NEW ENGLAND
BETTER NEWSPAPER
COMPETITION
AWARD WINNERS
ADVERTISING & PROMOTION

NEW ENGLAND NEWSPAPER & PRESS ASSOCIATION
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
- Weekly Newspapers with circulation up to 5,000
- Weekly Newspapers with circulation more than 5,000
- Specialty and Niche Publications
- News Services and Online News Sites

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
NEW ENGLAND BETTER NEWSPAPER COMPETITION AWARDS

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.

AUTOMOTIVE DISPLAY AD

Combined

1st Place: Jorgen Taylor, The Republican
Artioli Dodge - September Savings
Powerful type grabs attention and makes 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!
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.

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**Weekly 1**

*2nd Place: Kristen Braley, Stowe Reporter*

**Best Holiday Ad - Sushi Yoshi**

Fun, creative ad! Small, but very effective and memorable.

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*3rd Place: Peter Halik, Kevin Stanton, The Inquirer and Mirror*
*Nantucket's Island Seafood*

By going out of the box, and not putting a border around this ad, it immediately grabs attention!

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**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.

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*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.

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*3rd Place: The Ellsworth American*

**winter harbor**

Colorful and entertaining illustration draws readers in.

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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 genious. 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.
NEW ENGLAND BETTER NEWSPAPER COMPETITION AWARDS

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.

Daily 1

1st Place: Danielle Atkins, 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_Beaupor
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 Islander
house wine
Colorful, fun graphics.
LOCAL DISPLAY AD (COLOR)
(continued)

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.
NEW ENGLAND BETTER NEWSPAPER COMPETITION AWARDS

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

![Festival Program]

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

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!
CONTESTS

Combined
1st Place:
The Keene Sentinel
Great Grocery Giveaway
This contest is an inspiring example of a win-win-win for the readers, the sponsor and the paper - well done! The Sentinel executed this contest beautifully with eye-catching ads and promoted it aggressively. Bravo!

2nd Place: Phil Camp,
The Vermont Standard
Pictures in the Pandemic Competition
This is a creative, and remarkably easy, way to involve readers in the paper every week. In addition to giving a voice to your audience during isolation, it's a unique way to document the pandemic.

3rd Place: Stowe Reporter
Fall Foliage Photo Contest
Fun contest that keeps locals and visitors engaged, while providing the paper with breathtaking photos to publish.

SPECIALTY PUBLICATION PROMOTION

Combined
1st Place:
Vineyard Gazette
Island Weddings
Excellent promotion of specialty publication - especially such a lucrative area as weddings. Good use of contests, social media, and all other print and digital products to promote Island Weddings.

2nd Place: The Inquirer and Mirror
Graduation Supplement 2020
Fun, effective promotional ad.

SUBSCRIBER RETENTION PROGRAM

Combined
1st Place: The Keene Sentinel
Keene Sentinel Subscription Sales and Retention Program
The Keene Sentinel set aggressive goals when they went in to the Table Stakes program, and they reached most of them. Critical to their success was the creation of cross-departmental teams that included newsroom leadership, and clear areas of focus. The write up submitted for consideration should be shared with other newspapers. Congratulations to your team!

SUBSCRIPTION SALES PROMOTION

Combined
1st Place: The Keene Sentinel
Keene Sentinel Subscription and Retention Program
The strategic points of interaction and engagement with subscribers is outstanding. The Keene Sentinel's focused approach to improvements in marketing, customer service, and communication with their readers is phenomenal.
NEW ENGLAND BETTER NEWSPAPER COMPETITION AWARDS

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 end-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

ADVERTISING GENERAL EXCELLENCE
Weekly
1st Place: The Vermont Standard
Woodstock police hire two new officers

School board to cull $200K from budget

Barnard village sidewalk project to take next steps
ADVERTISING GENERAL EXCELLENCE
(continued)

2nd Place: Stowe Reporter

3rd Place: News & Citizen