



2008 Advertising & Promotions Contest Winners – Category Order

Category: 101A

Special Award — Advertising Director or Manager of the Year
Community Newspaper Group of Post-Newsweek Media Inc.
The Gazette, Gaithersburg, MD
Class: Non-Daily, **1st Place**
TRINA LAPIER

Category: 101B

Special Award — Advertising Director or Manager of the Year
The World Company
Lawrence Journal-World, Lawrence, KS
Class: Daily, **1st Place**
SARA WILHELM

Category: 103

Special Award – Best Implementation of Newspaper Next Principals
Ottaway Newspapers, Inc.
SouthCoast Media Group, New Bedford, MA
Class: B, **1st Place**
DISCOVER NEW BEDFORD

Category: 104

Special Award – Best Innovation
Metroland Media Group, Ltd.
Hamilton Spectator, Hamilton, ON
Class: All Classes Combined, **1st Place**
INNOVATION CULTURE

Category: 104

Special Award – Best Innovation
Lee Enterprises, Inc.
Orangeburg Times and Democrat, Orangeburg, SC
Class: Newspaper Group, **2nd Place**
2007 DEMOCRATIC DEBATE

Category: 1

Best Advertising Sales Training Materials
American Community Newspapers, Inc.
Minnesota Sun Newspapers, Eden Prairie, MN
Class: All Classes Combined, **1st Place**
SALES TRAINING MATERIAL FOR SUN NEWSPAPERS

Category: 1

Best Advertising Sales Training Materials
Shaw Suburban Media/Northwest News Group
Northwest Herald, Crystal Lake, IL
Class: All Classes Combined, **2nd Place**
VALUE BASED SELLING

Category: 1

Best Advertising Sales Training Materials
Metroland Media Group, Ltd./Mississauga Division
The Mississauga News, Mississauga, ON
Class: All Classes Combined, **3rd Place**
WELCOME TO THE MISSISSAUGA NEWS

Category: 1

Best Advertising Sales Training Materials
Shaw Suburban Media/Northwest News Group
Northwest Herald, Crystal Lake, IL
Class: All Classes Combined, **Honorable Mention**
P3: PEAK PERFORMANCE PROGRAM

Category: 2

Best Ad Series
Recorder Community Newspapers
The Bernardsville News, Bernardsville, NJ
Class: A, **1st Place**
HIGHLANDS ART GALLERY

Category: 2

Best Ad Series
Recorder Community Newspapers
The Bernardsville News, Bernardsville, NJ
Class: A, **2nd Place**
SPA REJUV

Category: 2

Best Ad Series
Mustang Times, LLC
Mustang Times, Mustang, OK
Class: A, **3rd Place**
BEDDING DOWN

Category: 2

Best Ad Series
Patuxent Publishing Company
Columbia, MD
Class: B&C, **1st Place**
ST. JOHN'S JEWELERS

Category: 2

Best Ad Series
Black Press/Lower Mainland Publishing
North Shore Outlook, North Vancouver, BC
Class: B&C, **2nd Place**
THOMAS FX



2008 Advertising & Promotions Contest Winners – Category Order

Category: 2
Best Ad Series
TimesLedger Newspapers
Bayside Times, Bayside, NY
Class: B&C, **3rd Place**
ALLERGY & ASTHMA FAMILY CARE CENTER

Category: 2
Best Ad Series
Metroland Media Group, Ltd.
Niagara This Week - Gold Book, Hamilton, ON
Class: D, **1st Place**
CELEBRATING 10 YEARS OF INNOVATION

Category: 2
Best Ad Series
Metroland Media Group, Ltd./Mississauga Division
The Mississauga News, Mississauga, ON
Class: D, **2nd Place**
PLANET ORGANIC CREATIVE COOKING

Category: 2
Best Ad Series
Metroland Media Group, Ltd./Toronto Division-Metroland
My Village, Willowdale, ON
Class: D, **3rd Place**
EDIBLE ARRANGEMENTS

Category: 2
Best Ad Series
The World Company
Lawrence Journal-World, Lawrence, KS
Class: E, **1st Place**
MARKETPLACE - "WHATEVER"

Category: 2
Best Ad Series
Community Newspaper Holdings, Inc.
Laurel Leader-Call, Laurel, MS
Class: E, **2nd Place**
CITY BUILDING SUPPLY NAME CHANGE

Category: 2
Best Ad Series
The World Company
Lawrence Journal-World, Lawrence, KS
Class: E, **3rd Place**
MARKETPLACE - "PEOPLE"

Category: 2
Best Ad Series
Lee Enterprises, Inc.
Quad-City Times, Davenport, IA
Class: F, **1st Place**
MORE CAMPAIGN

Category: 2
Best Ad Series
Lee Enterprises, Inc.
Herald & Review, Decatur, IL
Class: F, **2nd Place**
SUBSCRIBE TO THE HERALD & REVIEW AD SERIES

Category: 2
Best Ad Series
Sun-Times News Group
Various Publications, Chicago, IL
Class: F, **3rd Place**
DID YOU KNOW?

Category: 3
Best Promotion to Build Circulation and/or Readership
Black Press/Lower Mainland Publishing
Chilliwack Progress, Chilliwack, BC
Class: A&B, **1st Place**
OUTCAST III - BUSINESS EDITION

Category: 3
Best Promotion to Build Circulation and/or Readership
Black Press/Lower Mainland Publishing
Chilliwack Progress, Chilliwack, BC
Class: A&B, **2nd Place**
LIVING FREE IS EASY

Category: 3
Best Promotion to Build Circulation and/or Readership
Cleveland Jewish Publication Company
Cleveland Jewish News, Beachwood, OH
Class: A&B, **3rd Place**
DANCING WITH THE STARS . . . OF DAVID

Category: 3
Best Promotion to Build Circulation and/or Readership
Black Press/Lower Mainland Publishing
Abbotsford News, Abbotsford, BC
Class: C&D, **1st Place**
ANNE WILLIAMS



2008 Advertising & Promotions Contest Winners – Category Order

Category: 3

Best Promotion to Build Circulation and/or Readership

Consumer News Services

ThisWeek Community Newspapers, Lewis Center, OH

Class: C&D, **2nd Place**

READ THE RED CAMPAIGN

Category: 3

Best Promotion to Build Circulation and/or Readership

Lee Enterprises, Inc.

Suburban Journals of Greater St. Louis, Town & Country, MO

Class: C&D, **3rd Place**

BRINGING IT HOME!

Category: 3

Best Promotion to Build Circulation and/or Readership

Lee Enterprises, Inc.

Arizona Daily Star/Tucson Newspapers (TNI), Tucson, AZ

Class: E&F, **1st Place**

STAR 99-CENT SUBSCRIPTION

Category: 3

Best Promotion to Build Circulation and/or Readership

Metroland Media Group, Ltd.

Hamilton Spectator, Hamilton, ON

Class: E&F, **2nd Place**

WEEKEND REDESIGN

Category: 3

Best Promotion to Build Circulation and/or Readership

Lee Enterprises, Inc.

Napa Valley Register, Napa, CA

Class: E&F, **3rd Place**

MORNING CONVERSION PROMOTION

Category: 3

Best Promotion to Build Circulation and/or Readership

Shaw Suburban Media/Northwest News Group

Northwest Herald, Crystal Lake, IL

Class: E&F, **Honorable Mention**

*NORTHWEST HERALD READER'S GUIDE - WINTER/SPRING
2008*

Category: 4

Best Advertising Sales Promotional Materials

Black Press/Lower Mainland Publishing

Chilliwack Progress, Chilliwack, BC

Class: A&B, **1st Place**

CHILLIWACK BRUINS PRESENTATION

Category: 4

Best Advertising Sales Promotional Materials

Cleveland Jewish Publication Company

Cleveland Jewish News, Beachwood, OH

Class: A&B, **2nd Place**

CJN MEDIA KIT

Category: 4

Best Advertising Sales Promotional Materials

Cleveland Jewish Publication Company

Cleveland Jewish News, Beachwood, OH

Class: A&B, **3rd Place**

WEDDINGS

Category: 4

Best Advertising Sales Promotional Materials

Patuxent Publishing Company

Columbia, MD

Class: A&B, **Honorable Mention**

2008 GUIDE TO HOMEWOOD FARM . . .

Category: 4

Best Advertising Sales Promotional Materials

Black Press/Lower Mainland Publishing

Abbotsford News, Abbotsford, BC

Class: C, **1st Place**

CRISTINE MACDONALD

Category: 4

Best Advertising Sales Promotional Materials

People Newspapers

Dallas, TX

Class: C, **2nd Place**

2008 MEDIA KIT

Category: 4

Best Advertising Sales Promotional Materials

Metroland Media Group, Ltd./Durham Division

Ajax Pickering News Advertiser, Ajax, ON

Class: C, **3rd Place**

MEDIA KIT

Category: 4

Best Advertising Sales Promotional Materials

Metroland Media Group, Ltd./Mississauga Division

The Mississauga News, Mississauga, ON

Class: D, **1st Place**

RECRUITMENT & ADVERTISING SOLUTIONS



2008 Advertising & Promotions Contest Winners – Category Order

Category: 4
Best Advertising Sales Promotional Materials
Black Press
Sound Publishing, Inc., Poulsbo, WA
Class: D, **2nd Place**
"BLACK & WHITE AND READ ALL OVER"

Category: 4
Best Advertising Sales Promotional Materials
Shore Publishing, LLC
Madison, CT
Class: D, **3rd Place**
REAL ESTATE - MAKE THE SMART MOVE

Category: 4
Best Advertising Sales Promotional Materials
Ottaway Newspapers, Inc.
Pocono Record, Stroudsburg, PA
Class: E, **1st Place**
THEPOCONOS.COM/JOBS

Category: 4
Best Advertising Sales Promotional Materials
Sierra Nevada Media Group
Nevada Appeal, Carson City, NV
Class: E, **2nd Place**
SIERRA NEVADA BOOMERS MEDIA KIT

Category: 4
Best Advertising Sales Promotional Materials
Ottaway Newspapers, Inc.
Pocono Record, Stroudsburg, PA
Class: E, **3rd Place**
2008 SPECIALTY PUBLICATIONS CALENDAR

Category: 4
Best Advertising Sales Promotional Materials
Metroland Media Group, Ltd.
Hamilton Spectator, Hamilton, ON
Class: F, **1st Place**
HAMILTON SPECTATOR SALES KIT

Category: 4
Best Advertising Sales Promotional Materials
Metroland Media Group, Ltd.
Hamilton Spectator, Hamilton, ON
Class: F, **2nd Place**
SPEC CONNECT E-NEWSLETTER

Category: 4
Best Advertising Sales Promotional Materials
Lee Enterprises, Inc.
Rapid City Journal, Rapid City, SD
Class: F, **3rd Place**
HOLIDAY ADVERTISING

Category: 5
Best Internal Communication
Shaw Suburban Media/Northwest News Group
Northwest Herald, Crystal Lake, IL
Class: All Classes Combined, **1st Place**
"GOOD NEWS" COMPANY NEWSLETTER

Category: 5
Best Internal Communication
Consumer News Services
ThisWeek Community Newspapers, Lewis Center, OH
Class: All Classes Combined, **2nd Place**
SCOOP

Category: 5
Best Internal Communication
Antelope Valley Newspapers, Inc.
Antelope Valley Press, Palmdale, CA
Class: All Classes Combined, **3rd Place**
INSIDE THE AV PRESS

Category: 6
Best Rate Card
Wick Communications Company
Green Valley News & Sun, Green Valley, AZ
Class: A, **1st Place**
GV NEWS RATE CARD/MEDIA KIT

Category: 6
Best Rate Card
Recorder Community Newspapers
The Bernardsville News, Bernardsville, NJ
Class: A, **2nd Place**
RECORDER COMMUNITY NEWSPAPERS RETAIL/CLASSIFIED MEDIA KIT 2008

Category: 6
Best Rate Card
Cleveland Jewish Publication Company
Cleveland Jewish News, Beachwood, OH
Class: A, **3rd Place**
CJN ROP RATE CARD



2008 Advertising & Promotions Contest Winners – Category Order

Category: 6
Best Rate Card
Schurz Communications Inc.
Gaylord Herald Times, Gaylord, MI
Class: A, **Honorable Mention**
RATE CARD

Category: 6
Best Rate Card
Black Press/Lower Mainland Publishing
Peace Arch News, White Rock, BC
Class: B, **1st Place**
RATE CARD

Category: 6
Best Rate Card
Gannett Company, Inc.
The Spectrum, Saint George, UT
Class: B, **2nd Place**
ST. GEORGE MAGAZINE RATE CARD

Category: 6
Best Rate Card
Cleveland Jewish Publication Company
Cleveland Jewish News, Beachwood, OH
Class: B, **3rd Place**
THE SOURCE RATE CARD

Category: 6
Best Rate Card
Patuxent Publishing Company
Howard Magazine, Columbia, MD
Class: C, **1st Place**
HOWARD MAGAZINE RATE CARD

Category: 6
Best Rate Card
Metroland Media Group, Ltd./Simcoe Division-Metroland
Barrie Advance, Barrie, ON
Class: C, **2nd Place**
REAL ESTATE RATE CARD

Category: 6
Best Rate Card
Journal Community Publishing Group
Lake Country Publications, Hartland, WI
Class: C, **3rd Place**
LAKE COUNTRY PUBLICATIONS RATE CARDS

Category: 6
Best Rate Card
Metroland Media Group, Ltd./Mississauga Division
The Mississauga News, Mississauga, ON
Class: D, **1st Place**
GOODLIFE MAGAZINE RATE CARD

Category: 6
Best Rate Card
Community Newspaper Group of Post-Newsweek Media Inc.
The Gazette, Gaithersburg, MD
Class: D, **2nd Place**
THE GAZETTE'S 2008 MEDIA KIT

Category: 6
Best Rate Card
Sun-Times News Group
Pioneer Press Newspapers, Glenview, IL
Class: D, **3rd Place**
RETAIL RATE CARD

Category: 6
Best Rate Card
The World Company
Lawrence Journal-World, Lawrence, KS
Class: E, **1st Place**
LAWRENCE JOURNAL-WORLD ADVERTISING RATES

Category: 6
Best Rate Card
Antelope Valley Newspapers, Inc.
Antelope Valley Press, Palmdale, CA
Class: E, **2nd Place**
RATE CARDS

Category: 6
Best Rate Card
Journal Register Company
Daily Freeman, Kingston, NY
Class: E, **3rd Place**
DAILY FREEMAN 2008 RATE SCHEDULE

Category: 6
Best Rate Card
Lee Enterprises, Inc.
Rapid City Journal, Rapid City, SD
Class: F, **1st Place**
RAPID CITY JOURNAL RATE CARDS



2008 Advertising & Promotions Contest Winners – Category Order

Category: 6

Best Rate Card

Community Newspaper Holdings, Inc.

The Daily Item, Sunbury, PA

Class: F, 2nd Place

THE DAILY ITEM ADVERTISING RATES

Category: 6

Best Rate Card

The Small Newspaper Group

Post Bulletin Company LLC, Rochester, MN

Class: F, 3rd Place

RATE CARD

Category: 7

Best New Special Advertising Section (ROP and/or Classified)

Cleveland Jewish Publication Company

Cleveland Jewish News, Beachwood, OH

Class: A, 1st Place

NATIONAL ENGINEERS WEEK

Category: 7

Best New Special Advertising Section (ROP and/or Classified)

Journal Register Company

Housatonic Publication Company, New Milford, CT

Class: A, 2nd Place

TRAVELS NORTH

Category: 7

Best New Special Advertising Section (ROP and/or Classified)

Journal Register Company/Lapeer County Press Publications

Lapeer County Press, Southgate, MI

Class: A, 3rd Place

LAPEER FARMER'S MARKET

Category: 7

Best New Special Advertising Section (ROP and/or Classified)

Cleveland Jewish Publication Company

Cleveland Jewish News, Beachwood, OH

Class: A, Honorable Mention

CAMP WISE

Category: 7

Best New Special Advertising Section (ROP and/or Classified)

Cleveland Jewish Publication Company

Cleveland Jewish News, Beachwood, OH

Class: A, Honorable Mention

PAMPERED PETS

Category: 7

Best New Special Advertising Section (ROP and/or Classified)

Black Press/Lower Mainland Publishing

Peace Arch News, White Rock, BC

Class: B, 1st Place

50 YEARS WHITE ROCK

Category: 7

Best New Special Advertising Section (ROP and/or Classified)

Black Press/Lower Mainland Publishing

South Delta Leader, Delta, BC

Class: B, 2nd Place

CAPTIN TOYOTA - 25TH ANNIVERSARY

Category: 7

Best New Special Advertising Section (ROP and/or Classified)

Metroland Media Group, Ltd./Fairway Group Newspapers

Waterloo Chronicle, Waterloo, ON

Class: B, 3rd Place

THE PROFILE BOOK

Category: 7

Best New Special Advertising Section (ROP and/or Classified)

Journal Register Company/Morning Star Publishing Company

Midland Buyers Guide, Southgate, MI

Class: B, Honorable Mention

INTRODUCING YOUR ... LOONS SEASON PREVIEW

Category: 7

Best New Special Advertising Section (ROP and/or Classified)

Metroland Media Group, Ltd./Durham Division

Ajax Pickering News Advertiser, Ajax, ON

Class: C, 1st Place

GREEN LIFE

Category: 7

Best New Special Advertising Section (ROP and/or Classified)

Journal Community Publishing Group

Lake Country Publications, Hartland, WI

Class: C, 2nd Place

SALUTING VETERANS

Category: 7

Best New Special Advertising Section (ROP and/or Classified)

Black Press/Lower Mainland Publishing

North Shore Outlook, North Vancouver, BC

Class: C, 3rd Place

BEST OF THE NORTH SHORE



2008 Advertising & Promotions Contest Winners – Category Order

Category: 7
Best New Special Advertising Section (ROP and/or Classified)
Consumer News Services
ThisWeek Community Newspapers, Lewis Center, OH
Class: D, **1st Place**
HIGH SCHOOL FOOTBALL PREVIEW BY EARL SMITH

Category: 7
Best New Special Advertising Section (ROP and/or Classified)
Metroland Media Group Ltd.
Mississauga, ON
Class: D, **2nd Place**
BRILLIANT MINDS GO ONLINE

Category: 7
Best New Special Advertising Section (ROP and/or Classified)
Richner Communications, Inc.
Herald Community Newspapers, Garden City, NY
Class: D, **3rd Place**
THE TOTAL WOMAN 2008

Category: 7
Best New Special Advertising Section (ROP and/or Classified)
Antelope Valley Newspapers, Inc.
Antelope Valley Press, Palmdale, CA
Class: E, **1st Place**
AV SCRAPBOOK

Category: 7
Best New Special Advertising Section (ROP and/or Classified)
Lee Enterprises, Inc.
The Citizen, Auburn, NY
Class: E, **2nd Place**
GO GREEN

Category: 7
Best New Special Advertising Section (ROP and/or Classified)
Lee Enterprises, Inc.
Chippewa Valley Newspapers, Chippewa Falls, WI
Class: E, **3rd Place**
GO GREEN

Category: 7
Best New Special Advertising Section (ROP and/or Classified)
Community Newspaper Holdings, Inc.
Valdosta Daily Times, Valdosta, GA
Class: E, **Honorable Mention**
YOUTH POETRY

Category: 7
Best New Special Advertising Section (ROP and/or Classified)
Journal Register Company
The Record, Troy, NY
Class: E, **Honorable Mention**
MATURE LIVING EXPO 2007

Category: 7
Best New Special Advertising Section (ROP and/or Classified)
Metroland Media Group, Ltd.
Hamilton Spectator, Hamilton, ON
Class: F, **1st Place**
HAMILTON NEXT AND FUTURE CITY

Category: 7
Best New Special Advertising Section (ROP and/or Classified)
Metroland Media Group, Ltd.
Hamilton Spectator, Hamilton, ON
Class: F, **2nd Place**
INNOVATION

Category: 7
Best New Special Advertising Section (ROP and/or Classified)
Lee Enterprises, Inc.
The Times, Munster, IN
Class: F, **3rd Place**
NWI NOW

Category: 8
Best ROP Advertising Section
Wick Communications Company
Green Valley News & Sun, Green Valley, AZ
Class: A, **1st Place**
A LA MODE AUTUMN 2007

Category: 8
Best ROP Advertising Section
Gannett Company, Inc.
Lehigh Acres News Star, Lehigh Acres, FL
Class: A, **2nd Place**
2008 LIVING GUIDE

Category: 8
Best ROP Advertising Section
Journal Register Company
Montgomery Newspapers, Fort Washington, PA
Class: B&C, **1st Place**
TICKET



2008 Advertising & Promotions Contest Winners – Category Order

Category: 8
Best ROP Advertising Section
Cox Ohio Publishing
Mason Pulse Journal, Liberty Township, OH
Class: B&C, **2nd Place**
JUST 4 KIDS

Category: 8
Best ROP Advertising Section
Fayette Publishing Inc.
The Citizen, Fayetteville, GA
Class: B&C, **3rd Place**
HEALTH WISE

Category: 8
Best ROP Advertising Section
Black Press/Lower Mainland Publishing
Peace Arch News, White Rock, BC
Class: B&C, **Honorable Mention**
ULTIMATE GUIDE TO GOLF

Category: 8
Best ROP Advertising Section
The News, Community Newspapers of Nevada
Henderson Home News, Henderson, NV
Class: D, **1st Place**
DINING GUIDE

Category: 8
Best ROP Advertising Section
Metroland Media Group, Ltd./Mississauga Division
The Mississauga News, Mississauga, ON
Class: D, **2nd Place**
NOSH

Category: 8
Best ROP Advertising Section
American Community Newspapers, Inc.
Leesburg Today, Leesburg, VA
Class: D, **3rd Place**
HEALTH & FITNESS

Category: 8
Best ROP Advertising Section
Journal Register Company
Daily Freeman, Kingston, NY
Class: E, **1st Place**
ART WORKS

Category: 8
Best ROP Advertising Section
Gannett Company, Inc.
The Spectrum, Saint George, UT
Class: E, **2nd Place**
OUTDOOR SECTION

Category: 8
Best ROP Advertising Section
Journal Register Company
The Reporter, Lansdale, PA
Class: E, **3rd Place**
GO

Category: 8
Best ROP Advertising Section
Lee Enterprises, Inc.
Arizona Daily Star/Tucson Newspapers (TNI), Tucson, AZ
Class: F, **1st Place**
SWSTYLE & LIVING

Category: 8
Best ROP Advertising Section
Ottaway Newspapers, Inc.
Medford Mail Tribune, Medford, OR
Class: F, **2nd Place**
JOY MAGAZINE

Category: 8
Best ROP Advertising Section
Lee Enterprises, Inc.
Arizona Daily Star/Tucson Newspapers (TNI), Tucson, AZ
Class: F, **3rd Place**
CALIENTE

Category: 8
Best ROP Advertising Section
Lee Enterprises, Inc.
Herald & Review, Decatur, IL
Class: F, **Honorable Mention**
FEBRUARY 29, 2008

Category: 9
Best Classified Advertising Section – Non-Major Categories
Metroland Media Group, Ltd./Toronto Division-Metroland
Etobicoke Guardian, Etobicoke, ON
Class: ABC&D, **1st Place**
KIDS



2008 Advertising & Promotions Contest Winners – Category Order

Category: 9

Best Classified Advertising Section – Non-Major Categories

Metroland Media Group, Ltd./Mississauga Division

The Mississauga News, Mississauga, ON

Class: ABC&D, 2nd Place

CAREER TRAINING

Category: 9

Best Classified Advertising Section – Non-Major Categories

Journal Register Company

The News-Herald, Willoughby, OH

Class: E&F, 1st Place

CHILD CARE GUIDE

Category: 9

Best Classified Advertising Section – Non-Major Categories

Metroland Media Group, Ltd.

Hamilton Spectator, Hamilton, ON

Class: E&F, 2nd Place

CLASSIFIED MONTHLY THEME CALENDAR

Category: 9

Best Classified Advertising Section – Non-Major Categories

Lee Enterprises, Inc.

North County Times, Escondido, CA

Class: E&F, 3rd Place

WHEEL DEALS

Category: 10

Best General Interest Promotion Special Section

Journal Register Company

Main Line Life, Ardmore, PA

Class: A, 1st Place

THE GUIDE TO THE MAIN LINE

Category: 10

Best General Interest Promotion Special Section

Madison Publishing, Ltd.

Powell River Peak, Powell River, BC

Class: A, 2nd Place

RESTAURANT GUIDE

Category: 10

Best General Interest Promotion Special Section

Journal Register Company

The Independent, Hillsdale, NY

Class: A, 3rd Place

KIDS DRAW THE ADS

Category: 10

Best General Interest Promotion Special Section

Cleveland Jewish Publication Company

Cleveland Jewish News, Beachwood, OH

Class: B, 1st Place

JSTYLE-CLEVELAND JEWISH NEWS

Category: 10

Best General Interest Promotion Special Section

Metroland Media Group, Ltd./Brampton Division

Caledon Enterprise, Caledon, ON

Class: B, 2nd Place

SIDEROADS OF CALEDON AND ERIN

Category: 10

Best General Interest Promotion Special Section

Cleveland Jewish Publication Company

Cleveland Jewish News, Beachwood, OH

Class: B, 3rd Place

WEDDINGS-CLEVELAND JEWISH NEWS

Category: 10

Best General Interest Promotion Special Section

Metroland Media Group, Ltd./Brampton Division

Orangeville Banner, Orangeville, ON

Class: B, Honorable Mention

SIDEROADS OF DUFFEZINE COUNTY

Category: 10

Best General Interest Promotion Special Section

Metroland Media Group, Ltd./Halton Division

Oakville Beaver, Oakville, ON

Class: C, 1st Place

EARTH HOUR

Category: 10

Best General Interest Promotion Special Section

Metroland Media Group, Ltd./Halton Division

Oakville Beaver, Oakville, ON

Class: C, 2nd Place

FAMILY LIFE - OAKVILLE

Category: 10

Best General Interest Promotion Special Section

TimesLedger Newspapers

Bayside Times, Bayside, NY

Class: C, 3rd Place

THE DIVERSE CULTURES OF QUEENS



2008 Advertising & Promotions Contest Winners – Category Order

Category: 10
Best General Interest Promotion Special Section
Lee Enterprises, Inc.
Suburban Journals of Greater St. Louis, Town & Country, MO
Class: D, **1st Place**
ST. LOUIS' BEST BRIDAL

Category: 10
Best General Interest Promotion Special Section
ASP Westward LP/Colorado Community Newspapers
Douglas County News Press/Castle Rock News Press
Castle Rock, CO
Class: D, **2nd Place**
101 COLORADO

Category: 10
Best General Interest Promotion Special Section
ASP Westward LP/Colorado Community Newspapers
Douglas County News Press/Castle Rock News Press
Castle Rock, CO
Class: D, **3rd Place**
2008 DOUGLAS COUNTY GUIDE

Category: 10
Best General Interest Promotion Special Section
Rust Communications, Inc.
Southeast Missourian, Cape Girardeau, MO
Class: E, **1st Place**
I DO

Category: 10
Best General Interest Promotion Special Section
Antelope Valley Newspapers, Inc.
Antelope Valley Press, Palmdale, CA
Class: E, **2nd Place**
FUTURE LEADERS

Category: 10
Best General Interest Promotion Special Section
Antelope Valley Newspapers, Inc.
Antelope Valley Press, Palmdale, CA
Class: E, **3rd Place**
A PERFECT WEDDING

Category: 10
Best General Interest Promotion Special Section
Community Newspaper Holdings, Inc.
Valdosta Daily Times, Valdosta, GA
Class: E, **Honorable Mention**
HOW IT ALL BEGAN

Category: 10
Best General Interest Promotion Special Section
The Small Newspaper Group
Post Bulletin Company LLC, Rochester, MN
Class: F, **1st Place**
WE REMEMBER

Category: 10
Best General Interest Promotion Special Section
Community Newspaper Holdings, Inc.
Traverse City Record-Eagle, Traverse City, MI
Class: F, **2nd Place**
TRAILHEAD

Category: 10
Best General Interest Promotion Special Section
Community Newspaper Holdings, Inc.
Traverse City Record-Eagle, Traverse City, MI
Class: F, **3rd Place**
STATE THEATRE GRAND OPENING

Category: 10
Best General Interest Promotion Special Section
Journal Register Company
The Trentonian, Trenton, NJ
Class: F, **Honorable Mention**
MERCER COUNTY HIGH SCHOOL TOP STUDENTS

Category: 10
Best General Interest Promotion Special Section
Metroland Media Group, Ltd.
Hamilton Spectator, Hamilton, ON
Class: F, **Honorable Mention**
PERSONAL GIVING

Category: 10
Best General Interest Promotion Special Section
Shaw Suburban Media/Northwest News Group
Northwest Herald, Crystal Lake, IL
Class: F, **Honorable Mention**
YMCA OF MCHENRY COUNTY PROGRAM GUIDE

Category: 11
Best Shopping Area Promotion Special Section
Metroland Media Group, Ltd./Durham Division
Port Perry Star, Port Perry, ON
Class: A, **1st Place**
'ABC'S' OF CHRISTMAS SHOPPING IN SCUGOG



2008 Advertising & Promotions Contest Winners – Category Order

Category: 11
Best Shopping Area Promotion Special Section
Journal Register Company/Berks-Montgomery Newspaper Group
Hamburg Area Item, Hamburg, PA
Class: A, **2nd Place**
DISCOVER ORWIGSBURG

Category: 11
Best Shopping Area Promotion Special Section
Journal Register Company
Main Line Life, Ardmore, PA
Class: A, **3rd Place**
SPREAD EAGLE VILLAGE GUIDE

Category: 11
Best Shopping Area Promotion Special Section
Journal Register Company/Intercounty Newspaper Group
The Review, Philadelphia, PA
Class: A, **Honorable Mention**
MANAYUNK GIFT GUIDE

Category: 11
Best Shopping Area Promotion Special Section
Sun-Times News Group
Pioneer Press Newspapers, Glenview, IL
Class: B, **1st Place**
WICKER PARK/BUCKTOWN PATHFINDER

Category: 11
Best Shopping Area Promotion Special Section
Cleveland Jewish Publication Company
Cleveland Jewish News, Beachwood, OH
Class: B, **2nd Place**
ETON

Category: 11
Best Shopping Area Promotion Special Section
Cleveland Jewish Publication Company
Cleveland Jewish News, Beachwood, OH
Class: B, **3rd Place**
LA PLACE

Category: 11
Best Shopping Area Promotion Special Section
Metroland Media Group, Ltd.
Oakville Today, Oakville, ON
Class: B, **Honorable Mention**
BRONTE QUARTERLY

Category: 11
Best Shopping Area Promotion Special Section
Journal Register Company
Montgomery Newspapers, Fort Washington, PA
Class: C, **1st Place**
CHESTNUT HILL EXCLUSIVE

Category: 11
Best Shopping Area Promotion Special Section
Black Press/Lower Mainland Publishing
North Shore Outlook, North Vancouver, BC
Class: C, **2nd Place**
LONSDALE QUAY

Category: 11
Best Shopping Area Promotion Special Section
Metroland Media Group, Ltd./Durham Division
Ajax Pickering News Advertiser, Ajax, ON
Class: C, **3rd Place**
THE BAYWOOD CENTRE

Category: 11
Best Shopping Area Promotion Special Section
Metroland Media Group, Ltd./Toronto Division-Metroland
North York Mirror, Toronto, ON
Class: D, **1st Place**
FAIRVIEW MALL

Category: 11
Best Shopping Area Promotion Special Section
Metroland Media Group, Ltd./Mississauga Division
The Mississauga News, Mississauga, ON
Class: D, **2nd Place**
SHOP CANADIAN! DEALS

Category: 11
Best Shopping Area Promotion Special Section
Journal Register Company
The Record, Troy, NY
Class: E, **1st Place**
CAPITAL GUIDE 2007

Category: 11
Best Shopping Area Promotion Special Section
Lee Enterprises, Inc.
Corvallis Gazette-Times, Corvallis, OR
Class: E, **2nd Place**
DOWNTOWN CORVALLIS



2008 Advertising & Promotions Contest Winners – Category Order

Category: 11

Best Shopping Area Promotion Special Section

The World Company
Lawrence Journal-World, Lawrence, KS

Class: E, **3rd Place**

HOLIDAY HAPPENINGS CATALOG

Category: 11

Best Shopping Area Promotion Special Section

Lee Enterprises, Inc.
Chippewa Valley Newspapers, Chippewa Falls, WI

Class: E, **Honorable Mention**

DOWNTOWN COUPON BOOKS

Category: 11

Best Shopping Area Promotion Special Section

Lee Enterprises, Inc.
Arizona Daily Star/Tucson Newspapers (TNI), Tucson, AZ

Class: F, **1st Place**

REDLINE

Category: 11

Best Shopping Area Promotion Special Section

Lee Enterprises, Inc.
Billings Gazette, Billings, MT

Class: F, **2nd Place**

DESTINATION DOWNTOWN TAB

Category: 11

Best Shopping Area Promotion Special Section

The Small Newspaper Group
Post Bulletin Company LLC, Rochester, MN

Class: F, **3rd Place**

SHOPS AT UNIVERSITY SQUARE

Category: 12

Best Single Black & White ROP Ad

Mustang Times, LLC
Mustang Times, Mustang, OK

Class: A, **1st Place**

THE PAW SPA

Category: 12

Best Single Black & White ROP Ad

Ottaway Newspapers, Inc.
The Inquirer and Mirror, Nantucket, MA

Class: A, **2nd Place**

GEM PALACE OF JAIPUR

Category: 12

Best Single Black & White ROP Ad

Wick Communications Company
Green Valley News & Sun, Green Valley, AZ

Class: A, **3rd Place**

DESTINATION SOUTHERN AFRICA

Category: 12

Best Single Black & White ROP Ad

Black Press/Lower Mainland Publishing
Chilliwack Progress, Chilliwack, BC

Class: B, **1st Place**

BRUINS-CHRISTMAS BONUS

Category: 12

Best Single Black & White ROP Ad

Metroland Media Group, Ltd./Halton Division
Milton Canadian Champion, Milton, ON

Class: B, **2nd Place**

HAIRITAGE SALON

Category: 12

Best Single Black & White ROP Ad

TimesLedger Newspapers
Bayside Times, Bayside, NY

Class: B, **3rd Place**

R&L SALON AND SPA

Category: 12

Best Single Black & White ROP Ad

Black Press/Lower Mainland Publishing
North Shore Outlook, North Vancouver, BC

Class: C, **1st Place**

RED TOM BO

Category: 12

Best Single Black & White ROP Ad

Metroland Media Group, Ltd./Mississauga Division
The Mississauga News, Mississauga, ON

Class: D, **1st Place**

IMPORTANT NISSAN CLEAROUT

Category: 12

Best Single Black & White ROP Ad

The News, Community Newspapers of Nevada
Henderson Home News, Henderson, NV

Class: D, **2nd Place**

BAB'S DELI



2008 Advertising & Promotions Contest Winners – Category Order

Category: 12
Best Single Black & White ROP Ad
Lee Enterprises, Inc./Suburban Journals of Greater St. Louis
St. Charles County Journals, Saint Peters, MO
Class: D, **3rd Place**
WING HAVEN COUNTRY CLUB AD

Category: 12
Best Single Black & White ROP Ad
The World Company
Lawrence Journal-World, Lawrence, KS
Class: E, **1st Place**
WALKER'S FINE JEWELRY

Category: 12
Best Single Black & White ROP Ad
Lee Enterprises, Inc.
The Californian, Temecula, CA
Class: E, **2nd Place**
FITNESS 19/SG/LAST CHANCE

Category: 12
Best Single Black & White ROP Ad
The World Company
Lawrence Journal-World, Lawrence, KS
Class: E, **3rd Place**
KIEF'S AUDIO & VIDEO

Category: 12
Best Single Black & White ROP Ad
Community Newspaper Holdings, Inc.
Laurel Leader-Call, Laurel, MS
Class: E, **Honorable Mention**
CITY BUILDING SUPPLY NAME CHANGE

Category: 12
Best Single Black & White ROP Ad
Community Newspaper Holdings, Inc.
The Daily Item, Sunbury, PA
Class: F, **1st Place**
THE DAILY ITEM - 70TH ANNIVERSARY

Category: 12
Best Single Black & White ROP Ad
Gannett Company, Inc.
Tucson Citizen, Tucson, AZ
Class: F, **2nd Place**
TUCSON TAX PROS

Category: 12
Best Single Black & White ROP Ad
Lee Enterprises, Inc.
Quad-City Times, Davenport, IA
Class: F, **3rd Place**
GCO FLOORING OUTLET

Category: 13
Best Single Black & White Classified Ad
Recorder Community Newspapers
The Bernardsville News, Bernardsville, NJ
Class: All Classes Combined, **1st Place**
EINSTIEN

Category: 13
Best Single Black & White Classified Ad
Cox Ohio Publishing
Dayton Daily News, Dayton, OH
Class: All Classes Combined, **2nd Place**
MATT CASTRUCCI HONDA-HAPPY HONDA DAYS

Category: 13
Best Single Black & White Classified Ad
Metroland Media Group, Ltd./Durham Division
Northumberland News, Cobourg, ON
Class: All Classes Combined, **3rd Place**
LONSBERRY

Category: 14
Best Single ROP Ad (Two or more colors)
Shore Publishing, LLC
The Sound-Branford, Madison, CT
Class: A, **1st Place**
AVABELLA

Category: 14
Best Single ROP Ad (Two or more colors)
Recorder Community Newspapers
The Bernardsville News, Bernardsville, NJ
Class: A, **2nd Place**
FLEMINGTON DEPARTMENT STORE

Category: 14
Best Single ROP Ad (Two or more colors)
Recorder Community Newspapers
The Bernardsville News, Bernardsville, NJ
Class: A, **3rd Place**
SPA REJUV



2008 Advertising & Promotions Contest Winners – Category Order

Category: 14

Best Single ROP Ad (Two or more colors)

Black Press/Lower Mainland Publishing

Chilliwack Progress, Chilliwack, BC

Class: B, 1st Place

IF ALIENS ...

Category: 14

Best Single ROP Ad (Two or more colors)

Patuxent Publishing Company

Westminster Eagle, Westminster, MD

Class: B, 2nd Place

DAVID'S JEWELERS

Category: 14

Best Single ROP Ad (Two or more colors)

TimesLedger Newspapers

Bayside Times, Bayside, NY

Class: B, 3rd Place

TEQUILA SUNRISE

Category: 14

Best Single ROP Ad (Two or more colors)

Metroland Media Group, Ltd./Fairway Group Newspapers

Guelph Tribune, Guelph, ON

Class: C, 1st Place

GUELPH TOYOTA

Category: 14

Best Single ROP Ad (Two or more colors)

Black Press/Lower Mainland Publishing

Abbotsford News, Abbotsford, BC

Class: C, 2nd Place

SUSAN LANPHEAR

Category: 14

Best Single ROP Ad (Two or more colors)

Patuxent Publishing Company

Towson Times, Towson, MD

Class: C, 3rd Place

PODIATRY WITH A GENTLE TOUCH

Category: 14

Best Single ROP Ad (Two or more colors)

Metroland Media Group, Ltd./Brampton Division

Brampton Guardian, Brampton, ON

Class: D, 1st Place

BRAMPTON AUTO MALL

Category: 14

Best Single ROP Ad (Two or more colors)

The News, Community Newspapers of Nevada

South Valley News, Henderson, NV

Class: D, 2nd Place

BRIGHTON COLLECTIBLES

Category: 14

Best Single ROP Ad (Two or more colors)

GateHouse Media, Inc.

The Shawnee News-Star, Shawnee, OK

Class: E, 1st Place

IFYR2007 AD

Category: 14

Best Single ROP Ad (Two or more colors)

The World Company

Lawrence Journal-World, Lawrence, KS

Class: E, 2nd Place

LAWRENCE'S BEST MUSIC SOURCE

Category: 14

Best Single ROP Ad (Two or more colors)

The World Company

Lawrence Journal-World, Lawrence, KS

Class: E, 3rd Place

TRICK? NO! BOSSIER NISSAN SUBARU

Category: 14

Best Single ROP Ad (Two or more colors)

Brown Publishing Company

Daily Advocate, Greenville, OH

Class: E, Honorable Mention

IT'S A WILD, WILD WIRELESS WORLD - WANTED YOU!

Category: 14

Best Single ROP Ad (Two or more colors)

Metroland Media Group, Ltd.

Hamilton Spectator, Hamilton, ON

Class: F, 1st Place

EHR-SOURCE A DEAL WITH SAMSUNG

Category: 14

Best Single ROP Ad (Two or more colors)

Journal Register Company

The Trentonian, Trenton, NJ

Class: F, 2nd Place

ROMA BANK



2008 Advertising & Promotions Contest Winners – Category Order

Category: 14

Best Single ROP Ad (Two or more colors)

Lee Enterprises, Inc.
Billings Gazette, Billings, MT
Class: F, **3rd Place**
GAZ PREP SPORTS

Category: 15

Best Single Classified Ad (Two or more colors)

Recorder Community Newspapers
The Bernardsville News, Bernardsville, NJ
Class: A&B, **1st Place**
THE STABLE LTD.

Category: 15

Best Single Classified Ad (Two or more colors)

Recorder Community Newspapers
The Bernardsville News, Bernardsville, NJ
Class: A&B, **2nd Place**
WEICHERT REALTORS, GLORY-ANN DRAZINAKIS

Category: 15

Best Single Classified Ad (Two or more colors)

Recorder Community Newspapers
The Bernardsville News, Bernardsville, NJ
Class: A&B, **3rd Place**
SPRUCE HILL FARM-FAHEY REALTORS

Category: 15

Best Single Classified Ad (Two or more colors)

Metroland Media Group, Ltd./Durham Division
Northumberland News, Cobourg, ON
Class: A&B, **Honorable Mention**
SUPERIOR SHAVING SUPPLY

Category: 15

Best Single Classified Ad (Two or more colors)

Journal Register Company
Montgomery Newspapers, Fort Washington, PA
Class: C, **1st Place**
FRENCH REAL ESTATE

Category: 15

Best Single Classified Ad (Two or more colors)

American Community Newspapers, Inc.
Minnesota Sun Newspapers, Eden Prairie, MN
Class: C, **2nd Place**
EAGLE SIDING-YOUR LOCAL REMODELING CONTRACTOR

Category: 15

Best Single Classified Ad (Two or more colors)

Metroland Media Group, Ltd./Toronto Division-Metroland
North York Mirror, Toronto, ON
Class: D, **1st Place**
YOURCLASSIFIEDS.CA - SEARCH, SELL, SAVE

Category: 15

Best Single Classified Ad (Two or more colors)

Metroland Media Group, Ltd./Mississauga Division
The Mississauga News, Mississauga, ON
Class: D, **2nd Place**
HAPPY 1ST BIRTHDAY LAUREN - LIL P'NUT

Category: 15

Best Single Classified Ad (Two or more colors)

Metroland Media Group, Ltd./Mississauga Division
The Mississauga News, Mississauga, ON
Class: D, **3rd Place**
MARKETING ASSISTANT WANTED

Category: 15

Best Single Classified Ad (Two or more colors)

Cox Ohio Publishing
Dayton Daily News, Dayton, OH
Class: E&F, **1st Place**
WALKER PONTIAC-DESIGNER KEVIN JOHNSON

Category: 15

Best Single Classified Ad (Two or more colors)

Journal Register Company
The Trentonian, Trenton, NJ
Class: E&F, **2nd Place**
PERRINE

Category: 15

Best Single Classified Ad (Two or more colors)

Community Newspaper Holdings, Inc.
The Daily Item, Sunbury, PA
Class: E&F, **3rd Place**
SUSQUEHANNA NISSAN

Category: 16

Best Cover Design

Wick Communications Company
Green Valley News & Sun, Green Valley, AZ
Class: A, **1st Place**
INSIDE GREEN VALLEY SAHUARITA



2008 Advertising & Promotions Contest Winners – Category Order

Category: 16
Best Cover Design
Journal Register Company
Taconic Newspapers, Millbrook, NY
Class: A, **2nd Place**
SACRED CELEBRATION

Category: 16
Best Cover Design
Recorder Community Newspapers
The Bernardsville News, Bernardsville, NJ
Class: A, **3rd Place**
BERNARDS TOWNSHIP FOCUS

Category: 16
Best Cover Design
Metroland Media Group, Ltd./Durham Division
Northumberland News, Cobourg, ON
Class: B, **1st Place**
FARM & SAFETY WEEK

Category: 16
Best Cover Design
Metroland Media Group, Ltd./Simcoe Division-Metroland
Alliston Herald, Alliston, ON
Class: B, **2nd Place**
SIDEROADS OF SOUTH SIMCOE

Category: 16
Best Cover Design
Black Press/Lower Mainland Publishing
Chilliwack Progress, Chilliwack, BC
Class: B, **3rd Place**
THE MAGIC OF THE SEASON

Category: 16
Best Cover Design
People Newspapers
Dallas, TX
Class: C, **1st Place**
RETIREMENT - HAPPILY EVER AFTER

Category: 16
Best Cover Design
Metroland Media Group, Ltd./Halton Division
Oakville Beaver, Oakville, ON
Class: C, **2nd Place**
150 YEARS - A COMMEMORATIVE PUBLICATIONS

Category: 16
Best Cover Design
Black Press/Lower Mainland Publishing
Abbotsford News, Abbotsford, BC
Class: C, **3rd Place**
MARGOT GOULDING

Category: 16
Best Cover Design
ASP Westward LP/Colorado Community Newspapers
Douglas County News Press/Castle Rock News Press
Castle Rock, CO
Class: D, **1st Place**
101 COLORADO

Category: 16
Best Cover Design
Richner Communications, Inc.
Herald Community Newspapers, Garden City, NY
Class: D, **2nd Place**
ROCKVILLE CENTRE ALMANAC COVER

Category: 16
Best Cover Design
Metroland Media Group, Ltd./Toronto Division-Metroland
My Village, Willowdale, ON
Class: D, **3rd Place**
MY VILLAGE - AUGUST 2007

Category: 16
Best Cover Design
Metroland Media Group, Ltd./Mississauga Division
The Mississauga News, Mississauga, ON
Class: D, **Honorable Mention**
THE WEDDING GUIDE

Category: 16
Best Cover Design
Journal Register Company
Daily Freeman, Kingston, NY
Class: E, **1st Place**
RAISE THE ROOF/ARTWORKS

Category: 16
Best Cover Design
Journal Register Company
The Saratogian, LLC, Saratoga Springs, NY
Class: E, **2nd Place**
SPIRIT MAGAZINE/PABIS



2008 Advertising & Promotions Contest Winners – Category Order

Category: 16
Best Cover Design
The World Company
Lawrence Journal-World, Lawrence, KS
Class: E, **3rd Place**
TEACHING & LEARNING GUIDE

Category: 16
Best Cover Design
Lee Enterprises, Inc.
Herald & Review, Decatur, IL
Class: F, **1st Place**
LIMITED - JULY/AUGUST 07

Category: 16
Best Cover Design
Lee Enterprises, Inc.
Billings Gazette, Billings, MT
Class: F, **2nd Place**
JUST CARS

Category: 16
Best Cover Design
Metroland Media Group, Ltd.
Hamilton Spectator, Hamilton, ON
Class: F, **3rd Place**
DISCOVERY GUIDE

Category: 17
Best Signature Page or Signature Section
Journal Register Company/Lapeer County Press Publications
Huron County Press, Bad Axe, MI
Class: A, **1st Place**
WE SALUTE OUR LOCAL POLICE & EMS PERSONNEL

Category: 17
Best Signature Page or Signature Section
Journal Register Company/Morning Star Publishing Company
Roscommon County Star, Southgate, MI
Class: A, **2nd Place**
TIP-UP-TOWN U.S.A 2008

Category: 17
Best Signature Page or Signature Section
Journal Register Company/Lapeer County Press Publications
Huron County Press, Bad Axe, MI
Class: A, **3rd Place**
2007 FOOTBALL PREVIEW

Category: 17
Best Signature Page or Signature Section
Cleveland Jewish Publication Company
Cleveland Jewish News, Beachwood, OH
Class: A, **Honorable Mention**
ROSH HASHANAH

Category: 17
Best Signature Page or Signature Section
Metroland Media Group, Ltd./Brampton Division
Orangeville Banner, Orangeville, ON
Class: B, **1st Place**
SQUARE BEARZ CHRISTMAS

Category: 17
Best Signature Page or Signature Section
Metroland Media Group, Ltd./Durham Division
Northumberland News, Cobourg, ON
Class: B, **2nd Place**
ROTARY AWARENESS MONTH

Category: 17
Best Signature Page or Signature Section
Cox Ohio Publishing
Mason Pulse Journal, Liberty Township, OH
Class: B, **3rd Place**
ROAD TO THE ROSE PARADE

Category: 17
Best Signature Page or Signature Section
Black Press/Lower Mainland Publishing
North Shore Outlook, North Vancouver, BC
Class: C, **1st Place**
CANCER AWARENESS

Category: 17
Best Signature Page or Signature Section
Metroland Media Group, Ltd./Fairway Group Newspapers
Guelph Tribune, Guelph, ON
Class: C, **2nd Place**
RIVER RUN ANNIVERSARY

Category: 17
Best Signature Page or Signature Section
Journal Register Company/Lapeer County Press Publications
Lapeer County Press, Southgate, MI
Class: C, **3rd Place**
RELAY FOR LIFE SIGNATURE PAGE



2008 Advertising & Promotions Contest Winners – Category Order

Category: 17

Best Signature Page or Signature Section

Metroland Media Group, Ltd./Durham Division

Oshawa This Week, Oshawa, ON

Class: D, **1st Place**

2007 CHRISTMAS CAROLS

Category: 17

Best Signature Page or Signature Section

Lee Enterprises, Inc.

Suburban Journals of Greater St. Louis, Town & Country, MO

Class: D, **2nd Place**

ST. LOUIS' BEST BRIDAL BOUTIQUES

Category: 17

Best Signature Page or Signature Section

Richner Communications, Inc.

Herald Community Newspapers, Garden City, NY

Class: D, **3rd Place**

HALLOWEEN SAFETY TIPS

Category: 17

Best Signature Page or Signature Section

GateHouse Media, Inc.

The Shawnee News-Star, Shawnee, OK

Class: E, **1st Place**

PIGSKIN PREVIEW 2007

Category: 17

Best Signature Page or Signature Section

Lee Enterprises, Inc.

Democrat-Herald, Albany, OR

Class: E, **2nd Place**

2007 STATE FINALS

Category: 17

Best Signature Page or Signature Section

Lee Enterprises, Inc.

The Californian, Temecula, CA

Class: E, **3rd Place**

PREP FOOTBALL '07/ALL/STRIP ADS

Category: 17

Best Signature Page or Signature Section

Journal Register Company

The News-Herald, Willoughby, OH

Class: F, **1st Place**

HIGHER LEARNING

Category: 17

Best Signature Page or Signature Section

The Small Newspaper Group

Post Bulletin Company LLC, Rochester, MN

Class: F, **2nd Place**

PIGSKIN PREVIEW

Category: 17

Best Signature Page or Signature Section

Metroland Media Group, Ltd.

Hamilton Spectator, Hamilton, ON

Class: F, **3rd Place**

HERE'S MY CARD

Category: 17

Best Signature Page or Signature Section

Journal Register Company

Delaware County Daily Times, Primos, PA

Class: F, **Honorable Mention**

HIGH SCHOOL SPORTS SCHEDULES

Category: 18

Best Graphically Designed Classified Section

Metroland Media Group, Ltd./Durham Division

Northumberland News, Cobourg, ON

Class: AB&C, **1st Place**

FARM & SAFETY WEEK

Category: 18

Best Graphically Designed Classified Section

Metroland Media Group, Ltd./Halton Division

Burlington Post, Burlington, ON

Class: AB&C, **2nd Place**

FALL REGISTRATION

Category: 18

Best Graphically Designed Classified Section

TimesLedger Newspapers

Jamaica Times, Bayside, NY

Class: AB&C, **3rd Place**

JAMAICA TIMES CLASSIFIED SECTION - 12/27/07

Category: 18

Best Graphically Designed Classified Section

The News, Community Newspapers of Nevada

Henderson Home News, Henderson, NV

Class: D, **1st Place**

COMMUNITY CLASSIFIEDS - DECEMBER 20-26, 2007



2008 Advertising & Promotions Contest Winners – Category Order

Category: 18

Best Graphically Designed Classified Section

Metroland Media Group, Ltd./Toronto Division-Metroland

Etobicoke Guardian, Etobicoke, ON

Class: D, **2nd Place**

ETOBICOKE CLASSIFIED - 3/28/08

Category: 18

Best Graphically Designed Classified Section

Metroland Media Group, Ltd.

Hamilton Spectator, Hamilton, ON

Class: E&F, **1st Place**

HAMILTON SPECTATOR CLASSIFIED & CAREERS - MARCH 2008

Category: 18

Best Graphically Designed Classified Section

Lee Enterprises, Inc.

Arizona Daily Star/Tucson Newspapers (TNI), Tucson, AZ

Class: E&F, **2nd Place**

TUCSON.COM CLASSIFIED - JANUARY 31, 2008

Category: 18

Best Graphically Designed Classified Section

Lee Enterprises, Inc.

Rapid City Journal, Rapid City, SD

Class: E&F, **3rd Place**

CLASSIFIED SECTION - APRIL 22, 2007

Category: 18

Best Graphically Designed Classified Section

The Small Newspaper Group

Post Bulletin Company LLC, Rochester, MN

Class: E&F, **Honorable Mention**

CLASSIFIED SECTION - MARCH 1, 2008

Category: 19

Best Business Publication or Business Special Section

Metroland Media Group, Ltd./Brampton Division

Brampton Business Times, Mississauga, ON

Class: A, **1st Place**

DECEMBER 2007

Category: 19

Best Business Publication or Business Special Section

Shore Publishing, LLC

The Sound-Branford, Madison, CT

Class: A, **2nd Place**

BRANFORD TOWN GUIDE

Category: 19

Best Business Publication or Business Special Section

Community Newspaper Group of Post-Newsweek Media Inc.

The Gazette of Politics and Business, Gaithersburg, MD

Class: B, **1st Place**

MARYLAND'S 25 CEO'S YOU NEED TO KNOW

Category: 19

Best Business Publication or Business Special Section

Metroland Media Group, Ltd./Mississauga Division

Mississauga Business Times, Mississauga, ON

Class: B, **2nd Place**

SEPTEMBER 2007 MISSISSAUGA BUSINESS TIMES

Category: 19

Best Business Publication or Business Special Section

Community Newspaper Group of Post-Newsweek Media Inc.

The Gazette, Gaithersburg, MD

Class: B, **3rd Place**

INSIDE BETHESDA 2008

Category: 19

Best Business Publication or Business Special Section

Metroland Media Group Ltd.

Mississauga, ON

Class: C&D, **1st Place**

THE MBA TOUR

Category: 19

Best Business Publication or Business Special Section

Metroland Media Group, Ltd./Halton Division

Oakville Beaver, Oakville, ON

Class: C&D, **2nd Place**

OAKVILLE OUTLOOK 2007

Category: 19

Best Business Publication or Business Special Section

Journal Register Company/Heritage Newspapers

News-Herald, Southgate, MI

Class: C&D, **3rd Place**

BUSINESS CONNECTIONS

Category: 19

Best Business Publication or Business Special Section

Lee Enterprises, Inc.

Chippewa Valley Newspapers, Chippewa Falls, WI

Class: E, **1st Place**

CHIPPEWA VALLEY BUSINESS REPORT



2008 Advertising & Promotions Contest Winners – Category Order

Category: 19

Best Business Publication or Business Special Section

Rust Communications, Inc.

Southeast Missourian, Cape Girardeau, MO

Class: E, **2nd Place**

BUSINESS TODAY

Category: 19

Best Business Publication or Business Special Section

The World Company

Lawrence Journal-World, Lawrence, KS

Class: E, **3rd Place**

PROGRESS 2007

Category: 19

Best Business Publication or Business Special Section

Metroland Media Group, Ltd.

Hamilton Spectator, Hamilton, ON

Class: F, **1st Place**

INVEST IN HAMILTON

Category: 19

Best Business Publication or Business Special Section

Lee Enterprises, Inc.

The Courier, Waterloo, IA

Class: F, **2nd Place**

BUSINESS QUARTERLY - 20 UNDER 40

Category: 19

Best Business Publication or Business Special Section

Ottaway Newspapers, Inc.

SouthCoast Media Group, New Bedford, MA

Class: F, **3rd Place**

THE NEW ENGLAND BUSINESS BULLETIN

Category: 20

Best Homes Publication or Homes Special Section

Community Newspaper Group of Post-Newsweek Media Inc.

The Gazette, Gaithersburg, MD

Class: A&B, **1st Place**

THE GAZETTE'S HOMES ADVANTAGE

Category: 20

Best Homes Publication or Homes Special Section

Recorder Community Newspapers

The Bernardsville News, Bernardsville, NJ

Class: A&B, **2nd Place**

SPRING - YOUR HOUSE

Category: 20

Best Homes Publication or Homes Special Section

Cleveland Jewish Publication Company

Cleveland Jewish News, Beachwood, OH

Class: A&B, **3rd Place**

FALL 2007 REAL ESTATE GUIDE

Category: 20

Best Homes Publication or Homes Special Section

People Newspapers

Dallas, TX

Class: C, **1st Place**

HOMES & ESTATES - AMAZING SPACES

Category: 20

Best Homes Publication or Homes Special Section

Black Press/Lower Mainland Publishing

North Shore Outlook, North Vancouver, BC

Class: C, **2nd Place**

PARADE OF RENOVATED HOMES

Category: 20

Best Homes Publication or Homes Special Section

Fayette Publishing Inc.

The Citizen, Fayetteville, GA

Class: C, **3rd Place**

REAL ESTATE REVIEW

Category: 20

Best Homes Publication or Homes Special Section

Metroland Media Group, Ltd./Mississauga Division

The Mississauga News, Mississauga, ON

Class: D, **1st Place**

MISSISSAUGA REAL ESTATE/NEW HOMES

Category: 20

Best Homes Publication or Homes Special Section

Metroland Media Group, Ltd./Brampton Division

Brampton Guardian, Brampton, ON

Class: D, **2nd Place**

NEW HOMES

Category: 20

Best Homes Publication or Homes Special Section

Consumer News Services

ThisWeek Community Newspapers, Lewis Center, OH

Class: D, **3rd Place**

COLDWELL BANKER - KING THOMPSON



2008 Advertising & Promotions Contest Winners – Category Order

Category: 20

Best Homes Publication or Homes Special Section

Community Newspaper Holdings, Inc.

Valdosta Daily Times, Valdosta, GA

Class: E, 1st Place

HOMEFRONT

Category: 20

Best Homes Publication or Homes Special Section

Antelope Valley Newspapers, Inc.

Antelope Valley Press, Palmdale, CA

Class: E, 2nd Place

FALL HOME

Category: 20

Best Homes Publication or Homes Special Section

Lee Enterprises, Inc.

The Citizen, Auburn, NY

Class: E, 3rd Place

FL HOMES

Category: 20

Best Homes Publication or Homes Special Section

Lee Enterprises, Inc.

The Californian, Temecula, CA

Class: E, Honorable Mention

DISTINCTIVE HOMES

Category: 20

Best Homes Publication or Homes Special Section

Metroland Media Group, Ltd.

Hamilton Spectator, Hamilton, ON

Class: F, 1st Place

GO@HOME

Category: 20

Best Homes Publication or Homes Special Section

Lee Enterprises, Inc.

The Courier, Waterloo, IA

Class: F, 2nd Place

PARADE OF HOMES

Category: 20

Best Homes Publication or Homes Special Section

The Small Newspaper Group

Post Bulletin Company LLC, Rochester, MN

Class: F, 3rd Place

29TH ANNUAL ROCHESTER AREA BUILDERS HOME SHOW

Category: 21

Best Classified Promotion

Lee Enterprises, Inc.

Suburban Journals of Greater St. Louis, Town & Country, MO

Class: ABC&D, 1st Place

MAKE A WHOLE LOTTA BREAD . . .

Category: 21

Best Classified Promotion

Metroland Media Group, Ltd./Mississauga Division

The Mississauga News, Mississauga, ON

Class: ABC&D, 2nd Place

RENT IN 2 WEEKS OR YOUR 3RD WEEK IS FREE

Category: 21

Best Classified Promotion

Lee Enterprises, Inc.

Suburban Journals of Greater St. Louis, Town & Country, MO

Class: ABC&D, 3rd Place

WORLD'S LARGEST GARAGE SALE

Category: 21

Best Classified Promotion

Lee Enterprises, Inc.

Quad-City Times, Davenport, IA

Class: E&F, 1st Place

QUAD-CITY TIMES HOUSE HUNT

Category: 21

Best Classified Promotion

Journal Register Company

The Morning Journal, Lorain, OH

Class: E&F, 2nd Place

SIZZLING SUNBURST SEARCH

Category: 21

Best Classified Promotion

Schurz Communications Inc.

The South Bend Tribune, South Bend, IN

Class: E&F, 3rd Place

JOBMATCH TV

Category: 22

Best Public Service/Community Event Promotion

Journal Community Publishing Group

Lake Country Publications, Hartland, WI

Class: A, 1st Place

OCONOMOWOC FOCUS - FOCUS FIRST FRIDAYS



2008 Advertising & Promotions Contest Winners – Category Order

Category: 22

Best Public Service/Community Event Promotion

Madison Publishing, Ltd.
Powell River Peak, Powell River, BC

Class: A, **2nd Place**

POWELL RIVER 2007 BC DISABILITY GAMES

Category: 22

Best Public Service/Community Event Promotion

Ottaway Newspapers, Inc.
The Inquirer and Mirror, Nantucket, MA

Class: A, **3rd Place**

A NANTUCKET CHRISTMAS 2007

Category: 22

Best Public Service/Community Event Promotion

CrossRoadsNews, Inc.
CrossRoadsNews, Decatur, GA

Class: B, **1st Place**

COMMUNITY EXPO SERIES

Category: 22

Best Public Service/Community Event Promotion

Journal Register Company/Morning Star Publishing Company
Petoskey/Charlevoix Star, Southgate, MI

Class: B, **2nd Place**

FIRE PREVENTION WEEK

Category: 22

Best Public Service/Community Event Promotion

Journal Register Company/Morning Star Publishing Company
Petoskey/Charlevoix Star, Southgate, MI

Class: B, **3rd Place**

CHILDHOOD CANCER AWARENESS MONTH

Category: 22

Best Public Service/Community Event Promotion

Black Press/Lower Mainland Publishing
Chilliwack Progress, Chilliwack, BC

Class: B, **Honorable Mention**

PROGRESS FOR MS

Category: 22

Best Public Service/Community Event Promotion

Metroland Media Group, Ltd./York Division
Newmarket Era Banner, Newmarket, ON

Class: C, **1st Place**

SOUTHLAKE VIVA LAS VEGAS GALA

Category: 22

Best Public Service/Community Event Promotion

Metroland Media Group, Ltd./Mississauga Division
The Mississauga News, Mississauga, ON

Class: C, **2nd Place**

THE BOOSTER - SPECIAL LOG CABIN PROGRAM

Category: 22

Best Public Service/Community Event Promotion

Metroland Media Group, Ltd./Halton Division
Oakville Beaver, Oakville, ON

Class: C, **3rd Place**

EARTH HOUR

Category: 22

Best Public Service/Community Event Promotion

Lee Enterprises, Inc.
Suburban Journals of Greater St. Louis, Town & Country, MO

Class: D, **1st Place**

OLD NEWSBOYS DAY

Category: 22

Best Public Service/Community Event Promotion

Richner Communications, Inc.
Herald Community Newspapers, Garden City, NY

Class: D, **2nd Place**

NIE PROGRAM

Category: 22

Best Public Service/Community Event Promotion

Journal Register Company
Advisor & Source Newspapers, Shelby Township, MI

Class: D, **3rd Place**

76TH ANNUAL PEACH FESTIVAL

Category: 22

Best Public Service/Community Event Promotion

Lee Enterprises, Inc.
The Citizen, Auburn, NY

Class: E, **1st Place**

PATSY-FIED

Category: 22

Best Public Service/Community Event Promotion

Journal Register Company
The Saratogian, LLC, Saratoga Springs, NY

Class: E, **2nd Place**

MATURE LIVING EXPO



2008 Advertising & Promotions Contest Winners – Category Order

Category: 22

Best Public Service/Community Event Promotion

Sierra Nevada Media Group
Nevada Appeal, Carson City, NV
Class: E, **3rd Place**

NEVADA APPEAL-COMMUNITY AWARDS

Category: 22

Best Public Service/Community Event Promotion

Lee Enterprises, Inc.
The Courier, Waterloo, IA
Class: F, **1st Place**

HEALTH EVENT

Category: 22

Best Public Service/Community Event Promotion

Journal Register Company
Daily Local News, West Chester, PA
Class: F, **2nd Place**

HEALTHY KIDS EXPO

Category: 22

Best Public Service/Community Event Promotion

Journal Register Company
Delaware County Daily Times, Primos, PA
Class: F, **3rd Place**

RIVERFRONT RAMBLE

Category: 23

Best Classified Special Section

Metroland Media Group, Ltd./Durham Division
Northumberland News, Cobourg, ON
Class: A&B, **1st Place**

CLASSIFIED SECTION - FEBRUARY 6, 2008

Category: 23

Best Classified Special Section

Recorder Community Newspapers
The Bernardsville News, Bernardsville, NJ
Class: A&B, **2nd Place**

NEW VEHICLE GUIDE

Category: 23

Best Classified Special Section

Journal Register Company/Housatonic Publication Company
Litchfield County Times, New Milford, CT
Class: A&B, **3rd Place**

A CAMP SKETCH WOULD ENJOY

Category: 23

Best Classified Special Section

Journal Register Company
Montgomery Newspapers, Fort Washington, PA
Class: C, **1st Place**

PHILADELPHIA AUTO SHOW

Category: 23

Best Classified Special Section

Metroland Media Group, Ltd./Simcoe Division-Metroland
Barrie Advance, Barrie, ON
Class: C, **2nd Place**

IN-PAPER JOB FAIR

Category: 23

Best Classified Special Section

Review Publishing Limited Partnership
Atlantic City Weekly, West Atlantic City, NJ
Class: C, **3rd Place**

2007 JOB FINDER

Category: 23

Best Classified Special Section

Metroland Media Group, Ltd./Toronto Division-Metroland
North York Mirror, Toronto, ON
Class: D, **1st Place**

JOB FAIR, IN PAPER & ONLINE

Category: 23

Best Classified Special Section

Metroland Media Group, Ltd./Durham Division
Oshawa This Week, Oshawa, ON
Class: D, **2nd Place**

2007 GRADUATION

Category: 23

Best Classified Special Section

Metroland Media Group, Ltd./Durham Division
Oshawa This Week, Oshawa, ON
Class: D, **3rd Place**

YOU'RE INVITED - HEALTH & WELLNESS, NURSING

Category: 23

Best Classified Special Section

Lee Enterprises, Inc.
North County Times, Escondido, CA
Class: E&F, **1st Place**

MEET THE DEALER



2008 Advertising & Promotions Contest Winners – Category Order

Category: 23

Best Classified Special Section

Lee Enterprises, Inc.

Quad-City Times, Davenport, IA

Class: E&F, **2nd Place**

QUAD-CITY TIMES AUTO SHOW

Category: 23

Best Classified Special Section

Journal Register Company

Oneida Daily Dispatch, Oneida, NY

Class: E&F, **3rd Place**

CAREER CONNECTION

Category: 24

Best Parenting Publication (Niche Product)

Holden Landmark Corporation

Bay State Parent, Millbury, MA

Class: All Classes Combined, **1st Place**

PARENTING PUBLICATION - AUGUST 2007

Category: 24

Best Parenting Publication (Niche Product)

GateHouse Media, Inc.

Suburban Life Publications, Downers Grove, IL

Class: All Classes Combined, **2nd Place**

NAPERVILLE FAMILY

Category: 24

Best Parenting Publication (Niche Product)

Patuxent Publishing Company

Maryland Family Magazine, Columbia, MD

Class: All Classes Combined, **3rd Place**

PARENTING PUBLICATION - JULY 2007

Category: 25

Best Kids Publication (Niche Product)

Metroland Media Group, Ltd./Mississauga Division

The Mississauga News, Mississauga, ON

Class: All Classes Combined, **1st Place**

YTV WHOA! MAGAZINE

Category: 25

Best Kids Publication (Niche Product)

Metroland Media Group, Ltd./Mississauga Division

The Mississauga News, Mississauga, ON

Class: All Classes Combined, **2nd Place**

POP! MAGAZINE

Category: 25

Best Kids Publication (Niche Product)

Rust Communications, Inc.

Southeast Missourian, Cape Girardeau, MO

Class: All Classes Combined, **3rd Place**

SOUTHEAST MISSOURIAN JR.

Category: 26

Best Automotive Publication (Niche Product)

Metroland Media Group, Ltd./Durham Division

Oshawa This Week, Oshawa, ON

Class: All Classes Combined, **1st Place**

DURHAM WHEELS - OCTOBER 10, 2007

Category: 26

Best Automotive Publication (Niche Product)

Metroland Media Group, Ltd.

Hamilton Spectator, Hamilton, ON

Class: All Classes Combined, **2nd Place**

WHEELS

Category: 27

Best Employment Publication (Niche Product)

Metroland Media Group, Ltd./Durham Division

Northumberland News, Cobourg, ON

Class: All Classes Combined, **1st Place**

IN TOUCH HOSPITAL NEWSLETTER

Category: 27

Best Employment Publication (Niche Product)

Lee Enterprises, Inc.

Billings Gazette, Billings, MT

Class: All Classes Combined, **2nd Place**

BILLINGS PREMIER EMPLOYERS

Category: 27

Best Employment Publication (Niche Product)

Metroland Media Group Ltd.

Mississauga, ON

Class: All Classes Combined, **3rd Place**

HEALTHCARE CAREERS EXPRESS

Category: 27

Best Employment Publication (Niche Product)

Metroland Media Group Ltd.

Mississauga, ON

Class: All Classes Combined, **Honorable Mention**

CAREER CHOICES FALL/WINTER 2007



2008 Advertising & Promotions Contest Winners – Category Order

Category: 28

Best Real Estate or Homes Publication (Niche Product)

Patuxent Publishing Company

Chesapeake Home, Towson, MD

Class: All Classes Combined, 1st Place

AUGUST/SEPTEMBER 2007 CHESAPEAKE HOME

Category: 28

Best Real Estate or Homes Publication (Niche Product)

Metroland Media Group, Ltd./Mississauga Division

The Mississauga News, Mississauga, ON

Class: All Classes Combined, 2nd Place

MANOR MAGAZINE

Category: 28

Best Real Estate or Homes Publication (Niche Product)

Metroland Media Group, Ltd./Simcoe Division-Metroland

Bracebridge Examiner, Bracebridge, ON

Class: All Classes Combined, 3rd Place

RETREATS

Category: 29

Best Teenager or Young Person's Publication (Niche Product)

Metroland Media Group, Ltd./Durham Division

Oshawa This Week, Oshawa, ON

Class: All Classes Combined, 1st Place

DURHAM KIDS

Category: 29

Best Teenager or Young Person's Publication (Niche Product)

Ottaway Newspapers, Inc.

The Inquirer and Mirror, Nantucket, MA

Class: All Classes Combined, 2nd Place

PUBLICUS - MAY 2007

Category: 29

Best Teenager or Young Person's Publication (Niche Product)

The Small Newspaper Group

Post Bulletin Company LLC, Rochester, MN

Class: All Classes Combined, 3rd Place

EXPOSED

Category: 30

Best Wildcard Niche Publication (NEW)

Lee Enterprises, Inc.

The Times, Munster, IN

Class: All Classes Combined, 1st Place

SHORE MAGAZINE

Category: 30

Best Wildcard Niche Publication (NEW)

Rust Communications, Inc.

Southeast Missourian, Cape Girardeau, MO

Class: All Classes Combined, 2nd Place

SHE

Category: 30

Best Wildcard Niche Publication (NEW)

Metroland Media Group, Ltd.

Hamilton Spectator, Hamilton, ON

Class: All Classes Combined, 3rd Place

ENERGY GUIDE/LIVING GREEN

Category: 30

Best Wildcard Niche Publication (NEW)

Lee Enterprises, Inc.

Billings Gazette, Billings, MT

Class: All Classes Combined, Honorable Mention

MAGIC CITY MAGAZINE

Category: 30

Best Wildcard Niche Publication (NEW)

Lee Enterprises, Inc.

The Pantagraph, Bloomington, IL

Class: All Classes Combined, Honorable Mention

TC STYLE MAGAZINE

Category: 30

Best Wildcard Niche Publication (NEW)

Ottaway Newspapers, Inc.

Medford Mail Tribune, Medford, OR

Class: All Classes Combined, Honorable Mention

OREGON HEALTHY LIVING MAGAZINE