NEW ENGLAND BETTER NEWSPAPER COMPETITION
AWARD WINNERS
ADVERTISING & PROMOTION

NEW ENGLAND NEWSPAPER & PRESS ASSOCIATION
This year’s competition drew nearly 2,000 entries that were published during the contest year August 1, 2020 - July 31, 2021. 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!

Congratulations
New England Better Newspaper Competition
Award Winners

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 / PROMOTION

- Advertiser Campaign
- Advertiser Promotion for Special Section
- Audience Building Promotion
- Automotive Display Ad
- Best Health Ad
- Best Holiday Ad
- Best Idea for Generating Revenue
- Best Integrated Campaign for an Advertiser
- Best Native Advertising
- Business Innovation Contests
- Excellence in Revenue Collaboration and Partnerships
- Local Display Ad, Black and White

Local Display Ad, Color
Local Online Ad
Most Creative Use of Small Print
Newspaper-Sponsored Event Promotion
Niche Publication
Online/Virtual Events
Pure Ad Niche Publication
Real Estate Display Ad
Special Section / Advertising Supplement
Subscriber Retention Program
Subscription Sales Promotion

SPECIAL RECOGNITION

- Best Ad Designer
- Advertising General Excellence
ADVERTISER CAMPAIGN

1st Place: Christy Lynn, Elsie Lynn Parini, Addison County Independent
Bradford Kitchen & Bath
Lively, engaging campaign using great lifestyle images to highlight the use of kitchen cabinetry products. Really nice!

2nd Place: Jorgen Taylor, The Republican
Hampden County Sheriff’s Department Campaign
Clear graphic headline presentation in well-designed ads with relevant images. Nice campaign for important subject.

3rd Place: Mount Desert Islander
Bark Harbor
Never underestimate the power of cute pets. Nicely-designed ad grouping with attractive border, clear messaging. Good campaign.
ADVERTISER PROMOTION FOR SPECIAL SECTION

1st Place: Ashley Carter, The Ellsworth American. Business Neighbors
Concise well-done ad featuring cover of section! Nice!

2nd Place: Megan Connor-Thomas, The Republican Mother's Day Promotion
Mother's Day ad sizes clearly indicated with attractive photos & nice layout.

AUDIENCE BUILDING PROMOTION

1st Place: Peter Halik, The Inquirer and Mirror Get Off The Rock
Enticing contest concept and well-designed execution. Plus - great headline!!

2nd Place: The Keene Sentinel Business Buy-in Readership Program
Clean, clear messaging with great product shots / layout.

3rd Place: Vineyard Gazette Trusted Then and Now
Attractive nostalgic concept for audience building and branding.
AUTOMOTIVE DISPLAY AD

1st Place, The Ellsworth American.
Stanley Subaru
Teacher Appreciation ad breaks through auto clutter to highlight event.

2nd Place: Beverly Mullaney, News & Citizen Royers
Clear, well-designed auto ad.

3rd Place: Kristen Braley, News & Citizen
Lamoille Valley Ford
Good use of type, clean layout.

BEST HEALTH AD

1st Place: Christy Lynn,
Addison County Independent
Porter COVID Guide
Well-designed ad, effective layout with important info.
BEST HOLIDAY AD

1st Place: Christy Lynn Addison County Independent Midd Disc Beverage Holiday
 Entire ad is a coupon offer. Well-designed, good typography, clear messaging to consumer. Winner!

2nd Place: Christy Lynn, Addison County Independent UWAC Holiday
 Strong central image. Great headline. Good ad!

3rd Place: Katerina Hrdlicka, Stowe Reporter Country Store on Main
 Classic-looking ad for a country store, with great central image. Nice ad!

BEST IDEA FOR GENERATING REVENUE

1st Place: The Keene Sentinel Business Buy-in Readership Program
 Great well-designed ads with clever headlines and nice layouts.
2nd Place: The Keene Sentinel
Everyday Heroes
Powerful central image defines this ad and makes it successful.

3rd Place: The Ellsworth American.
From the Pages of
Cute, localized focus on family / business story is strong. Nice layout.

BEST INTEGRATED CAMPAIGN FOR AN ADVERTISER

1st Place: Christy Lynn and Elsie Lynn Parini,
Addison County Independent
OCM - Candide
Fun. Great image and use of image throughout all formats of ads.

3rd Place: Chris Tran,
The Inquirer and Mirror
A Safe Place discussion with Elizabeth Smart
Effective layout / design for an important subject. Clean and clear.
BEST NATIVE ADVERTISING

1st Place: 
Errik Allison and Jeremy Cote, Record-Journal 
Calcagni Real Estate 
Well designed, informative and effective! Clear to consumer that it is sponsored content.

BUSINESS INNOVATION

1st Place: 
The Keene Sentinel 
Radically Rural - Remote 
Innovative concept to bring together community members with experts to tackle several subjects on community life. Congratulations on your successful pivot to holding a remote event.

CONTESTS

1st Place: 
Vineyard Gazette 
Golden Ticket 
Fun, creative promotion that effectively enticed readers to participate. Strong promotion both in print and online.
2nd Place: Chausa Tra, The Ellsworth American
Pet Parade
Pets always draw attention – and mixing good information with cute photos makes this a win!

3rd Place: The Inquirer and Mirror Production Team
"Get Off the Rock"
Well-designed promotion effectively increased engagement.

EXCELLENCE IN REVENUE COLLABORATION AND PARTNERSHIPS

1st Place: Erik Allison, Mark Dullea + RJ Creative Team, Record-Journal
Latino Communities Reporting Lab Branding + Campaign
The Record-Journal hit it out of the park with the Latino Communities Reporting Lab. This is an outstanding example of long-term solutions to develop strong relationships with current and potential readers in the local community.

2nd Place: Addison County Independent
COVID-19 Resource Guide
The strong partnership with local hospitals, public schools and college made this resource guide possible. The shared resources and costs to inform and prepare community members make this a huge win or all.
LOCAL DISPLAY AD (BLACK & WHITE)

1st Place Production Team, The Inquirer and Mirror
My Roots are Showing!
Humorous image with appropriate typography makes this ad successful!

2nd Place: Christy Lynn, Addison County Independent
Middlebury Frameshop & Gallery
Scroll art makes great device to highlight offerings clearly.

3rd Place: Maryellen Gale, The Keene Sentinel
Masks with Style
Small, successful ad.
'Sewing' layout helps frame information.

LOCAL DISPLAY AD (COLOR)

1st Place: Christy Lynn, Addison County Independent
Marquis We're Back
Dynamic central image makes this ad successful. Good type design as well. Winner!
2nd Place: Greg Douglas, The Republican
Rick’s Automotive Ad - February 2021
Interesting use of auto brands.
Good layout.

3rd Place: Kristen Braley,
News & Citizen
Ferro charms
Clever headline and use of products! Clean and upscale ad.

LOCAL ONLINE AD

1st Place: Kristen Braley, Stowe Reporter
Ferro Jewelers
Engaging copywriting with product highlighted well!

2nd Place: Sydney Starkman, Sarah Pope,
Addison County Independent
Frog Hollow holiday web
Cropped Santa image drives readability of this well-done web ad.

3rd Place: Maryellen Gale,
The Keene Sentinel
Monadnock Oil and Vinegar online ad
Clear product offer with seasonal photography and text info below looks great!
MOST CREATIVE USE OF SMALL PRINT SPACE

1st Place: Kristen Braley, News & Citizen
Power play
Dynamic image + clear, readable type / headline make this banner ad great!

2nd Place: Chris Tran, The Inquirer and Mirror
Brace for Winter
This ad uses graphic measurement device well - highlights product offering and is clear and concise.

3rd Place: Katerina Hrdlicka, Stowe Reporter
Stowe Sweets
Colorful, whimsical ad with banner heading is charming.

NEWSPAPER-SPONSORED EVENT PROMOTION

1st Place: Vineyard Gazette
Martha's Vineyard Museum Show

2nd Place: The Ellsworth American.
Meet the City Council Candidates 2020
NICHE PUBLICATION

Daily

1st Place:
Marcia Passos and Douglas Anderson,
The Keene Sentinel
Monadnock Table

Weekly

1st Place:
Susie Middleton and Jane McTeigue, Vineyard Gazette
Island Guide 2021

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

3rd Place: Nicole Mercier and Jared Maciel, Vineyard Gazette
Real Estate Yearbook 2021
ONLINE/VIRTUAL EVENTS

1st Place:
Gina De Santis,
The Keene Sentinel
Radically Rural - Remote

2nd Place: Production Team,
The Inquirer and Mirror
Halloween at Home 2020 Virtual Costume Contest

PURE ADVERTISING NICHE PUBLICATION

1st Place: The Keene Sentinel
Choice Awards 2020
Successful reader's choice awards issue highlights local advertisers. A lot of work goes into these. This is a good one!

2nd Place: McKinley Sanders,
Vineyard Gazette
Premium Properties
Fantastic local properties highlighted. Nice layout!

3rd Place: George Clondas,
The Falmouth Enterprise
OnCape Magazine - Dining Guide
Well done dining guide with dynamic layout.
REAL ESTATE DISPLAY AD

1st Place:
Krista Johnston,
The Mountain Times
Killington Pico Realty
Effective use of photo snow globe with featured property makes this ad stand out from others. Well done!

2nd Place: Megan Connor-Thomas,
The Republican
Real Living Beth Brogel Real Estate Ad
'Experience' headline with clear listings below calls attention to stability of realtor and knowledge of market. Nice ad!

3rd Place: Kristen Braley, Stowe Reporter
KW Vermont
Effective headline and attractive listings of properties ties this ad together.

SPECIAL SECTION / ADVERTISING SUPPLEMENT

Daily

1st Place: Michelle Johnson,
The Republican
Better Health Special Section - January
Powerful presentation. Dynamic layout with great images, etc. Beautiful broadsheet format.
2nd Place: Bartosz Zinowko, 
RJ Creative Team, Record-Journal
Celebrate Diversity - Pride Month
Strong cover image. Great ads, editorial and info within. Good section to hold on to!

3rd Place: Michelle Johnson, 
The Republican
CRQ - Cannabis Review Quarterly, Edition 2
Interesting logo / brand and cover image. Emerging category of content / good information and nice layout.

Weekly
1st Place:
Stowe Reporter
RIDE
Magazine-like well-designed section, packed with great editorial and ads!

2nd Place: Jason Mikula, Lindsey Rogers, 
Krista Johnston, The Mountain Times
Real Estate Guide
Dynamic photography and interior make this a beautiful section!

3rd Place: George Clondas, The Falmouth Enterprise
OnCape Magazine - Cape Cod In Season
Attractive section with great cover art and well-designed interior pages!
SUBSCRIBER RETENTION PROGRAM

1st Place: The Keene Sentinel
Keene Sentinel Subscriber Retention Work
This organization put in the work, and it paid off.

SUBSCRIPTION SALES PROMOTION

1st Place:
The Keene Sentinel
Business Buy-in Readership Program
Clever and effective!

BEST AD DESIGNER

1st Place: Mark Dullea, Record-Journal
Mark's clear mastery of typography with a brilliant sense of design nails the first place category here! Congratulations!
2nd Place: Jane McTeigue, Vineyard Gazette
Great conceptual ability and execution / coupled with a fantastic design sensibility and type awareness!! Great work, Jane!

3rd Place: Katerina Hrdlicka, Stowe Reporter
Clean, clear design sense.
Really nice work, Katerina!

ADVERTISING GENERAL EXCELLENCE

Specialty

1st Place:
Douglas Anderson,
The Keene Sentinel,
Monadnock Table

2nd Place: Elyse Thornton,
The New Boston Beacon

3rd Place: David Fickett, Ashley Carter,
The Ellsworth American.
Out & About, Business Neighbors
ADVERTISING GENERAL EXCELLENCE

Weekly 1
1st Place: The Vermont Standard

2nd Place: The Inquirer and Mirror

3rd Place: Mount Desert Islander

Weekly 2
1st Place: Addison County Independent

2nd Place: News & Citizen
Congratulations

to all our award winners!