

INSIDE: COMPLETE LIST OF WINNERS AND JUDGES COMMENTS

Presented April 8-9, 2021

NEW ENGLAND BETTER NEWSPAPER COMPETITION AWARD WINNERS ADVERTISING & PROMOTION



NEW ENGLAND NEWSPAPER & PRESS ASSOCIATION





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, 2019 - July 31, 2020. 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 six categories:

- ◆ Daily Newspapers with circulation up to 15,000
- ◆ Daily Newspapers with circulation more than 15,000
- ◆ Specialty and Niche Publications
- ◆ Weekly Newspapers with circulation up to 5,000
- ◆ Weekly Newspapers with circulation more than 5,000
- ◆ News Services and Online News Sites

CONTENTS

ADVERTISING

Local Display Ad, Black and White
Local Display Ad, Color
Local Online Ad
Most Creative Use of Small Print Space
Advertiser Campaign
Themed Multiple Advertiser Page(s)

Best Sponsored Content
Best Native Advertising

Automotive Display Ad
Real Estate Display Ad
Best Holiday Ad
Best Health Ad

Best Integrated Campaign for an Advertiser

Special Section / Advertising Supplement
Events
Best Digital Revenue Building Idea
Excellence in Revenue Collaboration and Partnerships
Best Idea for Generating Revenue

SPECIAL RECOGNITION

Best Ad Designer
Advertising General Excellence

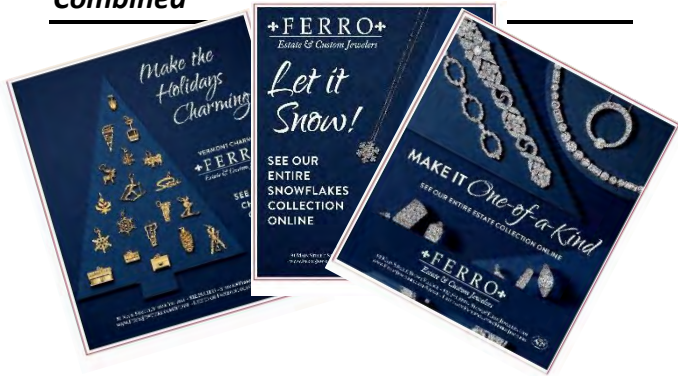
NEWSPAPER MARKETING AND PROMOTION

Audience Building Promotion
Specialty Publication Promotion
Advertiser Promotion for Special Section
Niche Publication
Pure Ad Niche Publication
Newspaper-Sponsored Event Promotion

Subscription Sales Promotion
Subscriber Retention Program
Contests

ADVERTISER CAMPAIGN

Combined



1st Place: Kristen Braley, Stowe Reporter Ad Campaign - Ferro

Well designed, visually appealing ad highlighting jewelry. Great continuity in the campaign.

2nd Place: Mount Desert Islander bark harbor

These small, effective ads were entertaining with the variety of pets used to highlight products at different holidays and times of year.

3rd Place: Maryellen Gale, The Keene Sentinel Keene Chamber of Commerce campaign

Clean, clear presentation introducing Chamber of Commerce members to community.

this ad a success, enticing readers in to the body copy.

2nd Place: Mount Desert Islander subaru

Not a typical automotive ad, but a creative way to draw readers in for a test drive by pairing up with local hospitals to fight breast cancer.

3rd Place: Jorgen Taylor, The Republican Artioli Dodge - Holiday Ad

Themed holiday ad is fun and timely. Type is clear and highlights vehicles well.

BEST DIGITAL REVENUE BUILDING IDEA

Combined

1st Place: The Keene Sentinel Great Grocery Giveaway

This successful partnership between the Sentinel and Hannaford is fantastic. Now that the paper has a template, this type of campaign could be duplicated with different categories of advertisers. The Sentinel is to be commended for their extensive reach by using every available product - from email to website to social media. Including local winners' photo in the ads make them effective and relatable. Congratulations!



AUTOMOTIVE DISPLAY AD

Combined

1st Place: Jorgen Taylor, The Republican Artioli Dodge - September Savings

Powerful type grabs attention and makes

**BEST HEALTH AD
Combined**

1st Place: Peter Halik, The Inquirer and Mirror Nantucket Cottage Hospital
Clear and informational, this health/thank you ad is well designed and easy to read.



**BEST HOLIDAY AD
Weekly 1**

1st Place: Peter Halik, Mary Sharpe, The Inquirer and Mirror Island Energy Services



Great visual that leaves the reader feeling warm and toasty! Combining the entertaining artwork with easy-to-read type and clear logos at the bottom make this ad a winner!

2nd Place: Kristen Braley, Stowe Reporter Best Holiday Ad - Sushi Yoshi
Fun, creative ad! Small, but very effective and memorable.

3rd Place: Peter Halik, Kevin Stanton, The Inquirer and Mirror Glidden's Island Seafood
By going out of the box, and not putting a border around this ad, it immediately grabs attention!

Weekly 2

1st Place: Kristen Braley, News & Citizen

Best Holiday ad - Ferro
Stylish and upscale, this holiday ad is eye-catching, and highlights "sparkling" jewelry beautifully.



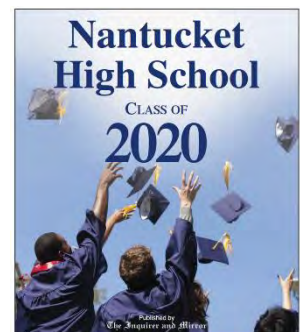
2nd Place: Melissa Strong, Addison County Independent JW DE Ryan Holiday Greeting
Simple and effective holiday ad to stay memorable to customers. Logo clearly stands out.

3rd Place: The Ellsworth American winter harbor
Colorful and entertaining illustration draws readers in.

**BEST IDEA FOR GENERATING REVENUE
Combined**

1st Place: The Inquirer and Mirror Nantucket High School 2020 Graduation Supplement

Beautiful, well designed, high school graduation supplement. The Inquirer and Mirror expanded their supplement to include commencement speeches and celebrated athletes who missed out on their final sports season due to the pandemic. While generating



additional revenue for the newspaper, it is a valued keepsake for students.

**2nd Place: The Keene Sentinel
Virtual Yearbook**

This virtual yearbook for seven local schools was an innovative solution for the Keene Sentinel to celebrate seniors, while generating revenue, during the pandemic. What the staff accomplished in three weeks is amazing. This project offered local businesses an affordable way to support local students, and the newspaper. Without print expenses, the paper was able to offer exclusive sponsorships at rates that most businesses could afford.

**BEST INTEGRATED CAMPAIGN FOR AN
ADVERTISER**

Combined

**1st Place: The Keene Sentinel
Great Grocery Giveaway**



The Keene Sentinel did an outstanding service for their advertiser putting this campaign together and utilizing all of their tools - a variety of print ads; digital units, email and social media. The ads are eye-catching with a clear message, and the newspaper and client also collected valuable data. Well done!

**2nd Place: Christy Lynn, Jan Kenney,
Addison County Independent
Porter Medical COVID Campaign**

This well-executed campaign skillfully combined the print and digital products to reach a wide audience. Congratulations to the Addison Independent for working with

the local hospital to effectively provide important safety updates to residents. Nice!

**3rd Place: Kristen Braley, Stowe Reporter
Ferro**

Upscale, stylish ad campaign highlighting estate and custom jewelry. Successful mix of print and digital ads. Clever headlines with featured pieces.

BEST SPONSORED CONTENT

Combined

1st Place: Noah Hoffenberg

**The Berkshire Eagle
Berkshire Money
Management series**

This sponsored content series is clear, informational and appealing. Using a Q&A template to provide "Straight up answers with Berkshire Money Management" to readers, the newspaper is generating revenue, familiarizing their audience with a local financial management company, while providing readers with valuable information. The "What is Sponsored Content?" box is successful in explaining it to readers and providing contact info, as well as alerting other potential sponsors. Great series!



**2nd Place: Jon Estey, Lisa Wright, Jim Kelly,
The Vermont Standard
Thank you, pandemic heroes!**

The newspaper could have (and probably would have) published profiles of local heroes, but they successfully came up with a way to generate revenue at the same time. Effective exposure for the sponsors - all local residents are going to pay close attention to that dedicated page!

**3rd Place: Noah Hoffenberg,
The Berkshire Eagle
Devanny-Condron Funeral Home**

This may be the most appropriate sponsored content at the beginning of the pandemic. Well done!

BUSINESS INNOVATION

Combined

**1st Place: The Keene Sentinel
Monadnock's Got Talent**



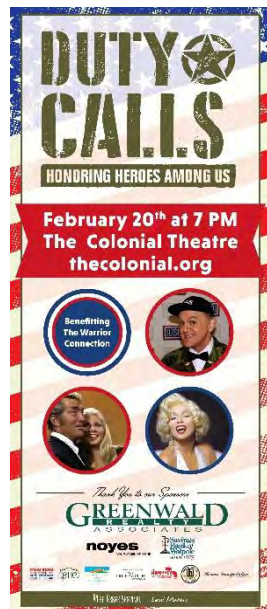
Creative event to showcase local talent while generating revenue for the newspaper. This was an innovative out-of-the-box idea that will flourish with live events.

EVENTS

Combined

**1st Place: Gina De Santis,
The Keene Sentinel
Duty Calls**

This event has everything going for it. The impressive revenue generated by this event was outweighed by the good will and generosity of spirit that it inspires. Creating a partnership with the Warrior Connection and donating a portion of the



revenue was the cherry on top. Well done Keene Sentinel!

**2nd Place: The Keene Sentinel
Radically Rural**

We loved the name of this event! The "radical" approach to coming up with solutions by connecting people and ideas is genius. The idea itself is simple, yet complicated to pull it off. A big congratulations to the staff at the paper for pulling it off.



EXCELLENCE IN REVENUE COLLABORATION AND PARTNERSHIPS

Combined

**1st Place: The Keene Sentinel
Collaboration**

Tremendous example of how newsrooms can collaborate and realize substantial revenue while strengthening community ties.

**2nd Place: The Inquirer and Mirror
Curbside Take-out and Outdoor Dining**
This collaboration benefitted both the newspaper and local businesses while providing guidance to readers.

**LOCAL DISPLAY AD (BLACK & WHITE)
Combined**

**1st Place: Peter Halik, Kevin Stanton,
The Inquirer and Mirror**

Fog Town Farm
Appealing illustration and good use of type and border. Very clean and crisp.



**2nd Place: Kristen Braley, Stowe Reporter
Harvest Market**
Simple, effective ad.

**LOCAL DISPLAY AD (COLOR)
Daily 1**

**1st Place: Danielle Atkinson,
The Keene Sentinel
Loft Fifty 5**
Unique typography and appealing photography gives this ad a cool, but cozy feel.



**2nd Place: Maryellen Gale,
The Keene Sentinel
Montshire ad**
Clean design and beautiful photo of kids draw the reader in to this effective ad.

**3rd Place: Danielle Atkinson,
The Keene Sentinel
Local Breweries**
This ad stands out for the consistent use of color and logos.

Daily 2



**1st Place: Jim Falzone, The Eagle-Tribune
Best Holiday Ad_ Beauport
Beauport - This celebratory ad sparkles!**

**2nd Place: Jorgen Taylor, The Republican
Randall's Farms**
Fantastic use of photos and graphics.

**3rd Place: Jorgen Taylor, The Republican
FSi Oil and Propane - Thank You Ad**
Well designed banner ad highlighting nurses.

Weekly 1

**1st Place: Peter Halik,
The Inquirer and Mirror
Hatch's ACKtoberfest**
Clean, simple image. Well designed.



**2nd Place: Kristen Braley, Stowe Reporter
Local Color - Green Mt Distillers**
Appealing ad highlighting to-go and socially distant options.

**3rd Place: Mount Desert Island
house wine**
Colorful, fun graphics.

LOCAL DISPLAY AD (COLOR)

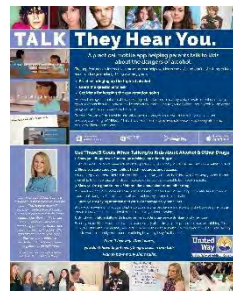
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Weekly 2

1st Place:

**Melissa Strong and
Christy Lynn,
Addison County
Independent
United Way TALK**

Use of photos and bold typeface makes this ad compelling.



2nd Place: **Kristen Braley, News & Citizen local color ad - Lamoille Chamber**

Clean design and appealing graphics.

3rd Place: **The Ellsworth American the ark**

Dog image and consistent use of color make this ad jump off the page.

3rd Place: **Melissa Strong,
Addison County Independent
Silver Maple HOME**

Successful mix of strong photo and simple design makes this ad effective.

LOCAL ONLINE AD

Combined

1st Place: **Kristen Braley, Stowe Reporter online ad campaign - Ferro**

Upscale design. Great job highlighting jewelry.



MOST CREATIVE USE OF SMALL PRINT SPACE

Combined

1st Place: **Christy Lynn, Jan Kenny,
Addison County Independent**

**Brandon Senior
Center Bake Sale**
Sweet! This small, effective ad jumps right off the page. Well done!



2nd Place: **Kristen Braley, News & Citizen Most creative use of small space - front page banner**

Eye-catching type and skillful blending of photo in this ad makes it very effective!

3rd Place: **Peter Halik, Mary Sharpe,
The Inquirer and Mirror
The Boathouse**

Appealing food shots and well placed logo in this well designed ad.

NICHE PUBLICATION

Daily

1st Place: **Michelle Johnson,**

**The Republican
Weddings
Magazine -
Spring Edition**

It's all in the details! Beautiful publication with an abundance of advertising highlighting local businesses.



**2nd Place: Michelle Johnson,
The Republican
Go Local Magazine**

Strong ad revenue supports this appealing publication. Uplifting format and content make this a real service to the community!

Weekly

**1st Place: Jane McTeigue, Susie Middleton,
Vineyard Gazette
Island Guide**



It's no surprise that this gorgeous Island Guide is a profitable vehicle for the newspaper. It's long shelf life and strong editorial content make this appealing to multiple audiences.

NICHE PUBLICATION

(continued)

**2nd Place: Vanessa Czarnecki, Nicole Mercier, Jane McTeigue, Vineyard Gazette
Island Weddings magazine**

Upscale and visually stunning magazine knows its niche! This twice-yearly magazine is a must for local businesses that cater to weddings. Really impressive.

**3rd Place: Jared Maciel, Nicole Mercier,
Vineyard Gazette
Real Estate Yearbook**

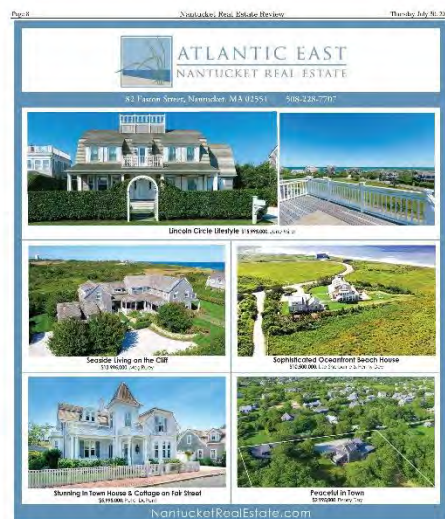
Tremendous amount of real estate data presented with strong infographics and appealing photos targeting both buyers and sellers. Excellent, profitable vehicle for Realtors to showcase properties.

REAL ESTATE DISPLAY AD

Combined

**1st Place: Peter Halik,
The Inquirer and Mirror
Atlantic East Real Estate**

Stunning photos and clean, crisp design.



**SPECIAL SECTION /
ADVERTISING SUPPLEMENT**

Daily

1st Place: Bartosz Zinowko, RJ Media Creative Team, Record-Journal Graduation Special Section



Congratulations to the RJ Media group on this special graduation section. Generating unexpected revenue while providing something special to the graduating class was a win! This well produced section will be a keepsake for students and their families.

2nd Place: Richard Lolatte, Lylah Wright, Brattleboro Reformer

Thank You Essential Workers

This special tribute to essential workers had strong support from local businesses. Appealing layout and beautiful images.

3rd Place: Michelle Johnson, The Republican

Year of the Nurse Special Section

Robust, appealing section with substantial ad revenue.

Weekly

1st Place: Christy Lynn, Melissa Strong, all staff, Addison County Independent MNFF Program 2019



This guide for the Filmmakers Festival is a lively and substantial section with plenty of advertising. Excellent collaboration!

2nd Place: Susie Middleton, Jared Maciel, Vineyard Gazette

The Vine

Awesome advertising support for this section.

3rd Place: Melissa Strong, Sue Leggett, Addison County Independent Worship Directory 2020

Strong ad revenue and a service to readers - especially during the pandemic.

**THEMED MULTIPLE ADVERTISER PAGE(S)
Combined**



**1st Place: Greg Douglas
The Republican
Pet Parade January
Edition**
Packaging these ads on the Pet Parade Page with useful content and compelling images is genius!

**2nd Place: Staff, The Inquirer and Mirror
New Year, New You**
Excellent packaging and presentation combined with relevant content. Good job!

**3rd Place: The Ellsworth American
downtown**
Terrific highlight of downtown businesses with appealing colorful presentation.

**ADVERTISER PROMOTION FOR
SPECIAL SECTION**

Combined
**1st Place: Peter Halik,
The Inquirer and
Mirror**
"Get it While it's Hot"
Restaurant Guide
Eye catching and clever promotion for restaurant guide!



AUDIENCE BUILDING PROMOTION

Combined
**1st Place: Shay Riley, The Keene Sentinel
Radically Rural Animal "Zoom" Meeting**



Radically Rural - Remote: A message from co-founder Terry Williams
204 views • Premiered Jul 17, 2020

The Keene Sentinel nailed it in this creative video promotion for an online event. The witty portrayal of talking animals on the "Zoom" call was delightful!

**2nd Place: Staff, Vineyard Gazette
Vineyard Gazette Truck**
This throw back concept using the vintage truck as a promotional tool in live events and revenue generating products seems to be successful by engaging the community and making it part of the brand. Effective promotion and revenue building idea.

**3rd Place: Staff, Vineyard Gazette
Ferry Ad**
The Vineyard Gazette's "You can take it with you" ad is attractive and effective highlighting how readers can access the paper in print, online, mobile - even on the ferry!

**2nd Place: Vineyard Gazette
Hospice of Martha's Vineyard Promotion**

This holiday subscription promotion was win-win. The newspaper made a donation to local hospice that provides free en-of-life care for every subscription sold. The promotion generated 739 subscriptions and more than \$11,000 for Hospice.

BEST AD DESIGNER

Combined

**1st Place: Danielle Atkinson,
The Keene Sentinel**

Danielle is skilled and creative. She shows consistent quality in her design and typography.

ADVERTISING GENERAL EXCELLENCE

Daily

**1st Place: Brendalee Edwards,
The Keene Sentinel
Northeast Equestrian Life**



**2nd Place: Douglas Anderson,
The Keene Sentinel
Monadnock Table**



**ADVERTISING GENERAL EXCELLENCE
Weekly**

1st Place: The Vermont Standard



ADVERTISING GENERAL EXCELLENCE

(continued)

2nd Place: Stowe Reporter

STOWE REPORTER
 Volume 11, Number 11, November 11, 2021
 \$5.00

Main St. lights: Are they too much?

A look at what schools need

HAPPY HOLIDAYS!
 Buy one get one FREE! Great Christmas & New Year's Day holiday reader items \$12.99 \$12.99! Fresh from the farm! \$12.99 \$12.99! \$12.99 \$12.99!

harvest

3rd Place: News & Citizen

NEWS & CITIZEN
 Volume 11, Number 11, November 11, 2021
 \$5.00

Goals set for what schools will need

Donation allows animal league to buy 14-acre horse farm

PowerPlay Sports

SANTA'S LAST MINUTE STOP
 WITH GIFTS FOR EVERYONE IN THE FAMILY