beverly Mullaney, Stowe Reporter, Stowe, VT
Stow Pinnacle PT - Effective graphic leads this ad. Runner gives athletic feel to the small, good b/w ad.

Second Place: Joslyn Richardson, News & Citizen, Morrisville, VT
Power Play Sports- Great illustration combined with type / simple and clear presentation for small b/w ad.

Third Place: Beverly Mullaney, Stowe Reporter, Stowe, VT
Ty Walker- Well-designed graphic ad with celebrity snowboarder highlighted and clear, enticing offer. Effective small space b/w ad.

LOCAL DISPLAY AD (COLOR)
Weekly Newspapers
First Place: Beverly Mullaney, Stowe Reporter, Stowe, VT
Stowe/Green Mountain Weddings, - Well-designed / visually-appealing ad highlighting photography services. Upscale, pleasing layout. Beautiful ad.

Second Place: Lisa Woronzoff, Addison County Independent, Middlebury, VT
Laberge Insurance- Insurance ad with silhouetted firefighter imagery drives home nature of ad. Great visual and ad.

Third Place: Kimberly Vasseur, Worcester Magazine, Worcester, MA
Meze - Appealing table / food shot with great restaurant logo. Well-designed and effective ad.

Daily Newspapers
First Place: Maryellen Gale, The Keene Sentinel, Keene, NH
Heaven Hair Gallery - Cool, hip group of stylists pose at their salon / image looks great, and shows interior of clean, modern salon. Winner!
Second Place: Greg Douglas,

The Republican, Springfield, MA
Golden Years Homecare Services- Great images of seniors and homecare workers effectively highlighted in this dynamic layout with graphic devices such as talk bubble frame / looks great!

Third Place: Jorgen Taylor, The Republican, Springfield, MA
Lupa Zoo- Irreverent & fun image of sloth hanging upside down brings attention and a good spirit to this ad

LOCAL ONLINE AD
Combined Newspapers
First Place: Kristen J Braley, Stowe Reporter, Stowe, VT
Well heeled- Great job highlighting variety of accessories!

Second Place: April Hallisey, Eagle-Tribune, North Andover, MA
Vistaprarie at Monarch Meadows- Beautiful ad - draws the reader in.

Third Place: Ellen Therrien, The Newtown Bee, Newtown, CT
C H Booth Library Donation and Book Sale Online ads- Charming!

MOST CREATIVE USE OF SMALL PRINT SPACE
Combined Newspapers
First Place: The Inquirer & Mirror, Nantucket, MA
Hatch's - Well-done banner ad is graphically interesting and tells the story effectively. Nice ad!

Second Place: Kara Conlon, The Day, New London, CT
Connecticut House Painters Ad Note- Dripping paint border / graphic on top of ad draw reader into ad specials. Small, effective ad.

Third Place: Katerina Hrdlicka, Stowe Reporter, Stowe, VT
Stowe/Green Mountain Weddings- Dramatic image highlight tent rental for events / stylish and clear ad.
ADVERTISER CAMPAIGN

**Combined Newspapers**
**First Place:** Ellsworth American, Ellsworth, ME
**WH Lobster COOP** - Entertaining series of ads focusing on lobster character in different situations. Effective, fun campaign uses illustrations wonderfully & creates great continuity for concept.

**Second Place:** Stowe Reporter, Stowe, VT
**Sushi Yoshi** - Consistent use of dynamic photography drives this campaign. Colorful, inviting images and text. Effective ad campaign.

**Third Place:** Curtis Panlilio, Michelle Johnson, The Republican, Springfield, MA
**Love, Springfield** - Very catchy campaign with ONE tagline, using a variety of images to showcase the community. This campaign has 'legs' and could be utilized in numerous ways.

AUTOMOTIVE DISPLAY AD

**Combined Newspapers**
**First Place:** Jorgen Taylor, The Republican, Springfield, MA
**Artioli Summer Kickoff Sale** - Effective and attractive 'heat' background with heading lead this auto ad to success.

**Second Place:** News & Citizen, Morrisville, VT
**Lamoille Valley Chevrolet** - Appealing typography and fun dog image and an auto trade offer combine with well-designed listings below.

**Third Place:** Patrick Santiague, The Day, New London, CT
**Secor Chrysler Dodge Jeep Ram Summer Clearance** - Saturated background color and vehicle image make this ad pop. Clear and informational.

THEMED MULTIPLE ADVERTISER PAGE(S)

**Combined Newspapers**
**First Place:** Ellsworth American, Ellsworth, ME
**Thank a Police Officer** - Clear, crisp design with listings and tributes combine with editorial content make a good, effective mix on these multi-advertiser pages.

**Second Place:** Stowe Reporter, Stowe, VT
**Leaf Peeper** - Beautiful autumnal photography throughout these pages enhance this multi-ad layout.

**Third Place:** Stowe Reporter, Stowe, VT
**Summer Camps** - Clear image in upper right combine with effective headline and informational text regarding local food to make this ad work!

BEST HOLIDAY AD

**Combined Newspapers**
**First Place:** Melissa Strong, Addison County Independent, Middlebury, VT
**One CU - Vergennes Green** - Upscale holiday image frames a well-designed ad. Creates a festive, holiday feel.

**Second Place:** Megan Connor-Thomas, The Republican, Springfield, MA
**Celebrate Mothers Day Promo ad** - Call to advertise for Mother's Day looks great with images inside beautiful floral frame and informational text.

**Third Place:** The Ellsworth American, Ellsworth, ME
**Mainely Vinyl** - Commanding placement of multi-colored Christmas bulbs create effective ad for Mainely Vinyl.
REAL ESTATE DISPLAY AD
Weekly Newspapers
First Place: Beverly Mullaney, Stowe Reporter, Stowe, VT
Mountain Associates - Interesting graphic and photo inside a well-designed ad makes this a very effective real estate display ad.

Second Place: The Sound, Madison, CT
Kling Donegan ad- Using a holiday wreath as a graphic device for showcasing homes, with the central area reserved for the agents.....this ad is both appealing and informational.

Third Place: Kristen J Braley, Stowe Reporter, Stowe, VT
Stowe/Green Mountain Weddings- 'Newlywed' concept for first home is attractive and uses two interlocks rings to highlight 'First time buyer' concept. Nice ad!

BEST INTEGRATED CAMPAIGN FOR AN ADVERTISER
Weekly Newspapers circulation less than 6,000
First Place: Jeff Knight, Valley Reporter, Waitsfield, VT
Integrated Ad Campaign for the Valley Players

SPECIAL SECTION / ADVERTISING SUPPLEMENT
Daily Newspapers
First Place: The Berkshire Eagle, Pittsfield, MA
Veil & Vow - Dynamic, stylish bridal cover and interior spreads make this section a winner!

Second Place: Michelle Johnson, The Republican, Springfield, MA
Reduce, Reuse, Recycle special section for Earth Day- Eye-catching graphic image on cover. This Recycle section has great page spreads and images throughout. A section to refer to throughout the year.

Third Place: The Day, New London, CT
2018 Last Minute Gift Guide- Upscale holiday shopping / gift guide has stylish presentation throughout. Gorgeous design!

Newspaper Designed Advertising Insert
Daily Newspapers
First Place: Sue Ciras, Eagle-Tribune, N. Andover, MA
Yang Ming II - Easily accessed coupons highlight this effective and food-centric advertising supplement / gorgeous design.

Second Place: Bartosz Zinowko, Record-Journal, Meriden, CT
CT Fresh Food and Produce Market Single Sheet Flyer- Successful mix of graphic, photos and holiday images make this insert attractive, easy to read! Effective and stylish design.

Third Place: Alexis Quinn, Eagle-Tribune, North Andover, MA
Salem Nissan- Colorful graphics and clear listings of auto stock enhance this insert.

Weekly Newspapers
First Place: Robyn Wolcott, Jennifer Corthell, Erin Shanley, The Source, Madison, CT
Spring on the Shoreline 2019 - Slick magazine-style publication with attractive cover and interior spreads. Definitely a section to keep around to refer to.

Second Place: Susie Middleton, Jared Maciel, Vineyard Gazette, Edgartown, MA
The Vine - Heart of the Vineyard 2019- This publication has a fun, attention-getting cover and an interior packed with local stories, listings and directories. The ultimate local guide!

Third Place: Addison County Independent, Middlebury, VT
Worship Directory 2019- Appealing religious cover and interior spreads highlight worship opportunities in the local community. Great looking section.
MARKETING/PROMOTION

AUDIENCE BUILDING PROMOTION

Combined Newspapers
First Place: Jane McTeigue, Vineyard Gazette, Edgartown, MA
VG Origami Rotating BW ads - The Vineyard Gazette promo pieces combine a strong visual concept (well-executed) with simple & direct copy. Their use of white space combined with these elements make this group of promo ads successful.

Second Place: Vineyard Gazette, Edgartown, MA
VG Required Reading (Alley's Porch)- The Vineyard Gazette created the ultimate LOCAL newspaper shot using local residents all posed reading papers in front of the general store. Fantastic. Under the photo is a comprehensive listing of Print and online offerings from the VG.

Third Place: Stowe Reporter, Stowe, VT
4393 Readers' Choice Awards- The Reader's Choice Awards issue from the Stowe Reporter AND ITS ACCOMPANYING PROMO ADS ARE a gold mine of content. Local content! A perfect way to promote the newspaper and draw attention to it's variety of local retailers! Plus - it's great to keep around!

CONTESTS
Weekly Newspapers circulation less than 6,000
First Place: Stowe Reporter, Stowe, VT
4393 Readers’ Choice 2019

Second Place: Stowe Reporter, Stowe, VT
Contest - Fall Foliage Photo Contest

SUBSCRIPTION SALES PROMOTION
Weekly Newspapers circulation 6,000+
First Place: Jane McTeigue, Vineyard Gazette, Edgartown, MA
Connect To End Violence

NEWSPAPER-SPONSORED EVENT PROMOTION

Daily Newspapers
First Place: Gina De Santis, The Keene Sentinel, Keene, NH
Duty Calls This throwback concept seems to be successful by engaging the community in a great show, highlighting hero contributions and also by producing a fantastic accompanying special section. Kudos!

Second Place: The Day, New London, CT
2019 Athletes of the Year- Event honoring local athletes included speakers, etc. and the production of a beautifully-designed accompany special section describing contributions of local athletes.

SPECIALTY PUBLICATION PROMOTION
Combined Newspapers
First Place: Barbara Dunn, Jaclyn Nardone, The Day, New London, CT
Bookstore ad- Attractive ad showing publications / books published by The Day. Clean clear layout and typography.

Second Place: Teresa Kruszewski, Chris Silva, The Martha's Vineyard Times, Vineyard Haven, MA
Vineyard Visitor promo- Vineyard Visitor Guide is fun, engaging and highlighted well in this group of promo ads. Combination of illustration and photography works well.

EVENTS
Combined Newspapers
First Place: Record-Journal, Meriden, CT
Four Chamber SOCIAL CASINO NIGHT - Fantastic casino concept and fun, engaging layout with advertiser branding within makes this event advertising special and effective.

Second Place: Record-Journal, Meriden, CT
Best of the Bunch Brunch- Trophy image highlights this tribute event to local athletes and award winners. Profiles enhance layout with personal athletic achievements. Attractive and a 'keeper' for all participants and readers.
SPECIAL RECOGNITION

BEST NATIVE ADVERTISING
Weekly Newspapers
First Place:
The Lincoln County News, Newcastle, ME
Featured Recipe - Main Street Grocery, - Great breakout concept from Lincoln County Magazine / focus on advertiser-sponsored recipe page. Great design / clear concise. Winner!

Second Place:  The Inquirer & Mirror, Nantucket, MA
Halloween- Interesting concept for a contest. Great prizes and engages readership completely. Nice design / effective layout.

Third Place: Nadine Leary, Aldo Pinto, Milton Times, Milton, MA
Jump into spring by exploring Milton and beyond from A to Z- A tried and true concept of A to Z advertisers is utilized in this double truck. Clear ads.

BEST SPONSORED CONTENT
Combined Newspapers
First Place:
Addison County Independent
Middlebury, VT
The Home- HOME typographic design coupled with inviting photography and informational text create a clear, attractive page of sponsored content.

Second Place: The Martha's Vineyard Times, Vineyard Haven, MA
Meet Your Merchant- Template created for Merchant profiles is clean, clear and effective. Listings are designed to flow and all looks like a magazine layout.

Third Place: Kimberly Kirchner, Casey Albert, UpCountry Magazine, Pittsfield, MA
Wohrle's Food Sponsored Feature- Compelling cover featuring family-owned business owners in a famous Brady Bunch position make this an informative and entertaining way to present this sponsored feature.

BUSINESS INNOVATION
Combined Newspapers
First Place: Terrence Williams, The Keene Sentinel, Keene, NH
Business Innovation –

Second Place: Robyn Wolcott, Ed Majersky, The Source, Madison, CT
“On the Shoreline” magazines-

BEST IDEA FOR GENERATING REVENUE
Combined Newspapers
First Place: Keene Sentinel, Keene, NH
Radically Rural - An amazing & comprehensive concept / fantastic revenue generator / SHOP LOCAL and rural focus.

Second Place: Gina De Santis, The Keene Sentinel, Keene, NH
Duty Calls- Local hero recognition exemplified through great local activities / entertaining and interesting events. Accompanying section is engaging and focuses on local advertisers. Great revenue as well.

Third Place: Susie Middleton, Vineyard Gazette, Edgartown, MA
Cook the Vineyard- Food and everything about its preparation being HOT, The Vineyard Gazette capitalizes on this trend by engaging local readers with newsletter, etc. GREAT revenue generator.
Weekly Newspapers

First Place:
The Inquirer & Mirror, Nantucket, MA
A Nantucket Christmas - Fantastic Holiday image on cover of this section leads off a variety of beautifully-designed interior spreads and ads. Great distribution as well. Great reach.

Second Place:
Susie Middleton, Jane McTeigue, Vineyard Gazette, Edgartown, MA
Island Guide - Great aerial image fronts this section & targeted interior spreads and editorial make it look upscale and modern.

Third Place: The Inquirer & Mirror, Nantucket, MA
The Nantucket Restaurant Guide - Great compilation of food & restaurant offerings throughout Nantucket. Keeper section!

Daily Newspapers circulation 20,000+

First Place:
Shay Riley, Sarah Sherman, The Keene Sentinel, Keene, NH
Tasty - Upscale magazine guide to food and drink comes together in a glossy covered magazine. Well-designed with a load of advertisers on board. Great piece!

Second Place:
Danielle Atkinson, Sarah Sherman, The Keene Sentinel, Keene, NH
Brides - Looks like this section is sitting on a newsstand / great design, masthead & an overall gorgeous design effort.

Third Place: Nicole Chotain, Dane Kuttler, Daily Hampshire Gazette, Northampton, MA
Visitor Guide 2019 - Local guide for visitors includes great local photography, thorough calendar of events, local editorial and listings, great magazine.

Daily Newspapers circulation less than 20,000

First Place:
Michelle Johnson, Curtis Panlilio, The Republican, Springfield, MA
Holyoke Medical Center: 125 Years of Caring for Our Community - The rich history of this health institution is thoroughly researched in this book. Layout is clear and effective. Fantastic effort.

Second Place:
Danielle Atkinson, Sarah Sherman, The Keene Sentinel, Keene, NH
Brides - Looks like this section is sitting on a newsstand / great design, masthead & an overall gorgeous design effort.

Third Place: Nicole Chotain, Dane Kuttler, Daily Hampshire Gazette, Northampton, MA
Visitor Guide 2019 - Local guide for visitors includes great local photography, thorough calendar of events, local editorial and listings, great magazine.
EXCELLENCE IN REVENUE COLLABORATION AND PARTNERSHIPS

Combined Newspapers

First Place: Radically Rural, Keene, NH
The Keene Sentinel- This is how a newspaper ties in with its community and local businesses. The Keene Sentinel gives newspapers around the region an example of how to partner with local organizations and businesses, get the readers involved while educating them, and generate revenue all at the same time. Congratulations!

Second Place: Addison Press, Addison County Independent, Middlebury, VT
ACORN Local Foods & Farms- Great collaboration between the newspaper and local groups to promote local foods and farms. Great service for the community members and local farms and businesses, and a win for the newspaper. Bravo!

BEST AD DESIGNER

Combined Newspapers

First Place: Mark Dullea, Record-Journal, Meriden, CT
Mark has a consistent quality with his design work that hits all the high marks. Great use of imagery and typography. Winner!

Second Place: Kimberly Vasseur, Worcester Magazine, Worcester, MA
This ad designer produces quality and varied layouts. Some are humorous, some serious, all look great.

Third Place: Katerina Hrdlicka, Stowe Reporter, Stowe, VT
Great chosen imagery and use of type. This designer shows consistent and smart use of type combined with good photography and illustration.

ADVERTISING GENERAL EXCELLENCE

Specialty Publications

First Place: Providence Business News
Providence Business News
Providence, RI

Second Place: Brendalee Edwards, Keene Sentinel, Keene, NH
Northeast Equestrian Life-

Third Place: The Keene Sentinel Staff, Keene Sentinel, Keene, NH
The Business Journal of Greater Keene, Brattleboro and Peterborough-

Weekly Newspapers

First Place: Vermont Standard
Vermont Standard
Woodstock, VT

Second Place: The Inquirer & Mirror, Nantucket, MA
The Inquirer and Mirror-

Third Place: News & Citizen, Morrisville, VT
News & Citizen-
NEW ENGLAND BETTER NEWSPAPER COMPETITION

DISTINGUISHED JUDGES PANEL

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

Robert Bertsche – Media Attorney and Partner, Prince Lobel Tye

Karen Bordeleau – Emerson College; President, New England First Amendment Coalition; Former Executive Editor, Providence Journal

Wayne Braverman – Editor, Boston Homes

Sherry Chisenhall – Executive Editor, Charlotte (NC) Observer

Catherine Clabby – Sr. environmental reporter, North Carolina Health News

Sean Corcoran – Sr. Managing Editor for News, WGBH News, Boston

Oreste D’Arconte - Former Publisher, The Sun Chronicle

Darell Davis - VP Creative Services, Metro Creative Graphics

Matt DeRienzo - VP News and Digital Content, Hearst CT Media Group

Dave Goren - Executive Director, National Sports Media Association

Charles Goodrich - Consultant; former publisher, GateHouse Media NE

Jeff Haden – Contributing Editor, Inc. Magazine; Speaker; Author

Tom Heslin - Former Senior VP and Executive Editor, The Providence Journal

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

Bill Kole - New England News Editor, Associated Press

Stephen Kurkjian – Former Reporter/Editor, Boston Globe Media

Leah Lamson – Director, New England High School Journalism Collaborative; Former editor, Telegram & Gazette

Len Levin - Former Copy Desk Chief, Providence Journal

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

Matt Mansfield - Partner, M6 Strategy + Design, Washington, DC

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

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

Paul Miller – Former Executive Editor, Keene (NH) Sentinel

Alan Mittelstaedt – Associate Professor, University of Southern California Annenberg

Mark Murphy – Director, John H. Chafee Center for International Business, Bryant University

Carolyn Callison Murray - Former editor and VP The Sun News, Myrtle Beach, SC

J. Keith Moyer- Senior Fellow, University of Minnesota, former president and publisher Minneapolis Star-Tribune

Tony Norman – Columnist, Pittsburg (PA) Post-Gazette

Jeff Peterson – Former Publisher, The Sun Chronicle, Attleboro, MA

Hanna Raskin – Food Editor and Chief Critic, The Post and Courier, Charleston, SC

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

George Rodrigue – Editor and General Manager, The Plain Dealer

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

Bob Ryan – Sports Columnist, Boston Globe Media

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

Laura Shaw - Publisher, Shaw Media, Crystal Lake, IL

Justin Silverman – Executive Director, NE First Amendment Coalition


Chris Snider – Professor, Drake University

Jon Solomon – Editorial Director, Aspen Institute Sports & Society Program

Jeff South - Associate Professor, Virginia Commonwealth University

Suzette Standring – Syndicated Columnist

George Sylvie - Associate Professor, University of Texas at Austin

Emily Sweeney – Reporter, Boston Globe

John Tabor – Former Publisher, Seacoast Media

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 – Professor, University of Missouri

Brent Walth – University of Oregon, School of Journalism & Communication

Karen Weintraub – Adjunct Professor, Boston University

Jon Wells – Professor, AfroAmerican studies, University of Michigan

Maryjane Wilkerson – Former Editor, Boston Globe

Stephen Wolgast - Kansas State University; former news design editor at The New York Times

Carl Zimmerman – Columnist, New York Times