



## 2007 Advertising & Promotions Contest Winners

LOCAL PAPERS. | LOCAL NEWS. | LOYAL READERS.

American Community Newspapers, LLC  
Leesburg Today, Leesburg, VA  
Category 20, Best Homes Publication or Homes Special Section  
2nd PLACE / Circulation Class: C  
*2006 Fall Builders Showcase*

American Community Newspapers, LLC  
Leesburg Today, Leesburg, VA  
Category 16, Best Cover Design  
HM PLACE / Circulation Class: C  
*Pets & Vets*

American Community Newspapers, LLC  
Star Community Newspapers, Plano, TX  
Category 26, Best Automotive Publication (Niche Product)  
3rd PLACE / Circulation Class: All Classes Combined  
*Collin County Auto*

American Community Newspapers, LLC  
Star Community Newspapers, Plano, TX  
Category 7, Best New Advertising Section (ROP and/or Classified)  
HM PLACE / Circulation Class: C  
*Finding Your Faith*

American Community Newspapers, LLC  
Star Community Newspapers/Southlake Times, Plano, TX  
Category 7, Best New Advertising Section (ROP and/or Classified)  
3rd PLACE / Circulation Class: A  
*2007 Tarrant County Readers Choice*

American Publishing Company  
St. Louis American, St. Louis, MO  
Category , Advertising Director of the Year  
1st PLACE / Circulation Class: Non-Daily  
*Kevin Jones*

American Publishing Company  
St. Louis American, St. Louis, MO  
Category 8, Best ROP Advertising Section  
2nd PLACE / Circulation Class: D  
*Health Matters*

American Publishing Company  
St. Louis American, St. Louis, MO  
Category 19, Best Business Publication or Business Special Section  
2nd PLACE / Circulation Class: C-D  
*Salute to Business*

American Publishing Company  
St. Louis American, St. Louis, MO  
Category 22, Best Public Service/Community Event Promotion  
1st PLACE / Circulation Class: D  
*Salute Program*

American Publishing Company  
St. Louis American, St. Louis, MO  
Category 7, Best New Advertising Section (ROP and/or Classified)  
3rd PLACE / Circulation Class: D  
*Diversity: A Business Imperative*

Anteabo Publishers  
Grosse Pointe News, Grosse Pointe Farms, MI  
Category 6, Best Rate Card  
1st PLACE / Circulation Class: A  
*Rate Card*

Anteabo Publishers  
Grosse Pointe News, Grosse Pointe Farms, MI  
Category 22, Best Public Service/Community Event Promotion  
2nd PLACE / Circulation Class: A  
*Relay for Life*

Anteabo Publishers  
Grosse Pointe News, Grosse Pointe Farms, MI  
Category 7, Best New Advertising Section (ROP and/or Classified)  
2nd PLACE / Circulation Class: A  
*Kid's Ads*

Antelope Valley Newspapers, Inc.  
Antelope Valley Press, Palmdale, CA  
Category 5, Best Internal Communication  
1st PLACE / Circulation Class: E-F  
*Inside The AV Press*

Antelope Valley Newspapers, Inc.  
Antelope Valley Press, Palmdale, CA  
Category 6, Best Rate Card  
1st PLACE / Circulation Class: E-F  
*Rate Cards*

Antelope Valley Newspapers, Inc.  
Antelope Valley Press, Palmdale, CA  
Category 8, Best ROP Advertising Section  
1st PLACE / Circulation Class: F  
*Antelope Valley Lifestyle*



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LOCAL PAPERS. | LOCAL NEWS. | LOYAL READERS.

**Antelope Valley Newspapers, Inc.**  
Antelope Valley Press, Palmdale, CA  
Category 8, Best ROP Advertising Section  
3rd PLACE / Circulation Class: F  
*Showcase*

**Antelope Valley Newspapers, Inc.**  
Antelope Valley Press, Palmdale, CA  
Category 19, Best Business Publication or Business Special Section  
HM PLACE / Circulation Class: F  
*Business People*

**Antelope Valley Newspapers, Inc.**  
Antelope Valley Press, Palmdale, CA  
Category 10, Best General Interest Promotion Special Section  
2nd PLACE / Circulation Class: F  
*Future Leader*

**Antelope Valley Newspapers, Inc.**  
Antelope Valley Press, Palmdale, CA  
Category 10, Best General Interest Promotion Special Section  
HM PLACE / Circulation Class: F  
*Welcome to Antelope Valley*

**Antelope Valley Newspapers, Inc.**  
Antelope Valley Press, Palmdale, CA  
Category 16, Best Cover Design  
HM PLACE / Circulation Class: E-F  
*A Perfect Wedding*

**ASP Westward, LP/Houston Community Newspapers**  
Houston Community Newspapers, Houston, TX  
Category 23, Best Classified Special Section  
1st PLACE / Circulation Class: D  
*Careers in Healthcare*

**ASP Westward, LP/Houston Community Newspapers**  
Houston Community Newspapers, Houston, TX  
Category 10, Best General Interest Promotion Special Section  
3rd PLACE / Circulation Class: D  
*101 Fun Things to Do - 2006*

**ASP Westward, LP/Houston Community Newspapers**  
The Sentinels, Pasadena, TX  
Category 10, Best General Interest Promotion Special Section  
2nd PLACE / Circulation Class: C  
*Future Leaders 2006*

**Black Press, Ltd./BC North & BC South**  
Kelowna Capital News, Kelowna, BC  
Category 4, Best Advertising Sales Promotional Materials  
1st PLACE / Circulation Class: C  
*Your Business is in Good Hands*

**Black Press, Ltd./Lower Mainland**  
Abbotsford News, Abbotsford, BC  
Category 10, Best General Interest Promotion Special Section  
HM PLACE / Circulation Class: C  
*Imagine Abbotsford*

**Black Press, Ltd./Lower Mainland**  
Abbotsford News, Abbotsford, BC  
Category 10, Best General Interest Promotion Special Section  
HM PLACE / Circulation Class: C  
*Weddings Rate Card*

**Black Press, Ltd./Lower Mainland**  
Chilliwack Progress, Chilliwack, BC  
Category 4, Best Advertising Sales Promotional Materials  
2nd PLACE / Circulation Class: A-B  
*Wolfe's Chilliwack Mazda Presentation*

**Black Press, Ltd./Lower Mainland**  
Chilliwack Progress, Chilliwack, BC  
Category 8, Best ROP Advertising Section  
1st PLACE / Circulation Class: B  
*Spring in Downtown Chilliwack*

**Black Press, Ltd./Lower Mainland**  
Chilliwack Progress, Chilliwack, BC  
Category 22, Best Public Service/Community Event Promotion  
1st PLACE / Circulation Class: B  
*Chilliwack Bruins*

**Black Press, Ltd./Lower Mainland**  
Chilliwack Progress, Chilliwack, BC  
Category 22, Best Public Service/Community Event Promotion  
3rd PLACE / Circulation Class: B  
*Continental Cup of Curling*

**Black Press, Ltd./Lower Mainland**  
Chilliwack Progress, Chilliwack, BC  
Category 12, Best Single Black & White ROP Ad  
1st PLACE / Circulation Class: B  
*Chilliwack Bruins - 12 Days of Christmas*



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LOCAL PAPERS. | LOCAL NEWS. | LOYAL READERS.

**Black Press, Ltd./Lower Mainland**

Chilliwack Progress, Chilliwack, BC

**Category 12, Best Single Black & White ROP Ad**

2nd PLACE / Circulation Class: B

*Spirit of BC*

**Black Press, Ltd./Lower Mainland**

North Shore Outlook, North Vancouver, BC

**Category 2, Best Ad Series**

2nd PLACE / Circulation Class: C

*North Shore Outlook*

**Black Press, Ltd./Lower Mainland**

North Shore Outlook, North Vancouver, BC

**Category 4, Best Advertising Sales Promotional Materials**

2nd PLACE / Circulation Class: C

*North Shore Outlook*

**Black Press, Ltd./Lower Mainland**

North Shore Outlook, North Vancouver, BC

**Category 8, Best ROP Advertising Section**

HM PLACE / Circulation Class: C

*Home & Garden*

**Black Press, Ltd./Lower Mainland**

North Shore Outlook, North Vancouver, BC

**Category 22, Best Public Service/Community Event Promotion**

3rd PLACE / Circulation Class: C

*North Shore Outlook*

**Black Press, Ltd./Lower Mainland**

North Shore Outlook, North Vancouver, BC

**Category 15, Best Single Classified Ad (Two or More Colors)**

2nd PLACE / Circulation Class: A-D

*CCI Renovations*

**Black Press, Ltd./Lower Mainland**

North Shore Outlook, North Vancouver, BC

**Category 12, Best Single Black & White ROP Ad**

2nd PLACE / Circulation Class: C

*Aka: Tom-Bo*

**Black Press, Ltd./Lower Mainland**

North Shore Outlook, North Vancouver, ON

**Category 17, Best Signature Page or Signature Section**

1st PLACE / Circulation Class: C

*Halloween Safety Contest*

**Black Press, Ltd./Lower Mainland**

North Shore Outlook, North Vancouver, ON

**Category 17, Best Signature Page or Signature Section**

2nd PLACE / Circulation Class: C

*Top 10*

**Black Press, Ltd./Lower Mainland**

Richmond Review, Richmond, BC

**Category 8, Best ROP Advertising Section**

3rd PLACE / Circulation Class: C

*Wheels*

**Black Press, Ltd./Lower Mainland**

Richmond Review, Richmond, BC

**Category 7, Best New Advertising Section (ROP and/or Classified)**

3rd PLACE / Circulation Class: C

*Spirit of Christmas*

**Capital Gazette Communications**

Capital Gazette Newspapers, Annapolis, MD

**Category , Classified Manager of the Year**

1st PLACE / Circulation Class: All Classes Combined

*Kim Welty*

**Chesapeake Publishing Company**

Cecil Whig, Elkton, MD

**Category 4, Best Advertising Sales Promotional Materials**

1st PLACE / Circulation Class: E-F

*2007 Visitor's Guide - Get All Four*

**Chesapeake Publishing Company**

Cecil Whig, Elkton, MD

**Category 17, Best Signature Page or Signature Section**

3rd PLACE / Circulation Class: E

*Spring Home & Garden*

**Chesapeake Publishing Company**

Cecil Whig, Elkton, MD

**Category 23, Best Classified Special Section**

2nd PLACE / Circulation Class: E-F

*Camp Time*

**Chesapeake Publishing Company**

Cecil Whig, Elkton, MD

**Category 14, Best Single ROP Ad (Two or More Colors)**

1st PLACE / Circulation Class: E

*What in the World is Happening*



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LOCAL PAPERS. | LOCAL NEWS. | LOYAL READERS.

**Chesapeake Publishing Company**  
Cecil Whig/Newark Post, Elkton, MD  
**Category 6, Best Rate Card**  
3rd PLACE / Circulation Class: E-F  
*2007 Advertising Rates-Uppershore*

**Chesapeake Publishing Company**  
Newark Post, Elkton, MD  
**Category 18, Best Graphically Designed Classified Section**  
1st PLACE / Circulation Class: A-C  
*Posted*

**Cleveland Jewish Publication Company**  
Cleveland Jewish News, Beachwood, OH  
**Category 2, Best Ad Series**  
2nd PLACE / Circulation Class: A  
*Behind the CJN Departments*

**Cleveland Jewish Publication Company**  
Cleveland Jewish News, Beachwood, OH  
**Category 4, Best Advertising Sales Promotional Materials**  
1st PLACE / Circulation Class: A-B  
*CJN Media Kit*

**Cleveland Jewish Publication Company**  
Cleveland Jewish News, Beachwood, OH  
**Category 4, Best Advertising Sales Promotional Materials**  
HM PLACE / Circulation Class: A-B  
*Weddings Rate Card*

**Cleveland Jewish Publication Company**  
Cleveland Jewish News, Beachwood, OH  
**Category 6, Best Rate Card**  
1st PLACE / Circulation Class: B  
*Jstyle Advertising Information*

**Cleveland Jewish Publication Company**  
Cleveland Jewish News, Beachwood, OH  
**Category 6, Best Rate Card**  
2nd PLACE / Circulation Class: A  
*2007 Advertising Rate Card*

**Cleveland Jewish Publication Company**  
Cleveland Jewish News, Beachwood, OH  
**Category 17, Best Signature Page or Signature Section**  
1st PLACE / Circulation Class: A  
*Bellefaire/Vic Gelb Tribute Book*

**Cleveland Jewish Publication Company**  
Cleveland Jewish News, Beachwood, OH  
**Category 19, Best Business Publication or Business Special Section**  
1st PLACE / Circulation Class: A  
*Estate Planning & Giving - October 2006*

**Cleveland Jewish Publication Company**  
Cleveland Jewish News, Beachwood, OH  
**Category 19, Best Business Publication or Business Special Section**  
2nd PLACE / Circulation Class: A  
*Retirement Planning & Living - January 2006*

**Cleveland Jewish Publication Company**  
Cleveland Jewish News, Beachwood, OH  
**Category 19, Best Business Publication or Business Special Section**  
3rd PLACE / Circulation Class: A  
*Entrepreneur-April 2006*

**Cleveland Jewish Publication Company**  
Cleveland Jewish News, Beachwood, OH  
**Category 20, Best Homes Publication or Homes Special Section**  
3rd PLACE / Circulation Class: A  
*Fall 2006 Real Estate Guide*

**Cleveland Jewish Publication Company**  
Cleveland Jewish News, Beachwood, OH  
**Category 10, Best General Interest Promotion Special Section**  
1st PLACE / Circulation Class: A  
*Back to School 2006*

**Cleveland Jewish Publication Company**  
Cleveland Jewish News, Beachwood, OH  
**Category 10, Best General Interest Promotion Special Section**  
2nd PLACE / Circulation Class: A  
*Auto*

**Cleveland Jewish Publication Company**  
Cleveland Jewish News, Beachwood, OH  
**Category 10, Best General Interest Promotion Special Section**  
HM PLACE / Circulation Class: A  
*Senior Living May 2006*

**Cleveland Jewish Publication Company**  
Cleveland Jewish News, Beachwood, OH  
**Category 16, Best Cover Design**  
1st PLACE / Circulation Class: A  
*MANN Jewelers*



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LOCAL PAPERS. | LOCAL NEWS. | LOYAL READERS.

**Cleveland Jewish Publication Company**  
Cleveland Jewish News, Beachwood, OH  
Category 14, Best Single ROP Ad (Two or More Colors)  
2nd PLACE / Circulation Class: A  
*Special Sections Ad*

**Community Journals, LLC**  
Anderson Journal, Greenville, SC  
Category 14, Best Single ROP Ad (Two or More Colors)  
1st PLACE / Circulation Class: A  
*Roz, Inc. Captured*

**Community Journals, LLC**  
At Home, Greenville, SC  
Category 20, Best Homes Publication or Homes Special Section  
1st PLACE / Circulation Class: D  
*At Home*

**Community Journals, LLC**  
Community Journals, Greenville, SC  
Category 16, Best Cover Design  
3rd PLACE / Circulation Class: D  
*At Home in the Upstate - Fall/Winter 2006*

**Community Journals, LLC**  
Community Journals, Greenville, SC  
Category 14, Best Single ROP Ad (Two or More Colors)  
3rd PLACE / Circulation Class: D  
*Bi-Lo Center Club Seating*

**Community Journals, LLC**  
Community Journals, Greenville, SC  
Category 14, Best Single ROP Ad (Two or More Colors)  
HM PLACE / Circulation Class: D  
*Feeling Blue?*

**Community Journals, LLC**  
Greenville Journal, Greenville, SC  
Category 2, Best Ad Series  
1st PLACE / Circulation Class: C  
*Yuengling*

**Community Journals, LLC**  
Greenville Journal, Greenville, SC  
Category 2, Best Ad Series  
3rd PLACE / Circulation Class: C  
*Heavy Hitters*

**Community Journals, LLC**  
Greenville Journal & Anderson Journal, Greenville, SC  
Category 14, Best Single ROP Ad (Two or More Colors)  
3rd PLACE / Circulation Class: C  
*Not Your Mama's Dorm Rooms*

**Community Journals, LLC**  
Spartanburg Journal, Greenville, SC  
Category 14, Best Single ROP Ad (Two or More Colors)  
3rd PLACE / Circulation Class: B  
*Pink Bee Girls*

**Community Newspaper Holdings, Inc.**  
The Daily Item, Sunbury, PA  
Category 3, Best Promotion to Build Circulation and/or Readership  
HM PLACE / Circulation Class: F  
*Inky's MySpace Web Page*

**Community Newspaper Holdings, Inc.**  
The Daily Item, Sunbury, PA  
Category 6, Best Rate Card  
2nd PLACE / Circulation Class: E-F  
*2007 Daily Item Rate Card*

**Community Newspaper Holdings, Inc.**  
The Daily Item, Sunbury, PA  
Category 10, Best General Interest Promotion Special Section  
HM PLACE / Circulation Class: F  
*2007 Commerce Edition*

**Community Newspaper Holdings, Inc.**  
The Daily Item, Sunbury, PA  
Category 12, Best Single Black & White ROP Ad  
3rd PLACE / Circulation Class: E-F  
*Body Image Conundrum*

**Community Newspaper Holdings, Inc.**  
The Daily Southerner, Tarboro, NC  
Category 8, Best ROP Advertising Section  
3rd PLACE / Circulation Class: E  
*Who's Who in Our Community*

**Community Newspaper Holdings, Inc.**  
The Daily Southerner, Tarboro, NC  
Category 25, Best Kids Publications (Niche Product)  
2nd PLACE / Circulation Class: All Classes Combined  
*Kidville News*



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**Community Newspaper Holdings, Inc.**  
The Danville News, Danville, PA  
Category 3, Best Promotion to Build Circulation and/or Readership  
3rd PLACE / Circulation Class: E  
*Don't Be a Couch Potato*

**Consumers News Service**  
ThisWeek Community Newspapers, Lewis Center, OH  
Category 2, Best Ad Series  
1st PLACE / Circulation Class: B  
*Leo Alfred*

**Consumers News Service**  
ThisWeek Community Newspapers, Lewis Center, OH  
Category 11, Best Shopping Area Promotion Special Section  
1st PLACE / Circulation Class: A  
*Village Valuables--German Village*

**Consumers News Service**  
ThisWeek Community Newspapers, Lewis Center, OH  
Category 23, Best Classified Special Section  
2nd PLACE / Circulation Class: D  
*ColumbusJobs*

**Consumers News Service**  
ThisWeek Community Newspapers, Lewis Center, OH  
Category 24, Best Parenting Publication  
1st PLACE / Circulation Class: All Classes Combined  
*Columbus Parent Magazine*

**Consumers News Service**  
ThisWeek Community Newspapers, Lewis Center, OH  
Category 27, Best Employment Publication  
3rd PLACE / Circulation Class: All Classes Combined  
*Columbus Jobs Classified Team*

**Consumers News Service**  
ThisWeek Community Newspapers, Lewis Center, OH  
Category 10, Best General Interest Promotion Special Section  
2nd PLACE / Circulation Class: D  
*High School Football Preview*

**Consumers News Service**  
ThisWeek Community Newspapers, Lewis Center, OH  
Category 10, Best General Interest Promotion Special Section  
HM PLACE / Circulation Class: D  
*Spring Homes 2006 Worst Turf*

**Consumers News Service**  
ThisWeek Community Newspapers, Lewis Center, OH  
Category 16, Best Cover Design  
3rd PLACE / Circulation Class: B  
*Delaware County Fair Special Section*

**Consumers News Service**  
ThisWeek Community Newspapers, Lewis Center, OH  
Category 16, Best Cover Design  
HM PLACE / Circulation Class: B  
*Our Town Upper Arlington Special Section*

**Consumers News Service**  
ThisWeek Community Newspapers, Lewis Center, OH  
Category 14, Best Single ROP Ad (Two or More Colors)  
1st PLACE / Circulation Class: B  
*HER Grove City - Monopoly*

**Consumers News Service**  
ThisWeek Community Newspapers, Lewis Center, OH  
Category 14, Best Single ROP Ad (Two or More Colors)  
2nd PLACE / Circulation Class: B  
*HER Grove City - Picnic*

**Copyboy Publications**  
Loudoun Independent, Ashburn, VA  
Category 1, Best Advertising Sales Training Materials  
1st PLACE / Circulation Class: All Classes Combined  
*Loudoun Independent Portfolio*

**East Bay Newspapers**  
East Bay Newspapers, Bristol, RI  
Category 1, Best Advertising Sales Training Materials  
HM PLACE / Circulation Class: All Classes Combined  
*Selling For Survival*

**Fayette Publishing, Inc.**  
The Citizen Newspapers, Fayetteville, GA  
Category 3, Best Promotion to Build Circulation and/or Readership  
2nd PLACE / Circulation Class: C  
*Queen of the Kitchen/Cooking Horror Stories Dining Guide Promotion*

**Fayette Publishing, Inc.**  
The Citizen Newspapers, Fayetteville, GA  
Category 8, Best ROP Advertising Section  
2nd PLACE / Circulation Class: B  
*Health Wise*



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### Fayette Publishing, Inc.

The Citizen Newspapers, Fayetteville, GA

#### Category 8, Best ROP Advertising Section

3rd PLACE / Circulation Class: B

*Home & Garden*

### Fayette Publishing, Inc.

The Citizen Newspapers, Fayetteville, GA

#### Category 20, Best Homes Publication or Homes Special Section

2nd PLACE / Circulation Class: B

*Real Estate Review*

### Fayette Publishing, Inc.

The Citizen Newspapers, Fayetteville, GA

#### Category 10, Best General Interest Promotion Special Section

1st PLACE / Circulation Class: B

*Fact Finder*

### Gannett Company, Inc.

Livonia Observer, Livonia, MI

#### Category 22, Best Public Service/Community Event Promotion

HM PLACE / Circulation Class: B

*Fire Safety and Prevention Week*

### Gannett Company, Inc.

Observer & Eccentric/Mirror Newspapers, Livonia, MI

#### Category 4, Best Advertising Sales Promotional Materials

3rd PLACE / Circulation Class: D

*Observer & Eccentric Media Kit*

### Gannett Company, Inc.

Observer & Eccentric/Mirror Newspapers, Livonia, MI

#### Category 5, Best Internal Communication

1st PLACE / Circulation Class: A-D

*HEADLINES Newsletter*

### Gannett Company, Inc.

Observer Newspapers, Livonia, MI

#### Category 7, Best New Advertising Section (ROP and/or Classified)

HM PLACE / Circulation Class: C

*A Galaxy of Stars - 2006 Fall Sports All-Area Team*

### Gannett Company, Inc.

Plymouth Observer, Livonia, MI

#### Category 11, Best Shopping Area Promotion Special Section

1st PLACE / Circulation Class: B

*Plymouth Place Shopping Area Promotion*

### GateHouse Media/Liberty Suburban Chicago Newspapers

Bolingbrook Reporter, Downers Grove, IL

#### Category 17, Best Signature Page or Signature Section

HM PLACE / Circulation Class: A

*Good Luck Bears*

### Gold Country Media

Auburn Journal, Auburn, CA

#### Category 1, Best Advertising Sales Training Materials

3rd PLACE / Circulation Class: All Classes Combined

*Ad Land*

### Gold Country Media

Auburn Journal, Auburn, CA

#### Category 8, Best ROP Advertising Section

HM PLACE / Circulation Class: E

*Home & Garden*

### Gold Country Media

Auburn Journal, Auburn, CA

#### Category 17, Best Signature Page or Signature Section

1st PLACE / Circulation Class: E

*Way to Go Hillmen!*

### Gold Country Media

Auburn Journal, Auburn, CA

#### Category 19, Best Business Publication or Business Special Section

2nd PLACE / Circulation Class: E

*Women in Business*

### Gold Country Media

Auburn Journal, Auburn, CA

#### Category 21, Best Classified Promotion

2nd PLACE / Circulation Class: E-F

*Cruise Giveaway 07*

### Gold Country Media

Auburn Journal, Auburn, CA

#### Category 22, Best Public Service/Community Event Promotion

HM PLACE / Circulation Class: E-F

*Boys & Girls Club Report to the Community*

### Gold Country Media

Auburn Journal, Auburn, CA

#### Category 10, Best General Interest Promotion Special Section

HM PLACE / Circulation Class: E

*Foothills*



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LOCAL PAPERS. | LOCAL NEWS. | LOYAL READERS.

**Great West Newspaper Group**  
St. Albert Gazette, St. Albert, AB  
Category 23, Best Classified Special Section  
2nd PLACE / Circulation Class: A-C  
*Career Guide*

**Greenspun Media Group/HBC Publications**  
The News, Henderson, NV  
Category 18, Best Graphically Designed Classified Section  
1st PLACE / Circulation Class: D  
*Community Classifieds*

**Greenspun Media Group/HBC Publications**  
The News, Henderson, NV  
Category 15, Best Single Classified Ad (Two or More Colors)  
1st PLACE / Circulation Class: A-D  
*RTC*

**Greenspun Media Group/HBC Publications**  
The News, Henderson, NV  
Category 12, Best Single Black & White ROP Ad  
2nd PLACE / Circulation Class: D  
*Domi Home*

**Greenspun Media Group/HBC Publications**  
The News, Henderson, NV  
Category 14, Best Single ROP Ad (Two or More Colors)  
2nd PLACE / Circulation Class: D  
*Conture Bride*

**Holden Landmark Corporation**  
Bay State Parent, Holden, MA  
Category 24, Best Parenting Publication  
3rd PLACE / Circulation Class: All Classes Combined  
*Bay State Parent*

**Holden Landmark Corporation**  
Fitchburg Pride, Holden, MA  
Category 3, Best Promotion to Build Circulation and/or Readership  
1st PLACE / Circulation Class: A-B  
*Fitchburg Pride Launch*

**Journal Community Publishing Group**  
Pelican Press, Sarasota, FL  
Category 4, Best Advertising Sales Promotional Materials  
3rd PLACE / Circulation Class: A-B  
*Sales Promotional Materials*

**Journal Community Publishing Group**  
Pelican Press, Sarasota, FL  
Category 16, Best Cover Design  
1st PLACE / Circulation Class: B  
*History of Sarasota Cover*

**Journal Community Publishing Group**  
Ponte Vedra Recorder, Ponte Vedra Beach, FL  
Category 8, Best ROP Advertising Section  
HM PLACE / Circulation Class: A  
*Jacksonville Register*

**Journal Community Publishing Group**  
Ponte Vedra Recorder, Ponte Vedra Beach, FL  
Category 18, Best Graphically Designed Classified Section  
3rd PLACE / Circulation Class: A-C  
*Recorder Classifieds*

**Journal Community Publishing Group**  
Ponte Vedra Recorder, Ponte Vedra Beach, FL  
Category 20, Best Homes Publication or Homes Special Section  
2nd PLACE / Circulation Class: A  
*At Home 2006*

**Journal Community Publishing Group**  
Ponte Vedra Recorder, Ponte Vedra Beach, FL  
Category 12, Best Single Black & White ROP Ad  
HM PLACE / Circulation Class: A  
*Come See What the Buzz is All About*

**Journal Register Company**  
Acme Newspapers, Ardmore, PA  
Category 7, Best New Advertising Section (ROP and/or Classified)  
1st PLACE / Circulation Class: B  
*Veterans of Delaware County*

**Journal Register Company**  
Acme Newspapers, Ardmore, PA  
Category 10, Best General Interest Promotion Special Section  
HM PLACE / Circulation Class: B  
*Veterans of Delaware County*

**Journal Register Company**  
Daily Dispatch, Oneida, NY  
Category 11, Best Shopping Area Promotion Special Section  
3rd PLACE / Circulation Class: E-F  
*Sherrill Hometown Holidays*



## 2007 Advertising & Promotions Contest Winners

LOCAL PAPERS. | LOCAL NEWS. | LOYAL READERS.

**Journal Register Company**  
Daily Local News, West Chester, PA  
Category 3, Best Promotion to Build Circulation and/or Readership  
2nd PLACE / Circulation Class: F  
*Every Square Inch*

**Journal Register Company**  
Main Line Life, Wynnewood, PA  
Category 8, Best ROP Advertising Section  
3rd PLACE / Circulation Class: A  
*Fashion*

**Journal Register Company**  
Main Line Life, Wynnewood, PA  
Category 9, Best Classified Advertising Special Section  
1st PLACE / Circulation Class: A-C  
*Prestigious Properties*

**Journal Register Company**  
Main Line Life, Wynnewood, PA  
Category 11, Best Shopping Area Promotion Special Section  
2nd PLACE / Circulation Class: A  
*Spread Eagle Village Shopping Guide*

**Journal Register Company**  
Montgomery Newspapers, Fort Washington, PA  
Category 6, Best Rate Card  
2nd PLACE / Circulation Class: C  
*Rate Cards*

**Journal Register Company**  
Montgomery Newspapers, Fort Washington, PA  
Category 8, Best ROP Advertising Section  
1st PLACE / Circulation Class: C  
*Ticket*

**Journal Register Company**  
Montgomery Newspapers, Fort Washington, PA  
Category 11, Best Shopping Area Promotion Special Section  
2nd PLACE / Circulation Class: C-D  
*Glenside Holidays 2006*

**Journal Register Company**  
Montgomery Newspapers, Fort Washington, PA  
Category 17, Best Signature Page or Signature Section  
HM PLACE / Circulation Class: C  
*Eagles Page*

**Journal Register Company**  
Montgomery Newspapers, Fort Washington, PA  
Category 22, Best Public Service/Community Event Promotion  
1st PLACE / Circulation Class: C  
*Baby & Toddler Expo*

**Journal Register Company**  
Montgomery Newspapers, Fort Washington, PA  
Category 23, Best Classified Special Section  
1st PLACE / Circulation Class: A-C  
*2007 Philadelphia Auto Show*

**Journal Register Company**  
Montgomery Newspapers, Fort Washington, PA  
Category 16, Best Cover Design  
2nd PLACE / Circulation Class: C  
*Boo!*

**Journal Register Company**  
Oakland Press, Pontiac, MI  
Category 17, Best Signature Page or Signature Section  
2nd PLACE / Circulation Class: F  
*Holly Dickens Festival*

**Journal Register Company**  
Oakland Press, Pontiac, MI  
Category 21, Best Classified Promotion  
3rd PLACE / Circulation Class: E-F  
*Cruise In to Win*

**Journal Register Company**  
Oakland Press, Pontiac, MI  
Category 7, Best New Advertising Section (ROP and/or Classified)  
2nd PLACE / Circulation Class: F  
*50 Things to Do*

**Journal Register Company**  
Oakland Press, Pontiac, MI  
Category 10, Best General Interest Promotion Special Section  
1st PLACE / Circulation Class: F  
*Emergency Services*

**Journal Register Company**  
The Morning Journal, Lorain, OH  
Category 17, Best Signature Page or Signature Section  
HM PLACE / Circulation Class: F  
*ABC's of Shopping*



## 2007 Advertising & Promotions Contest Winners

LOCAL PAPERS. | LOCAL NEWS. | LOYAL READERS.

**Journal Register Company**  
The Morning Journal, Lorain, OH  
Category 21, Best Classified Promotion  
HM PLACE / Circulation Class: E-F  
*Clock Search*

**Journal Register Company**  
The Morning Journal, Lorain, OH  
Category 24, Best Parenting Publication  
2nd PLACE / Circulation Class: All Classes Combined  
*County Kids*

**Journal Register Company**  
The Morning Journal, Lorain, OH  
Category 7, Best New Advertising Section (ROP and/or Classified)  
1st PLACE / Circulation Class: F  
*Puzzle Book*

**Journal Register Company**  
The Reporter, Lansdale, PA  
Category 4, Best Advertising Sales Promotional Materials  
3rd PLACE / Circulation Class: E-F  
*Faith & Values*

**Journal Register Company**  
The Reporter, Lansdale, PA  
Category 22, Best Public Service/Community Event Promotion  
2nd PLACE / Circulation Class: E-F  
*Mature Living Expo*

**Journal Register Company**  
The Reporter, Lansdale, PA  
Category 23, Best Classified Special Section  
3rd PLACE / Circulation Class: E-F  
*2007 Spring Car Guide*

**Journal Register Company**  
The Saratogian, Saratoga Springs, NY  
Category 2, Best Ad Series  
3rd PLACE / Circulation Class: E-F  
*Brookside Museum*

**Journal Register Company**  
The Saratogian, Saratoga Springs, NY  
Category 19, Best Business Publication or Business Special Section  
3rd PLACE / Circulation Class: E  
*Progress Saratoga*

**Journal Register Company**  
The Saratogian, Saratoga Springs, NY  
Category 7, Best New Advertising Section (ROP and/or Classified)  
3rd PLACE / Circulation Class: E  
*Things to do on a Tank of Gas*

**Journal Register Company**  
The Saratogian, Saratoga Springs, NY  
Category 14, Best Single ROP Ad (Two or More Colors)  
3rd PLACE / Circulation Class: E  
*Santa Clause Checks the Saratogian Twice*

**Journal Register Company**  
The Times Herald, Norristown, PA  
Category 8, Best ROP Advertising Section  
2nd PLACE / Circulation Class: E  
*Football 2006*

**Journal Register Company**  
The Times Herald, Norristown, PA  
Category 7, Best New Advertising Section (ROP and/or Classified)  
HM PLACE / Circulation Class: E  
*Conshohocken Heritage*

**Journal Register Company**  
The Trentonian, Trenton, NJ  
Category 8, Best ROP Advertising Section  
2nd PLACE / Circulation Class: F  
*2006 World Cup*

**Journal Register Company**  
The Trentonian, Trenton, NJ  
Category 17, Best Signature Page or Signature Section  
3rd PLACE / Circulation Class: F  
*Memorial Day Salute*

**Journal Register Company/Chesapeake Publishing**  
The Central Record, Medford, NJ  
Category 12, Best Single Black & White ROP Ad  
1st (tie) PLACE / Circulation Class: A  
*The Toy Chest-Free Appraisals*

**Journal Register Company/Heritage Newspapers**  
News-Herald, Southgate, MI  
Category 3, Best Promotion to Build Circulation and/or Readership  
1st PLACE / Circulation Class: C  
*A-Car-4-You*



## 2007 Advertising & Promotions Contest Winners

LOCAL PAPERS. | LOCAL NEWS. | LOYAL READERS.

Journal Register Company/Heritage Newspapers  
News-Herald, Southgate, MI  
Category 3, Best Promotion to Build Circulation and/or Readership  
3rd PLACE / Circulation Class: C  
*Coupons*

Journal Register Company/Heritage Newspapers  
News-Herald, Southgate, MI  
Category 7, Best New Advertising Section (ROP and/or Classified)  
2nd PLACE / Circulation Class: C  
*Trenton Your Town ... Our Town*

Journal Register Company/Heritage Newspapers  
News-Herald, Southgate, MI  
Category 16, Best Cover Design  
3rd PLACE / Circulation Class: C  
*Cruisin Downriver*

Journal Register Company/Heritage Newspapers  
News-Herald, Southgate, MI  
Category 16, Best Cover Design  
HM PLACE / Circulation Class: C  
*Scarecrow Festival*

Journal Register Company/Heritage Newspapers  
News-Herald, Southgate, MI  
Category 14, Best Single ROP Ad (Two or More Colors)  
HM PLACE / Circulation Class: C  
*What's A Zubor?*

Journal Register Company/Heritage Newspapers - Western  
Milan News-Leader, Saline, MI  
Category 22, Best Public Service/Community Event Promotion  
1st PLACE / Circulation Class: A  
*Milan Dragway Drivers-Signature Card*

Journal Register Company/Heritage Newspapers - Western  
The Chelsea Standard/The Dexter Leader/Heritage Newspapers,  
Saline, MI  
Category 12, Best Single Black & White ROP Ad  
HM PLACE / Circulation Class: A  
*Don't Veer for Deer*

Journal Register Company/Housatonic Publications  
The Brookfield Journal, New Milford, CT  
Category 10, Best General Interest Promotion Special Section  
HM PLACE / Circulation Class: A  
*Bridal 2007: A Fire Romance*

Journal Register Company/Housatonic Publications  
The Kent Good Times Dispatch, New Milford, CT  
Category 10, Best General Interest Promotion Special Section  
HM PLACE / Circulation Class: A  
*Home Resources: Kitchens & Baths - March 2007*

Journal Register Company/Independent Newspapers, Inc.  
Daily Tribune, Royal Oak, MI  
Category 8, Best ROP Advertising Section  
1st PLACE / Circulation Class: E  
*2006 Woodward Dream Cruise Program*

Journal Register Company/Independent Newspapers, Inc.  
Daily Tribune, Royal Oak, MI  
Category 17, Best Signature Page or Signature Section  
2nd PLACE / Circulation Class: E  
*Cancer Awareness*

Journal Register Company/Independent Newspapers, Inc.  
Macomb Daily, Mt. Clemens, MI  
Category 3, Best Promotion to Build Circulation and/or Readership  
3rd PLACE / Circulation Class: F  
*2006 High School Homecoming Campaign*

Journal Register Company/Independent Newspapers, Inc.  
Macomb Daily, Mt. Clemens, MI  
Category 7, Best New Advertising Section (ROP and/or Classified)  
HM PLACE / Circulation Class: F  
*GM Tech Center Celebrating 50 Years*

Journal Register Company/Lapeer Group Newspapers  
Huron County Press, Bad Axe, MI  
Category 22, Best Public Service/Community Event Promotion  
3rd PLACE / Circulation Class: A  
*Earth Day Section*

Journal Register Company/Lapeer Group Newspapers  
The County Press, Lapeer, MI  
Category 8, Best ROP Advertising Section  
2nd PLACE / Circulation Class: A  
*Wheelz & Dealz*

Journal Register Company/Litchfield Publications  
Litchfield County Times, New Milford, CT  
Category 6, Best Rate Card  
3rd PLACE / Circulation Class: A  
*Passport*



## 2007 Advertising & Promotions Contest Winners

LOCAL PAPERS. | LOCAL NEWS. | LOYAL READERS.

### Journal Register Company/Litchfield Publications

Litchfield County Times, New Milford, CT

#### Category 8, Best ROP Advertising Section

1st PLACE / Circulation Class: A

*LCT Monthly - December 2006*

### Journal Register Company/Litchfield Publications

Litchfield County Times, New Milford, CT

#### Category 20, Best Homes Publication or Homes Special Section

1st PLACE / Circulation Class: A

*Fall Real Estate 2006*

### Journal Register Company/Morning Star Publishing Group

Alma Reminder, Mount Pleasant, MI

#### Category 14, Best Single ROP Ad (Two or More Colors)

HM PLACE / Circulation Class: B

*Spring Home Sprucing*

### Journal Register Company/Morning Star Publishing Group

Gladwin Buyer Guide, Mount Pleasant, MI

#### Category 7, Best New Advertising Section (ROP and/or Classified)

HM PLACE / Circulation Class: B

*Welcome to Gladwin County!*

### Journal Register Company/Morning Star Publishing Group

Gladwin Buyer Guide, Mount Pleasant, MI

#### Category 17, Best Signature Page or Signature Section

3rd PLACE / Circulation Class: B

*Greetings At Christmastime!*

### Journal Register Company/Morning Star Publishing Group

Morning Sun, Mount Pleasant, MI

#### Category 3, Best Promotion to Build Circulation and/or Readership

1st PLACE / Circulation Class: E

*Life in the Morning Sun*

### Journal Register Company/Morning Star Publishing Group

Morning Sun, Mount Pleasant, MI

#### Category 5, Best Internal Communication

3rd PLACE / Circulation Class: E-F

*The Communicator*

### Journal Register Company/Morning Star Publishing Group

Morning Sun, Mount Pleasant, MI

#### Category 9, Best Classified Advertising Special Section

1st PLACE / Circulation Class: D-F

*Friday Fortunes*

### Journal Register Company/Morning Star Publishing Group

Morning Sun, Mount Pleasant, MI

#### Category 7, Best New Advertising Section (ROP and/or Classified)

HM PLACE / Circulation Class: E

*CMU 2006 MAC Champs*

### Journal Register Company/Morning Star Publishing Group

Morning Sun, Mount Pleasant, MI

#### Category 20, Best Homes Publication or Homes Special Section

2nd PLACE / Circulation Class: E-F

*Home Show 2007*

### Journal Register Company/Morning Star Publishing Group

Morning Sun, Mount Pleasant, MI

#### Category 14, Best Single ROP Ad (Two or More Colors)

2nd PLACE / Circulation Class: E

*Congratulations CMU Football*

### Journal Register Company/Morning Star Publishing Group

St. Johns Reminder, Mount Pleasant, MI

#### Category 11, Best Shopping Area Promotion Special Section

3rd PLACE / Circulation Class: B

*Shop Hometown for Holidays*

### Journal Register Company/Morning Star Publishing Group

St. Johns Reminder, Mount Pleasant, MI

#### Category 10, Best General Interest Promotion Special Section

HM PLACE / Circulation Class: B

*22nd Annual Mint Festival*

### Journal Register Company/Press Newspapers

County Press, Newtown Square, PA

#### Category 16, Best Cover Design

HM PLACE / Circulation Class: A

*Holiday Gift Guide II*

### Journal Register Company/Roe Jan Independent Publishing

The Independent, Hillsdale, NY

#### Category 7, Best New Advertising Section (ROP and/or Classified)

1st PLACE / Circulation Class: A

*Kids Draw the Ads*

### Journal Register Company/Roe Jan Independent Publishing

The Independent, Hillsdale, NY

#### Category 16, Best Cover Design

HM PLACE / Circulation Class: A

*Class of 2019*



## 2007 Advertising & Promotions Contest Winners

LOCAL PAPERS. | LOCAL NEWS. | LOYAL READERS.

Lee Enterprises, Inc.  
Chippewa Valley Newspapers, Chippewa Falls, WI  
**Category 19, Best Business Publication or Business Special Section**  
1st PLACE / Circulation Class: E  
*Chippewa Valley Business Report*

Lee Enterprises, Inc.  
Chippewa Valley Newspapers, Chippewa Falls, WI  
**Category 7, Best New Advertising Section (ROP and/or Classified)**  
2nd PLACE / Circulation Class: E  
*Chippewa Valley Web Directory*

Lee Enterprises, Inc.  
Fremont Tribune, Fremont, NE  
**Category 10, Best General Interest Promotion Special Section**  
1st PLACE / Circulation Class: E  
*Fremont Celebrates 150 Years*

Lee Enterprises, Inc.  
La Crosse Tribune, La Crosse, WI  
**Category 2, Best Ad Series**  
1st PLACE / Circulation Class: E-F  
*Mark Jewellers*

Lee Enterprises, Inc.  
La Crosse Tribune, La Crosse, WI  
**Category 15, Best Single Classified Ad (Two or More Colors)**  
1st PLACE / Circulation Class: E-F  
*Ray Hutson-Spadea*

Lee Enterprises, Inc.  
La Crosse Tribune, La Crosse, WI  
**Category 14, Best Single ROP Ad (Two or More Colors)**  
1st PLACE / Circulation Class: F  
*McDonald's Spadea*

Lee Enterprises, Inc.  
Mid-Valley Newspapers, Albany, OR  
**Category 20, Best Homes Publication or Homes Special Section**  
1st PLACE / Circulation Class: E-F  
*Tour of Homes*

Lee Enterprises, Inc.  
Mid-Valley Newspapers, Albany, OR  
**Category 10, Best General Interest Promotion Special Section**  
3rd PLACE / Circulation Class: F  
*Focus 2007 - My Life*

Lee Enterprises, Inc.  
Mid-Valley Newspapers, Albany, OR  
**Category 16, Best Cover Design**  
2nd PLACE / Circulation Class: E-F  
*Business Guide & Directory Service*

Lee Enterprises, Inc.  
Quad-City Times, Davenport, IA  
**Category 2, Best Ad Series**  
2nd PLACE / Circulation Class: E-F  
*Times of Your Life Campaign*

Lee Enterprises, Inc.  
Quad-City Times, Davenport, IA  
**Category 14, Best Single ROP Ad (Two or More Colors)**  
HM PLACE / Circulation Class: F  
*Swing of the Quad Cities Opening Day*

Lee Enterprises, Inc.  
Rapid City Journal, Rapid City, SD  
**Category 4, Best Advertising Sales Promotional Materials**  
2nd PLACE / Circulation Class: E-F  
*Sturgis Marketing Kit*

Lee Enterprises, Inc.  
Rapid City Journal, Rapid City, SD  
**Category 18, Best Graphically Designed Classified Section**  
1st PLACE / Circulation Class: E-F  
*Classified Section*

Lee Enterprises, Inc.  
Sioux City Journal, Sioux City, IA  
**Category 15, Best Single Classified Ad (Two or More Colors)**  
3rd PLACE / Circulation Class: E-F  
*Bewitching Blowout Buy*

Lee Enterprises, Inc.  
Sioux City Journal, Sioux City, IA  
**Category 12, Best Single Black & White ROP Ad**  
1st PLACE / Circulation Class: E-F  
*Twist & Shout*

Lee Enterprises, Inc.  
Sioux City Journal, Sioux City, IA  
**Category 12, Best Single Black & White ROP Ad**  
2nd PLACE / Circulation Class: E-F  
*Everything You Need to Live Beautifully*



## 2007 Advertising & Promotions Contest Winners

LOCAL PAPERS. | LOCAL NEWS. | LOYAL READERS.

Lee Enterprises, Inc.  
Sioux City Journal, Sioux City, IA  
**Category 14, Best Single ROP Ad (Two or More Colors)**  
2nd (tie) PLACE / Circulation Class: F  
*Pflanz Unleash the Power of Plasma*

Lee Enterprises, Inc.  
Sioux City Journal, Sioux City, IA  
**Category 14, Best Single ROP Ad (Two or More Colors)**  
3rd PLACE / Circulation Class: F  
*Pflanz Celebrate the Season*

Lee Enterprises, Inc.  
Suburban Journals of Greater St. Louis, St. Louis, MO  
**Category 2, Best Ad Series**  
2nd PLACE / Circulation Class: D  
*"JO" Journal Online*

Lee Enterprises, Inc.  
Suburban Journals of Greater St. Louis, St. Louis, MO  
**Category 3, Best Promotion to Build Circulation and/or Readership**  
1st PLACE / Circulation Class: D  
*"JO" Journal Online*

Lee Enterprises, Inc.  
Suburban Journals of Greater St. Louis, St. Louis, MO  
**Category 3, Best Promotion to Build Circulation and/or Readership**  
2nd PLACE / Circulation Class: D  
*St. Louis Bridal*

Lee Enterprises, Inc.  
Suburban Journals of Greater St. Louis, St. Louis, MO  
**Category 3, Best Promotion to Build Circulation and/or Readership**  
3rd PLACE / Circulation Class: D  
*St. Louis Cardinals Team of the Week*

Lee Enterprises, Inc.  
Suburban Journals of Greater St. Louis, St. Louis, MO  
**Category 3, Best Promotion to Build Circulation and/or Readership**  
HM PLACE / Circulation Class: D  
*Now Showing in Your Suburban Journal - Be A Star*

Lee Enterprises, Inc.  
Suburban Journals of Greater St. Louis, St. Louis, MO  
**Category 13, Best Single Black & White Classified Ad**  
2nd PLACE / Circulation Class: All Classes Combined  
*Progress West Healthcare - Image Ad*

Lee Enterprises, Inc.  
Suburban Journals of Greater St. Louis, St. Louis, MO  
**Category 13, Best Single Black & White Classified Ad**  
3rd PLACE / Circulation Class: All Classes Combined  
*BJC Home Care Services - Image Ad*

Lee Enterprises, Inc.  
Suburban Journals of Greater St. Louis, St. Louis, MO  
**Category 21, Best Classified Promotion**  
1st PLACE / Circulation Class: A-D  
*Survivor*

Lee Enterprises, Inc.  
Suburban Journals of Greater St. Louis, St. Louis, MO  
**Category 21, Best Classified Promotion**  
2nd PLACE / Circulation Class: A-D  
*Take a Colossal Tour Around the World*

Lee Enterprises, Inc.  
Suburban Journals of Greater St. Louis, St. Louis, MO  
**Category 21, Best Classified Promotion**  
3rd PLACE / Circulation Class: A-D  
*The Big Day*

Lee Enterprises, Inc.  
Suburban Journals of Greater St. Louis, St. Louis, MO  
**Category 22, Best Public Service/Community Event Promotion**  
2nd PLACE / Circulation Class: D  
*Old Newsboys Day*

Lee Enterprises, Inc.  
Suburban Journals of Greater St. Louis, St. Louis, MO  
**Category 29, Best Teenager or Young Person's Publication (Niche Product)**  
2nd PLACE / Circulation Class: All Classes Combined  
*Old Newsboys Day*

Lee Enterprises, Inc.  
Suburban Journals of Greater St. Louis, St. Louis, MO  
**Category 12, Best Single Black & White ROP Ad**  
1st PLACE / Circulation Class: D  
*"JO" Journal Online*

Lee Enterprises, Inc.  
Suburban Journals of Greater St. Louis, St. Louis, MO  
**Category 14, Best Single ROP Ad (Two or More Colors)**  
1st PLACE / Circulation Class: D  
*"JO" Journal Online - Go to Cabo with JO*



## 2007 Advertising & Promotions Contest Winners

LOCAL PAPERS. | LOCAL NEWS. | LOYAL READERS.

Lee Enterprises, Inc.  
The Daily Herald, Provo, UT  
**Category 19, Best Business Publication or Business Special Section**  
1st PLACE / Circulation Class: F  
*Daily Herald 100 - Local Business Goes Global*

Lee Enterprises, Inc.  
The Daily Herald, Provo, UT  
**Category 7, Best New Advertising Section (ROP and/or Classified)**  
3rd PLACE / Circulation Class: F  
*When Disaster Happens to You*

Lee Enterprises, Inc.  
The Pantagraph, Bloomington, IL  
**Category 19, Best Business Publication or Business Special Section**  
2nd PLACE / Circulation Class: F  
*B2B*

Lee Enterprises, Inc.  
The Pantagraph, Bloomington, IL  
**Category 23, Best Classified Special Section**  
1st PLACE / Circulation Class: E-F  
*Auto Preview 2007*

Lee Enterprises, Inc.  
The Pantagraph, Bloomington, IL  
**Category 27, Best Employment Publication**  
2nd PLACE / Circulation Class: All Classes Combined  
*NowHiring*

Lee Enterprises, Inc.  
The Pantagraph, Bloomington, IN  
**Category 18, Best Graphically Designed Classified Section**  
3rd PLACE / Circulation Class: E-F  
*Pantagraph Classifieds*

Lee Enterprises, Inc.  
The Post-Star, Glen Falls, NY  
**Category , Advertising Director of the Year**  
1st PLACE / Circulation Class: Daily  
*Jim Murphy*

Lee Enterprises, Inc.  
The Times and Democrat, Orangeburg, SC  
**Category 22, Best Public Service/Community Event Promotion**  
1st PLACE / Circulation Class: E-F  
*The Times and Democrat's 125th Anniversary*

Lee Enterprises, Inc.  
The Times of Northwest Indiana, Munster, IN  
**Category 16, Best Cover Design**  
3rd PLACE / Circulation Class: E-F  
*Festival of Lakes*

Lee Enterprises, Inc.  
The Times of Northwest Indiana, Munster, IN  
**Category 14, Best Single ROP Ad (Two or More Colors)**  
2nd (tie) PLACE / Circulation Class: F  
*Karma Tobacco*

Metroland Media Group, Ltd.  
Corporate Office-Specialty Publications, Toronto, ON  
**Category 8, Best ROP Advertising Section**  
1st PLACE / Circulation Class: D  
*Giftcard - Holiday Gift Guide 2006*

Metroland Media Group, Ltd.  
Corporate Office-Specialty Publications, Toronto, ON  
**Category 27, Best Employment Publication**  
1st (tie) PLACE / Circulation Class: All Classes Combined  
*Career Choices-Spring 2006*

Metroland Media Group, Ltd.  
Corporate Office-Specialty Publications, Toronto, ON  
**Category 27, Best Employment Publication**  
1st (tie) PLACE / Circulation Class: All Classes Combined  
*Today's Healthcare-Careers Spring 2006*

Metroland Media Group, Ltd.  
Corporate Office-Specialty Publications, Toronto, ON  
**Category 16, Best Cover Design**  
1st PLACE / Circulation Class: D  
*Live It! - Spring 2006*

Metroland Media Group, Ltd.  
Toronto Community News, Toronto, ON  
**Category 6, Best Rate Card**  
3rd PLACE / Circulation Class: C  
*Centre of the City Rate Card*

Metroland Media Group, Ltd.  
Toronto Community News, Toronto, ON  
**Category 11, Best Shopping Area Promotion Special Section**  
3rd PLACE / Circulation Class: C-D  
*Taste of the Kingsway*

**Metroland Media Group, Ltd.**

Toronto Community News, Toronto, ON

**Category 13, Best Single Black & White Classified Ad**

HM PLACE / Circulation Class: All Classes Combined

*Be a School Bus Driver*

**Metroland Media Group, Ltd.**

Toronto Community News, Toronto, ON

**Category 17, Best Signature Page or Signature Section**

2nd (tie) PLACE / Circulation Class: D

*Berry Merry Christmas*

**Metroland Media Group, Ltd.**

Toronto Community News, Toronto, ON

**Category 27, Best Employment Publication**

HM PLACE / Circulation Class: All Classes Combined

*Hire Expectations*

**Metroland Media Group, Ltd.**

Toronto Community News, Toronto, ON

**Category 16, Best Cover Design**

3rd PLACE / Circulation Class: A

*Fall in Love with Etobicoke*

**Metroland Media Group, Ltd.**

Toronto Community News, Toronto, ON

**Category 12, Best Single Black & White ROP Ad**

3rd PLACE / Circulation Class: C

*Walk-Dry*

**Metroland Media Group, Ltd./Durham Division**

Ajax Pickering News Advertiser, Ajax, ON

**Category 3, Best Promotion to Build Circulation and/or Readership**

HM PLACE / Circulation Class: C

*Saluting our Carriers*

**Metroland Media Group, Ltd./Durham Division**

Ajax Pickering News Advertiser, Ajax, ON

**Category 4, Best Advertising Sales Promotional Materials**

3rd PLACE / Circulation Class: C

*Metro East Home & Garden Show*

**Metroland Media Group, Ltd./Durham Division**

Ajax Pickering News Advertiser, Ajax, ON

**Category 11, Best Shopping Area Promotion Special Section**

1st PLACE / Circulation Class: C-D

*Baywood Centre Holiday Shopping Guide*

**Metroland Media Group, Ltd./Durham Division**

Ajax Pickering News Advertiser, Ajax, ON

**Category 19, Best Business Publication or Business Special Section**

2nd PLACE / Circulation Class: B

*Durham Trade & Commerce*

**Metroland Media Group, Ltd./Durham Division**

Ajax Pickering News Advertiser, Ajax, ON

**Category 26, Best Automotive Publication (Niche Product)**

1st (tie) PLACE / Circulation Class: All Classes Combined

*Durham Wheels*

**Metroland Media Group, Ltd./Durham Division**

Northumberland News, Cobourg, ON

**Category 17, Best Signature Page or Signature Section**

1st PLACE / Circulation Class: B

*Rotary Awareness*

**Metroland Media Group, Ltd./Durham Division**

Northumberland News, Cobourg, ON

**Category 26, Best Automotive Publication (Niche Product)**

2nd PLACE / Circulation Class: All Classes Combined

*Wheels Preview*

**Metroland Media Group, Ltd./Durham Division**

Oshawa/Whitby This Week, Oshawa, ON

**Category 14, Best Single ROP Ad (Two or More Colors)**

2nd PLACE / Circulation Class: C

*No Frills*

**Metroland Media Group, Ltd./Durham Division**

Oshawa/Whitby This Week, Oshawa, ON

**Category 26, Best Automotive Publication (Niche Product)**

1st (tie) PLACE / Circulation Class: All Classes Combined

*Durham Wheels*

**Metroland Media Group, Ltd./Durham Division**

Oshawa/Whitby This Week, Oshawa, ON

**Category 2, Best Ad Series**

2nd PLACE / Circulation Class: B

*The Phone Book Has Officially Evolved*

**Metroland Media Group, Ltd./Durham Division**

Oshawa/Whitby/Clarington This Week, Oshawa, ON

**Category 17, Best Signature Page or Signature Section**

1st PLACE / Circulation Class: D

*Christmas Carols 2006*

**Metroland Media Group, Ltd./Durham Division**  
Oshawa/Whitby/Clarington This Week, Oshawa, ON  
Category 17, Best Signature Page or Signature Section  
HM PLACE / Circulation Class: D  
*Remembrance Day November 11, 2006*

**Metroland Media Group, Ltd./Durham Division**  
Oshawa/Whitby/Clarington This Week, Oshawa, ON  
Category 18, Best Graphically Designed Classified Section  
3rd PLACE / Circulation Class: D  
*Classified Section*

**Metroland Media Group, Ltd./Durham Division**  
Oshawa/Whitby/Clarington This Week, Oshawa, ON  
Category 25, Best Kids Publications (Niche Product)  
3rd PLACE / Circulation Class: All Classes Combined  
*Captain Squirt Fire Safety Adventure Book*

**Metroland Media Group, Ltd./Brampton Division**  
Brampton Guardian, Brampton, ON  
Category 8, Best ROP Advertising Section  
3rd PLACE / Circulation Class: D  
*Brampton Guardian Wheels*

**Metroland Media Group, Ltd./Brampton Division**  
Brampton Guardian, Brampton, ON  
Category 7, Best New Advertising Section (ROP and/or Classified)  
2nd PLACE / Circulation Class: D  
*Rose Theatre Opening*

**Metroland Media Group, Ltd./Brampton Division**  
Brampton Guardian, Brampton, ON  
Category 16, Best Cover Design  
2nd PLACE / Circulation Class: D  
*Rose Theatre*

**Metroland Media Group, Ltd./Brampton Division**  
Caledon Enterprise, Bolton, ON  
Category 19, Best Business Publication or Business Special Section  
HM PLACE / Circulation Class: B  
*Caledon Business Matters*

**Metroland Media Group, Ltd./Brampton Division**  
Caledon Enterprise, Bolton, ON  
Category 10, Best General Interest Promotion Special Section  
3rd PLACE / Circulation Class: B  
*Sideroads of Caledon/Erin*

**Metroland Media Group, Ltd./Brampton Division**  
Orangeville Banner, Orangeville, ON  
Category 7, Best New Advertising Section (ROP and/or Classified)  
3rd PLACE / Circulation Class: B  
*Readers Choice Awards*

**Metroland Media Group, Ltd./Halton Division**  
Burlington Post, Burlington, ON  
Category 9, Best Classified Advertising Special Section  
2nd PLACE / Circulation Class: A-C  
*Feature Calendar - April*

**Metroland Media Group, Ltd./Halton Division**  
Burlington Post, Burlington, ON  
Category 17, Best Signature Page or Signature Section  
3rd PLACE / Circulation Class: C  
*Burlington Business Honor Roll*

**Metroland Media Group, Ltd./Halton Division**  
Burlington Post, Burlington, ON  
Category 7, Best New Advertising Section (ROP and/or Classified)  
1st PLACE / Circulation Class: C  
*Her*

**Metroland Media Group, Ltd./Halton Division**  
Burlington Post, Burlington, ON  
Category 20, Best Homes Publication or Homes Special Section  
3rd PLACE / Circulation Class: C  
*Portfolio of New Homes*

**Metroland Media Group, Ltd./Halton Division**  
Burlington Post, Burlington, ON  
Category 14, Best Single ROP Ad (Two or More Colors)  
1st PLACE / Circulation Class: C  
*Hair X-tacy*

**Metroland Media Group, Ltd./Mississauga Division**  
Mississauga News, Mississauga, ON  
Category 6, Best Rate Card  
1st PLACE / Circulation Class: C  
*Goodlife Rate Card*

**Metroland Media Group, Ltd./Mississauga Division**  
Mississauga News, Mississauga, ON  
Category 6, Best Rate Card  
2nd PLACE / Circulation Class: B  
*Manor Media Kit*



## 2007 Advertising & Promotions Contest Winners

LOCAL PAPERS. | LOCAL NEWS. | LOYAL READERS.

Metroland Media Group, Ltd./Mississauga Division  
Mississauga News, Mississauga, ON  
**Category 6, Best Rate Card**  
2nd (tie) PLACE / Circulation Class: D  
*Mississauga.com Media Kit*

Metroland Media Group, Ltd./Mississauga Division  
Mississauga News, Mississauga, ON  
**Category 6, Best Rate Card**  
3rd PLACE / Circulation Class: D  
*2007 Mississauga Community Guide Rate Card*

Metroland Media Group, Ltd./Mississauga Division  
Mississauga News, Mississauga, ON  
**Category 9, Best Classified Advertising Special Section**  
3rd PLACE / Circulation Class: D-F  
*Classified Career Training Section*

Metroland Media Group, Ltd./Mississauga Division  
Mississauga News, Mississauga, ON  
**Category 18, Best Graphically Designed Classified Section**  
2nd PLACE / Circulation Class: D  
*Mississauga News Classified Section*

Metroland Media Group, Ltd./Mississauga Division  
Mississauga News, Mississauga, ON  
**Category 23, Best Classified Special Section**  
3rd PLACE / Circulation Class: D  
*Classified In-Paper Job Search Section*

Metroland Media Group, Ltd./Mississauga Division  
Mississauga News, Mississauga, ON  
**Category 28, Best Real Estate or Homes Publication (Niche Product)**  
3rd PLACE / Circulation Class: All Classes Combined  
*Manor Magazine*

Metroland Media Group, Ltd./Mississauga Division  
Mississauga News, Mississauga, ON  
**Category 29, Best Teenager or Young Person's Publication (Niche Product)**  
1st PLACE / Circulation Class: All Classes Combined  
*Grind Magazine*

Metroland Media Group, Ltd./Mississauga Division  
Mississauga News, Mississauga, ON  
**Category 7, Best New Advertising Section (ROP and/or Classified)**  
HM PLACE / Circulation Class: D  
*Summer in the City*

Metroland Media Group, Ltd./Mississauga Division  
Mississauga News, Mississauga, ON  
**Category 10, Best General Interest Promotion Special Section**  
1st PLACE / Circulation Class: D  
*Welcome Home - June 2006*

Metroland Media Group, Ltd./Simcoe Division  
Alliston Herald, Alliston, ON  
**Category 17, Best Signature Page or Signature Section**  
2nd PLACE / Circulation Class: B  
*The Alliston Hornets 2006-2007*

Metroland Media Group, Ltd./Simcoe Division  
Alliston Herald, Alliston, ON  
**Category 7, Best New Advertising Section (ROP and/or Classified)**  
HM PLACE / Circulation Class: B  
*Protect Our Children*

Metroland Media Group, Ltd./Simcoe Division  
Alliston Herald, Alliston, ON  
**Category 16, Best Cover Design**  
2nd PLACE / Circulation Class: B  
*Sideroads of South Simcoe-Winter 2006*

Metroland Media Group, Ltd./Simcoe Division  
Alliston Herald, Alliston, ON  
**Category 16, Best Cover Design**  
HM PLACE / Circulation Class: B  
*Season's Greetings 2006*

Metroland Media Group, Ltd./Simcoe Division  
Beyond the City/Bracebridge Examiner, Bracebridge, ON  
**Category 28, Best Real Estate or Homes Publication (Niche Product)**  
2nd PLACE / Circulation Class: All Classes Combined  
*Beyond The City*

Metroland Media Group, Ltd./York Division  
The Era-Banner, Newmarket, ON  
**Category 8, Best ROP Advertising Section**  
2nd PLACE / Circulation Class: C  
*Automotive Advertising - Wheels*

New York Times Regional Media Group  
The Ledger, Lakeland, FL  
**Category 21, Best Classified Promotion**  
1st PLACE / Circulation Class: E-F  
*Biggest Classifieds*



## 2007 Advertising & Promotions Contest Winners

LOCAL PAPERS. | LOCAL NEWS. | LOYAL READERS.

### New York Times Regional Media Group

The Ledger, Lakeland, FL

#### Category 7, Best New Advertising Section (ROP and/or Classified)

HM PLACE / Circulation Class: F

*Lakeland Dreadnaught Tribute*

### New York Times Regional Media Group

Times-News, Hendersonville, NC

#### Category 4, Best Advertising Sales Promotional Materials

2nd PLACE / Circulation Class: E-F

*Mountain Traditions*

### New York Times Regional Media Group

Times-News, Hendersonville, NC

#### Category 6, Best Rate Card

HM PLACE / Circulation Class: E-F

*Times-News Advertising Rate Card*

### New York Times Regional Media Group

Times-News, Hendersonville, NC

#### Category 11, Best Shopping Area Promotion Special Section

2nd PLACE / Circulation Class: E-F

*Downtown Guide*

### New York Times Regional Media Group

Times-News, Hendersonville, NC

#### Category 7, Best New Advertising Section (ROP and/or Classified)

1st PLACE / Circulation Class: E

*Good Eats Cookbook*

### New York Times Regional Media Group

Times-News, Hendersonville, NC

#### Category 10, Best General Interest Promotion Special Section

2nd PLACE / Circulation Class: E

*Health & Fitness Directory*

### New York Times Regional Media Group

Times-News, Hendersonville, NC

#### Category 10, Best General Interest Promotion Special Section

3rd PLACE / Circulation Class: E

*Mountain Traditions*

### Ottaway Newspapers/Pocono Mountains Media Group

Pocono Record, Stroudsburg, PA

#### Category 7, Best New Advertising Section (ROP and/or Classified)

HM PLACE / Circulation Class: E

*Where We Live - Stroudsburg*

### Ottaway Newspapers/South Coast Media Group

New England Business Bulletin, New Bedford, MA

#### Category 19, Best Business Publication or Business Special Section

3rd PLACE / Circulation Class: C-D

*NEBB*

### Ottaway Newspapers/South Coast Media Group

The Standard-Times, New Bedford, MA

#### Category 20, Best Homes Publication or Homes Special Section

3rd PLACE / Circulation Class: E-F

*American Home Week*

### Patuxent Publishing Company

Chesapeake Home Magazine, Columbia, MD

#### Category 28, Best Real Estate or Homes Publication (Niche Product)

1st PLACE / Circulation Class: All Classes Combined

*Best Homes Publication*

### Patuxent Publishing Company

Columbia Flyer, Columbia, MD

#### Category 12, Best Single Black & White ROP Ad

1st PLACE / Circulation Class: C

*Columbia Association*

### Patuxent Publishing Company

Howard County Times, Columbia, MD

#### Category 2, Best Ad Series

1st PLACE / Circulation Class: D

*Your News is Our News*

### Patuxent Publishing Company

Howard County Times, Columbia, MD

#### Category 11, Best Shopping Area Promotion Special Section

2nd PLACE / Circulation Class: B

*Fall at Chatham Station*

### Patuxent Publishing Company

Patuxent Publishing Company, Columbia, MD

#### Category 20, Best Homes Publication or Homes Special Section

2nd PLACE / Circulation Class: D

*Fall Preview of Homes*

### Peak Publishing, Ltd.

Powell River Peak, Powell River, BC

#### Category 2, Best Ad Series

1st PLACE / Circulation Class: A

*Get in the Way*



## 2007 Advertising & Promotions Contest Winners

LOCAL PAPERS. | LOCAL NEWS. | LOYAL READERS.

### Peak Publishing, Ltd.

Powell River Peak, Powell River, BC

#### Category 11, Best Shopping Area Promotion Special Section

3rd PLACE / Circulation Class: A

*Blackberry Festival 2006*

### Peak Publishing, Ltd.

Powell River Peak, Powell River, BC

#### Category 22, Best Public Service/Community Event Promotion

2nd PLACE / Circulation Class: B

*Allan Cup Fever*

### Peak Publishing, Ltd.

Powell River Peak, Powell River, BC

#### Category 14, Best Single ROP Ad (Two or More Colors)

3rd PLACE / Circulation Class: A

*Life in Style*

### Peak Publishing, Ltd.

Powell River Peak, Powell River, BC

#### Category 14, Best Single ROP Ad (Two or More Colors)

HM PLACE / Circulation Class: A

*Re/Max - Helena Kelly*

### People Newspapers

People Newspapers, Dallas, TX

#### Category 20, Best Homes Publication or Homes Special Section

1st PLACE / Circulation Class: C

*Homes & Estates - February 2007 Edition*

### Post Newsweek Media, Inc.

The Gazette, Gaithersburg, MD

#### Category 2, Best Ad Series

3rd PLACE / Circulation Class: D

*Healthy Challenge*

### Post Newsweek Media, Inc.

The Gazette, Gaithersburg, MD

#### Category 4, Best Advertising Sales Promotional Materials

1st (tie) PLACE / Circulation Class: D

*The Gazette 2007 Media Kit*

### Post Newsweek Media, Inc.

The Gazette, Gaithersburg, MD

#### Category 6, Best Rate Card

1st PLACE / Circulation Class: D

*The Gazette 2007 Media Kit*

### Post Newsweek Media, Inc.

The Gazette, Gaithersburg, MD

#### Category 9, Best Classified Advertising Special Section

2nd PLACE / Circulation Class: D-F

*Summer Camps Guide 2*

### Post Newsweek Media, Inc.

The Gazette, Gaithersburg, MD

#### Category 13, Best Single Black & White Classified Ad

1st PLACE / Circulation Class: All Classes Combined

*MCPS Bus Driver Ad*

### Post Newsweek Media, Inc.

The Gazette, Gaithersburg, MD

#### Category 17, Best Signature Page or Signature Section

2nd (tie) PLACE / Circulation Class: D

*The Beary Merry Holiday Campaign*

### Post Newsweek Media, Inc.

The Gazette, Gaithersburg, MD

#### Category 19, Best Business Publication or Business Special Section

1st PLACE / Circulation Class: B

*Business Gazette*

### Post Newsweek Media, Inc.

The Gazette, Gaithersburg, MD

#### Category 7, Best New Advertising Section (ROP and/or Classified)

1st PLACE / Circulation Class: D

*101 Things to Do*

### Post Newsweek Media, Inc.

The Gazette & The Star, Gaithersburg, MD

#### Category 22, Best Public Service/Community Event Promotion

3rd PLACE / Circulation Class: D

*2007 Prince George's County Spelling Bee*

### Post Newsweek Media, Inc.

The Gazette & The Star, Gaithersburg, MD

#### Category 14, Best Single ROP Ad (Two or More Colors)

HM PLACE / Circulation Class: D

*Furniture Now! Tent Sale*

### Press Publications

Forest Lake Press, White Bear Lake, MN

#### Category 12, Best Single Black & White ROP Ad

2nd PLACE / Circulation Class: A

*Wally McCarthy - Stop In ... Drive Out*



## 2007 Advertising & Promotions Contest Winners

LOCAL PAPERS. | LOCAL NEWS. | LOYAL READERS.

### Queens Publishing Corporation/TimesLedger Newspapers

Bayside Times, Bayside, NY

#### Category 2, Best Ad Series

3rd PLACE / Circulation Class: B

*Allergy & Asthma*

### Queens Publishing Corporation/TimesLedger Newspapers

Bayside Times, Bayside, NY

#### Category 18, Best Graphically Designed Classified Section

2nd PLACE / Circulation Class: A-C

*Classified Section*

### Queens Publishing Corporation/TimesLedger Newspapers

Bayside Times, Bayside, NY

#### Category 10, Best General Interest Promotion Special Section

2nd PLACE / Circulation Class: B

*Guide to Queens*

### Queens Publishing Corporation/TimesLedger Newspapers

Bayside Times, Bayside, NY

#### Category 10, Best General Interest Promotion Special Section

1st PLACE / Circulation Class: C

*Hong Kong Dragon Boat*

### Queens Publishing Corporation/TimesLedger Newspapers

Bayside Times, Bayside, NY

#### Category 10, Best General Interest Promotion Special Section

3rd PLACE / Circulation Class: C

*Memorial Day*

### Queens Publishing Corporation/TimesLedger Newspapers

Bayside Times, Bayside, NY

#### Category 16, Best Cover Design

HM PLACE / Circulation Class: C

*Guide to Queens*

### Recorder Community Newspapers

Echoes-Sentinel, Bernardsville, NJ

#### Category 12, Best Single Black & White ROP Ad

1st (tie) PLACE / Circulation Class: A

*Tired of Heavy Periods*

### Recorder Community Newspapers

Observer-Tribune, Bernardsville, NJ

#### Category 17, Best Signature Page or Signature Section

2nd PLACE / Circulation Class: A

*Resolutions*

### Recorder Community Newspapers

The Bernardsville News, Bernardsville, NJ

#### Category 17, Best Signature Page or Signature Section

3rd PLACE / Circulation Class: A

*Have a Safe Halloween*

### Recorder Community Newspapers

The Bernardsville News, Bernardsville, NJ

#### Category 20, Best Homes Publication or Homes Special Section

1st PLACE / Circulation Class: B

*The Estates of New Jersey*

### Recorder Community Newspapers

The Bernardsville News, Bernardsville, NJ

#### Category 20, Best Homes Publication or Homes Special Section

3rd PLACE / Circulation Class: B

*Fall Real Estate Review*

### Recorder Community Newspapers

The Bernardsville News, Bernardsville, NJ

#### Category 10, Best General Interest Promotion Special Section

3rd PLACE / Circulation Class: A

*Parenting*

### Recorder Community Newspapers

The Bernardsville News, Bernardsville, NJ

#### Category 16, Best Cover Design

HM PLACE / Circulation Class: A

*Golf New Jersey*

### Recorder Community Newspapers

The Bernardsville News, Bernardsville, NJ

#### Category 16, Best Cover Design

2nd PLACE / Circulation Class: A

*Bonnie Brae Pole Classic*

### Review Publishing, L.P.

Atlantic City Weekly, West Atlantic City, NJ

#### Category 22, Best Public Service/Community Event Promotion

2nd PLACE / Circulation Class: C

*Top 40 Under 40*

### Review Publishing, L.P.

Atlantic City Weekly, West Atlantic City, NJ

#### Category 23, Best Classified Special Section

3rd PLACE / Circulation Class: A-C

*Fall 2006 Job Finder*



## 2007 Advertising & Promotions Contest Winners

LOCAL PAPERS. | LOCAL NEWS. | LOYAL READERS.

Review Publishing, L.P.  
Atlantic City Weekly, West Atlantic City, NJ  
**Category 10, Best General Interest Promotion Special Section**  
HM PLACE / Circulation Class: C  
*Spring 2006 Bridal*

Richner Communications, Inc.  
Herald Community Newspapers, Garden City, NY  
**Category 16, Best Cover Design**  
HM PLACE / Circulation Class: D  
*At Home - Best Cover Design*

Richner Communications, Inc.  
Herald Community Newspapers, Garden City, NY  
**Category 17, Best Signature Page or Signature Section**  
3rd PLACE / Circulation Class: D  
*Halloween Safety Tips*

Richner Communications, Inc.  
Herald Community Newspapers, Garden City, NY  
**Category 20, Best Homes Publication or Homes Special Section**  
3rd PLACE / Circulation Class: D  
*Best Homes Special Section*

Rust Communications  
Southeast Missourian Jr., Cape Girardeau, MO  
**Category 25, Best Kids Publications (Niche Product)**  
1st PLACE / Circulation Class: All Classes Combined  
*Southeast Missourian Jr.*

Schurz Communications, Inc.  
The South Bend Tribune, South Bend, IN  
**Category 15, Best Single Classified Ad (Two or More Colors)**  
2nd PLACE / Circulation Class: E-F  
*Cars Wars/Gates Chevy World*

Shaw Newspapers/NorthWest News Group of Greater Chicago  
Lake County Journals, Grays Lake, IL  
**Category 3, Best Promotion to Build Circulation and/or Readership**  
2nd PLACE / Circulation Class: A-B  
*Something Big is Coming*

Shaw Newspapers/NorthWest News Group of Greater Chicago  
NorthWest News Group, Crystal Lake, IL  
**Category 4, Best Advertising Sales Promotional Materials**  
1st PLACE / Circulation Class: E-F  
*NorthWest News Group Media Kit*

Shaw Newspapers/NorthWest News Group of Greater Chicago  
NorthWest News Group, Crystal Lake, IL  
**Category 5, Best Internal Communication**  
2nd PLACE / Circulation Class: E-F  
*NorthWest News*

Shaw Newspapers/NorthWest News Group of Greater Chicago  
NorthWest News Group, Crystal Lake, IL  
**Category 5, Best Internal Communication**  
HM PLACE / Circulation Class: E-F  
*The NorthWest News Group Way*

Shore Publishing, LLC  
Shore Publishing, Madison, CT  
**Category 4, Best Advertising Sales Promotional Materials**  
2nd PLACE / Circulation Class: D  
*Testimonial Video*

Shore Publishing, LLC  
Shore Publishing, Madison, CT  
**Category 6, Best Rate Card**  
2nd (tie) PLACE / Circulation Class: D  
*Shore Publishing Rate Card*

Small Newspaper Group  
Post Bulletin Company, LLC, Rochester, MN  
**Category 17, Best Signature Page or Signature Section**  
1st PLACE / Circulation Class: F  
*Pigskin Preview 2006*

Small Newspaper Group  
Post Bulletin Company, LLC, Rochester, MN  
**Category 18, Best Graphically Designed Classified Section**  
2nd PLACE / Circulation Class: E-F  
*Classified Section*

Small Newspaper Group  
Post Bulletin Company, LLC, Rochester, MN  
**Category 16, Best Cover Design**  
1st PLACE / Circulation Class: E-F  
*A Time of Remembrance*

Sun-Times News Group  
Lake County News-Sun, Waukegan, IL  
**Category 10, Best General Interest Promotion Special Section**  
HM PLACE / Circulation Class: E  
*Amazing People/Progress 2007*



## 2007 Advertising & Promotions Contest Winners

LOCAL PAPERS. | LOCAL NEWS. | LOYAL READERS.

**Sun-Times News Group**  
Northwest Zone, Glenview, IL  
Category 16, Best Cover Design  
1st PLACE / Circulation Class: C  
*Northwest Business Profiles Cover*

**Sun-Times News Group**  
The Daily Southtown, Tinley Park, IL  
Category 3, Best Promotion to Build Circulation and/or Readership  
1st PLACE / Circulation Class: F  
*Daily Southtown Centennial Celebration*

**Sun-Times News Group**  
The Daily Southtown, Tinley Park, IL  
Category 19, Best Business Publication or Business Special Section  
3rd PLACE / Circulation Class: F  
*Chicago Southland Business Magazine*

**Sun-Times News Group**  
The Star, Tinley Park, IL  
Category 14, Best Single ROP Ad (Two or More Colors)  
HM PLACE / Circulation Class: B  
*Graff Gardens*

**The EXPLORER Newspapers**  
The EXPLORER Newspapers, Tucson, AZ  
Category 19, Best Business Publication or Business Special Section  
1st PLACE / Circulation Class: C-D  
*2007 Map & Guide - Business Directory*

**The World Company**  
Lawrence Journal-World, Lawrence, KS  
Category 1, Best Advertising Sales Training Materials  
2nd PLACE / Circulation Class: All Classes Combined  
*Lawrence Journal-World Training*

**The World Company**  
Lawrence Journal-World, Lawrence, KS  
Category 3, Best Promotion to Build Circulation and/or Readership  
2nd PLACE / Circulation Class: E  
*Excellence Through Exceptional People*

**The World Company**  
Lawrence Journal-World, Lawrence, KS  
Category 4, Best Advertising Sales Promotional Materials  
HM PLACE / Circulation Class: E-F  
*Lawrence Bride*

**The World Company**  
Lawrence Journal-World, Lawrence, KS  
Category 11, Best Shopping Area Promotion Special Section  
1st PLACE / Circulation Class: E-F  
*Holiday Gift Catalog*

**The World Company**  
Lawrence Journal-World, Lawrence, KS  
Category 22, Best Public Service/Community Event Promotion  
3rd PLACE / Circulation Class: E-F  
*Lawrence Largest Car Sale*

**The World Company**  
Lawrence Journal-World, Lawrence, KS  
Category 29, Best Teenager or Young Person's Publication (Niche Product)  
3rd PLACE / Circulation Class: All Classes Combined  
*Lawrence.com*