

AUDIENCE BUILDING PROMOTION

Specialty/Niche Publications Publications

First Place: Bay State Parent, Millbury, MA

Offering parents the "best of the best" in several categories in this edition is very smart, as every parent would treasure this information. Brilliant and instantly a "must have" for all parents. Layout is simple yet eye-catching.

Second Place: Bay State Parent, Millbury, MA

Captivating and colorful picture of children waving invites the public to show off their little models by holding a modeling audition. Creative and community oriented.

AUDIENCE BUILDING PROMOTION

Weekly Newspapers

First Place: Addison County Independent, Middlebury, VT

This is a nice way of extending excitement, readership and community involvement.

Second Place: Addison County Independent, Middlebury, VT

A great way to promote involvement from the readers.

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

Great incentive to read the paper.

AUDIENCE BUILDING PROMOTION

Daily Newspapers

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

Great way to get community involved - interactive.

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

Great audience/community promotional involvement.

SPECIALTY PUBLICATION PROMOTION

Combined Class

First Place: Addison County Independent, Middlebury, VT

You feel like you are right there!

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

You get the seasonal feel!

Third Place: Telegram & Gazette, Worcester, MA

Nice, warm feeling of the season.

SUBSCRIPTION SALES PROMOTION

Weekly Newspapers

First Place: Addison County Independent, Middlebury, VT

Such a simple and effective way to draw in new subscribers. The bright colored inserts in each issue was refreshing and inviting. I also found that having each issue clearly marked "Complimentary Copy" was an excellent way to avoid confusion.

Second Place: The Ellsworth American., Ellsworth, ME

Delightful picture. Listing "subscribing to The American" as a to-do for winter prepatation was clever and inventive.

Third Place: Mount Desert Islander, Bar Harbor, ME

Illustrating the convenience of news on your mobile device with this picture advertising is excellent and instantly attention grabbing.

ADVERTISING SALES PRESENTATION

Daily Newspapers

First Place: The Sun Chronicle, Attleboro, MA

Bravo on a good effort to show how a local business could make a big grand opening splash using the local paper. The graphics are outstanding.

CONTESTS

Weekly Newspapers

First Place: The Inquirer and Mirror, Nantucket, MA

I think everyone enjoys a hidden picture challenge as much as I do. Keeps the audience intrigued week-over-week on a mission to discover the hidden picture for the week. As well as getting advertisers involved, this was a well put together contest with impressive prizes.

Second Place: The Stowe Reporter, Stowe, VT

The amount of work it took to put this together is evident when looking at the printed copy of 4393 Awards. I appreciated the several categories and pleasant pictures -- very bright and refreshing.

Third Place: The Vermont Standard, Woodstock, VT

As a pet lover myself, and a love for photography, I love this contest. Excellent way to interact with the audience and get the community involved.

CONTESTS

Daily Newspapers

First Place: The Day, New London, CT

I appreciate a contest not only inviting the public as readers, but also local businesses - Best of Readers Choice Awards is a great example of this. Great use of color with vibrant advertising.

Second Place: The Day, New London, CT

Welcoming the community to share their photographs to be placed in the Photo Calendar is a great way to capture readers by illustrating their personal work.

Third Place: Telegram & Gazette, Worcester, MA

This contest is a fun twist on a classic game enjoyed by all.

NEWSPAPERS-IN-EDUCATION PROGRAM/PROMOTION

Combined Class

First Place: Daily Hampshire Gazette, Northampton, MA

Very creative.

Second Place: The Ellsworth American., Ellsworth, ME
Nice illustrations. Teacher and student friendly. Brings you right to the point.

Third Place: Telegram & Gazette, Worcester, MA
This advertising does a nice job tying vacation and school together.

LOCAL DISPLAY AD (BLACK & WHITE)

Weekly Newspapers (circ <6k)

First Place: The Block Island Times, Block Island, RI
Brilliant, illustration-driven ad for the Block Island Times. A fun and irreverent ad!

Second Place: The Stowe Reporter, Stowe, VT
The Loggers ad for upcoming concerts shows large photos of talent and clear type.

Third Place: The Stowe Reporter, Stowe, VT
Bike swap ad uses great silhouette and clear headline. Nice ad.

LOCAL DISPLAY AD (BLACK & WHITE)

Weekly Newspapers (circ >6k)

First Place: The Inquirer and Mirror, Nantucket, MA
Pollacks ad is successful using black and white product shots and highlighting a meet and greet. Winner!

Second Place: The Mountain Times, Rutland, VT
Fat Bike Vermont uses a great illustration of a close up of a ski mask, which takes up most of the ad and looks great.

Third Place: The Inquirer and Mirror, Nantucket, MA
Hillside Foods ad is cute, informative, and uses a great dog photo to connect with the reader.

LOCAL DISPLAY AD (BLACK & WHITE)

Daily Newspapers

First Place: Kathy Archambault, The Day, New London, CT
Dramatic jewelry ad with great type and headline highlighted by a diamond ring. Well done and successful ad.

Second Place: St. Albans Messenger, St. Albans, VT
Eaton's Jewelry ad for Small Biz Saturday successfully uses illustration as borders. Great image for downtown.

Third Place: St. Albans Messenger, St. Albans, VT
Dental ad with Santa is cute and effective.

LOCAL DISPLAY AD (COLOR)

Specialty/Niche Publications

First Place: Worcester Magazine, Worcester, MA
The sushi ad is colorful, designed well, and presents a lot of vital information. Very dynamic!

Third Place: Worcester Magazine, Worcester, MA
Leicester CC ad is upscale, uses on site photography, and accomplishes its goal as a solid ad.

LOCAL DISPLAY AD (COLOR) *Weekly Newspapers (circ <6k)*

First Place: The Stowe Reporter, Stowe, VT
Well Heeled ad is highlighted by an attractive ornament photo and nice, upscale type.

Second Place: Mount Desert Islander, Bar Harbor, ME
Cool Christmas fashion photo drives this ad design. Good headline and greets!

Third Place: The Block Island Times, Block Island, RI
Hartnett Open Studio ad is an upscale art gallery presentation with photos of artwork. Well done and elegant.

LOCAL DISPLAY AD (COLOR)

Weekly Newspapers (circ >6k)

First Place: The Mountain Times, Rutland, VT
Brix Wine Bar ad is fun, smart, set up like an infographic with tons of info, and includes a heartfelt letter from the chef/owner!

Second Place: The Inquirer and Mirror, Nantucket, MA
Product driven grid layout works well with color for Murray's Toggery.

Second Place: The Martha's Vineyard Times, Vineyard Haven, MA
Bite on the Go ad uses a unique typography solution as their headlines in the shape of a burger. Very cool.

Third Place: The Mountain Times, Rutland, VT
Fuzzy's Diner ad uses great caricature of the chef/owner and a great retro type!

LOCAL DISPLAY AD (COLOR)

Daily Newspapers (circ <30k)

First Place: The Day, New London, CT
A stylish and modern ad for a local restaurant. Great type and images.

Second Place: Kathy Archambault, The Day, New London, CT
Gabe's Barber Shop ad is very modern with moustache graphic and images of clients.

Third Place: St. Albans Messenger, St. Albans, VT
This Trainstation ad really stands out because of the images used and its proximity to the editorial content. The type is nice and readable.

LOCAL DISPLAY AD (COLOR)

Daily Newspapers (circ >30k)

First Place: The Republican, Springfield, MA
Somber, impactful advertising. Well done.

Second Place: Telegram & Gazette, Worcester, MA

Attractive arts-based ad promo for Telegram & Gazette uses great images and print.

Third Place: The Republican, Springfield, MA

This ad for Springfield Armory is clean, well laid out, and is historically interesting.

LOCAL ONLINE AD

Combined Class

First Place: The Newtown Bee, Newtown, CT

Series of colorful online ads for Hollandia are consistent and creative.

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

Online banner and square ad for Frank's Gourmet Grille are enticing with nice food photography and great type.

AUTOMOTIVE DISPLAY AD

Weekly Newspapers

First Place: The Newtown Bee, Newtown, CT

A philanthropic ad for a worthy cause. Copy details the who, what, where, when and how for the reader to participate. Excellent connection to the community! Also, sure to generate additional sales.

Second Place: The Ellsworth American., Ellsworth, ME

Page dominance "assures" readership. Smart and creative positioning on the part of the newspaper/advertiser. Importantly (and wisely), the one column space is clean and reader-friendly.

Third Place: Mount Desert Islander, Bar Harbor, ME

Catchy headling, "Construction Reduction", announcing the new facility and an opportunity for savings. Great positioning across the bottom of page one, main news!

AUTOMOTIVE DISPLAY AD

Daily Newspapers

First Place: Annie Sharples, The Day, New London, CT

Who could miss it! Excellent headline and graphics to connect to the family theme and the celebration of 90 years in business.

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

Prominent headline identifying the dealership with strong subheads calling attention to the sales event. Eye-catching four-color copy with an automotive editorial adjacency.

Third Place: The Republican, Springfield, MA

Busy, busy double truck, but quite reader friendly. The mandatories are conspicuous for the readers' advantage.

REAL ESTATE DISPLAY AD

Weekly Newspapers (circ <6k)

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

Stand out real estate ad with great image. A real attention-grabber.

Second Place: The Stowe Reporter, Stowe, VT

Relaxing, home-oriented image drives this real estate ad, which employs a non-listing layout. Successful!

Third Place: Mount Desert Islander, Bar Harbor, ME

Full page listing with realtor block of text in the center makes for a nice layout!

REAL ESTATE DISPLAY AD

Weekly Newspapers (circ >6k)

First Place: The Inquirer and Mirror, Nantucket, MA

Clean, well-designed ad with very peaceful colors.

Second Place: The Ellsworth American., Ellsworth, ME

Clean and orderly with a gorgeous local image of the harbor on top makes this a successful ad.

Third Place: The Inquirer and Mirror, Nantucket, MA

This successful double-truck size real estate ad highlights homes with great photography and dealer listings.

REAL ESTATE DISPLAY AD

Daily Newspapers

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

Dynamic real estate image in the ad, with great type and in close proximity to editorial!

Second Place: Kathy Archambault, The Day, New London, CT

Clear, photo-driven ad. Looks great!

Third Place: The Republican, Springfield, MA

Great headline with listings and dealers' photos. Well designed.

ADVERTISER CAMPAIGN

Weekly Newspapers (circ <6k)

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

Location, location, location real estate ad is fantastic! Using counter intuitive images makes this ad series smart and successful!

Second Place: The Stowe Reporter, Stowe, VT

Sushi Yoshi ads are vibrant, colorful and strike the right graphic chord for their subject matter.

Third Place: The Newtown Bee, Newtown, CT

Dinette Depot campaign highlights merchandise and ties in holidays successfully.

ADVERTISER CAMPAIGN

Weekly Newspapers (circ >6k)

First Place: The Ellsworth American., Ellsworth, ME

Using large, impactful images combined with some real estate advertising facts make these ads very successful.

Second Place: Addison County Independent, Middlebury, VT
Monument Farms Dairy ads are clear and well-designed to show the products well.

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

Vineyard Decorators ads are upscale and inviting with great product photos and clear information.

ADVERTISER CAMPAIGN

Daily Newspapers

First Place: Annie Sharples, The Day, New London, CT
Consistent, well-designed ads for the sinus center. Engaging images with a clear message.

Second Place: St. Albans Messenger, St. Albans, VT
Very inventive newspaper wrap solution is what enhances this campaign! It's fun and light, but well designed.

Third Place: Annie Sharples, The Day, New London, CT
Campaign for jewelry store uses a solid graphic framing device to highlight Q&A for advertiser.

MULTIMEDIA CAMPAIGN FOR AN ADVERTISER

Combined Class

First Place: The Westerly Sun, Westerly, RI
A nice, well-rounded use of local media helps ensure this festival is a big success each year. The "seventies woodstock" design works well for the ads. The website is also a good idea for promoting.

MOST CREATIVE USE OF SMALL PRINT SPACE

Specialty/Niche Publications

First Place: A Nantucket Christmas, Nantucket, MA
ACK ad manages to pack a lot into a little area. The logo and artist sample are great!

Second Place: Bay State Parent, Millbury, MA
The banner ad for the Community Nursery School manages to merge past and present in a well-designed ad.

Third Place: Bay State Parent, Millbury, MA
The Vin Bin's small ad successfully conveys a romantic feeling and clearly identifies this wine vendor.

MOST CREATIVE USE OF SMALL PRINT SPACE

Weekly Newspapers

First Place: Addison County Independent, Middlebury, VT
Ad for Sama's Cafe that combines word search and contest is cool and successful!

Second Place: The Inquirer and Mirror, Nantucket, MA
This banner ad for the Nantucket Hotel is upscale, attractive, and informational. Nice design!

Third Place: Mount Desert Islander, Bar Harbor, ME
The ad for Red Sky restaurant is minimal but eye-catching, and stands out well.

MOST CREATIVE USE OF SMALL PRINT SPACE

Daily Newspapers

First Place: Mary Dolan, The Day, New London, CT
Small but very effective ad, highlighting the product with clean type and cool borders.

Second Place: Kathy Archambault, The Day, New London, CT
Ad for Trio properties manages to pack a lot into a little space while still remaining clean. Good ad!

Third Place: St. Albans Messenger, St. Albans, VT
Small ad for Ransom Bay Inn uses the retro image effectively.

THEMED MULTIPLE ADVERTISER PAGE(S)

Specialty/Niche Publications

First Place: The Local, Vineyard Haven, MA
Island Style is a stylish, well-designed, magazine-like publication.

Second Place: Newport Life Magazine, Newport, RI
Upscale, elegant, glossy pages. Bridal focus with ads that are well-designed and clear.

Third Place: Worcester Living, Worcester, MA
Beautiful, perfect-bound publication is a keeper! Great cover for this anniversary issue. Tons of useful information inside!

THEMED MULTIPLE ADVERTISER PAGE(S)

Weekly Newspapers (circ <6k)

First Place: The Stowe Reporter, Stowe, VT
Multiple advertisers within Leaf Peepers guide makes for a good mix of editorial and advertising. All well-designed.

Second Place: Boothbay Register, Boothbay Harbor, ME
Beautiful, colorful Harborfest section/ads worked well within calendars and listings.

Third Place: The Valley Reporter, Waitsfield, VT
Home and Garden section successfully merges multiple advertisers with editorial content.

THEMED MULTIPLE ADVERTISER PAGE(S)

Weekly Newspapers (circ >6k)

First Place: The Martha's Vineyard Times, Vineyard Haven, MA
Great headers. Fantastic pull-out guide for camp locations. Great design.

Second Place: The Martha's Vineyard Times, Vineyard Haven, MA
Very nice mix of holiday happenings and local holiday ads.

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

Fantastic concept to focus on local retailers and introduce them to the community. Well done.

THEMED MULTIPLE ADVERTISER PAGE(S)

Daily Newspapers

First Place: Annie Sharples, The Day, New London, CT
Doubletruck Dining and Entertainment guide with fall graphics, great headline and typography, and clear, small ads is a success!

Second Place: Kathy Archambault, The Day, New London, CT
Holiday multi-advertiser themed pages are well-designed, colorful and engaging.

Third Place: Annie Sharples, The Day, New London, CT
Glossy multi-advertiser layout with strong food and restaurant graphics works well. Looks great.

NEWSPAPER DESIGNED ADVERTISING INSERT

Weekly Newspapers

First Place: The Martha's Vineyard Times, Vineyard Haven, MA
Upscale, colorful, well-designed -- the Fall 2015 Arts & Culture local calendar is gorgeous, impactful and beautiful!

Second Place: The Inquirer and Mirror, Nantucket, MA
Nantucket Community Schools insert has an appropriate cover to go along with a clear interior directory and listings.

Third Place: The Vermont Standard, Woodstock, VT
This magazine-like quality guide to local events has a great cover shot and well-designed interior.

NEWSPAPER DESIGNED ADVERTISING INSERT

Daily Newspapers

First Place: Annie Sharples, The Day, New London, CT
Colorful, vibrant and holiday-oriented insert.

Second Place: The Westerly Sun, Westerly, RI
"Mystic Eats" insert is well designed, including a map and corresponding ads.

Third Place: Annie Sharples, The Day, New London, CT
Attention-grabbing design image with informational directory. This is a useful leave behind keeper.

SPECIAL SECTION / ADVERTISING SUPPLEMENT

Weekly Newspapers (circ <6k)

First Place: Mount Desert Islander, Bar Harbor, ME
Acadia Nation at 100 special section is packed with local celebratory ads and tons of local history.

Second Place: Duxbury Clipper, Duxbury, MA
Local Business Guide is filled with local success stories, business listings and more.

Third Place: Duxbury Clipper, Duxbury, MA

Appealing vintage-looking cover make this holiday special section very special. Filled with gift ideas, puzzles and letters to Santa -- all this makes for a great "keeper" section.

SPECIAL SECTION / ADVERTISING SUPPLEMENT

Weekly Newspapers (circ >6k)

First Place: Addison County Independent, Middlebury, VT
This gorgeous holiday guide has a dynamic, eye-grabbing cover and full of great useful holiday information. Great section!

Second Place: The Inquirer and Mirror, Nantucket, MA
Clean, consistently well-designed "This Week on Nantucket" is a solid supplement.

Third Place: The Ellsworth American., Ellsworth, ME
The small magazine-style supplement, 'Delish,' is a fantastic local "keeper" section for small town fare. Great!

SPECIAL SECTION / ADVERTISING SUPPLEMENT

Daily Newspapers (circ <30k)

First Place: The Westerly Sun, Westerly, RI
Glossy "Home for the Holidays" special supplement has a cute shot on the corner, great ads and an editorial inside.

Second Place: The Sun Chronicle, Attleboro, MA
This gorgeous coloring book special section highlights colorable and framable art, along with a great mix of color ads that really pop!

Third Place: The Day, New London, CT
Cuisine special section is a great keeper section to have in town. Highlights local food and has a great design.

SPECIAL SECTION / ADVERTISING SUPPLEMENT

Daily Newspapers (circ >30k)

First Place: The Republican, Springfield, MA
Better Health section highlights local cancer fighting efforts. The interior features a medical Q&A, a great editorial, and great ads.

Second Place: The Republican, Springfield, MA
Spirit of Springfield section has a dynamic local photo on the front, is packed with historical information, and has an overall good design.

Third Place: The Republican, Springfield, MA
Reduce, Reuse, Recycle section is cleanly designed and packed with tons of useful information.

ADVERTISER PROMOTION FOR SPECIAL SECTION

Weekly Newspapers

First Place: The Martha's Vineyard Times, Vineyard Haven, MA
Fantastic! Love this MV booklet and the accompanying ads to sell advertising in it. Upscale, clean, gorgeous ads.

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

Promotion for special section is attractive and clear. Engaging to look at.

Third Place: The Inquirer and Mirror, Nantucket, MA

Promotional ad for Nantucket Restaurant Guide is appealing. Great food shot. Nice!

NICHE PUBLICATION (ADVERTISING)

Combined Class

First Place: Stowe Guide & Magazine, Stowe, VT

Huge two-time per year visitor guide with 60% ad ratio and healthy margin. Also has subscriber revenue. Beautiful editorial product as well -- no doubt devoured by readers who visit (or live in) Stowe.

Second Place: The Inquirer and Mirror, Nantucket, MA

Fantastic six-time per year magazine combines lifestyle content with visitor information, and a big luxury real estate section -- really impressive!

Third Place: Boothbay Register, Boothbay Harbor, ME

Annual visitors guide with low overhead and strong ad revenue.

Third Place: Daily Hampshire Gazette, Northampton, MA

A simple visitor piece that any newspaper -- large or small -- could produce. A smart and profitable idea.

PURE ADVERTISING NICHE PUBLICATION

Weekly Newspapers

First Place: The Mountain Times, Rutland, VT

Format and content make this a versatile product, appealing to multiple audiences with longer shelf life than many attempts at serving this space.

AD RATE CARD / RATING STRATEGY

Weekly Newspapers

First Place: The Ellsworth American., Ellsworth, ME

DIGITAL REVENUE BUILDING IDEA

Combined Class

First Place: Newport Life Magazine, Newport, RI

This app is a perfect fit for a tourist area, and the staff at Newport Life is off to a terrific start in just six months! The promotional tactics and version 2 revenue extensions bode well for the future.

Second Place: The Ellsworth American., Ellsworth, ME

Every newspaper ought to provide digital services to local businesses, and this is an example of terrific execution on that plan -- it's notable especially in a small market.

BEST IDEA FOR GENERATING AD REVENUE

Weekly Newspapers

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

Exceptional design, consistent with the theme of showcasing local artisans. Feels and reads like content, showcasing product in a better environment than traditional ad space.

BEST IDEA FOR GENERATING AD REVENUE

Daily Newspapers

First Place: Keene Sentinel, Keene, NH

This was a great execution targeting a specific, valuable audience. Would also lend itself perfectly to a robust digital component that works the entire school year.

BEST AD DESIGNER

Combined Class

First Place: Annie Sharples, The Day, New London, CT

Annie Sharples has a great sense of design, typography, and color -- a designer trifecta! Great work!

BUSINESS INNOVATION

Combined Class

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

In an era of skinnier and skinnier print products, still being super-size could be seen as a drawback. This centerfold concept makes lemons out of lemonade taking advantage of the huge space. I'm betting this will be a strong ongoing revenue performer as staff and clients come up with inventive ways to merchandise this palette.

ADVERTISING GENERAL EXCELLENCE

Specialty/Niche Publications

First Place: Bay State Parent, Millbury, MA

This is a publication that truly knows its niche, and it provides both editorial and an abundance of advertising in service to its readers. That makes it an excellent vehicle for advertisers who want to target moms and families.

Second Place: Providence Business News, Providence, RI

Very solid runner-up with plenty of support from the local business community.

ADVERTISING GENERAL EXCELLENCE

Weekly Newspapers

First Place: The Vermont Standard, Woodstock, VT

Big, colorful, powerful ads throughout will no doubt serve advertisers well. Strong progress and spring Home & Garden sections complement a solid weekly offering.

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

Lots of classified and strong entertainment category showing in columns. Good "Menus" section too.

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

The Out & About section is a strong effort to leverage the visitor/entertainment category. Classified is a strength as well.

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

The Out & About section is a strong effort to leverage the visitor/entertainment category. Classified is a strength as well.