



2008 Advertising & Promotions Contest Winners – Company Order

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

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

American Community Newspapers, Inc.
Minnesota Sun Newspapers, Eden Prairie, MN
Category 15, Best Single Classified Ad (Two or more colors)
Class: C, **2nd Place**
EAGLE SIDING-YOUR LOCAL REMODELING CONTRACTOR

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

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

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

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

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

Antelope Valley Newspapers, Inc.
Antelope Valley Press, Palmdale, CA
Category 20, Best Homes Publication or Homes Special Section
Class: E, **2nd Place**
FALL HOME

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

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

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

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

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

Black Press/Lower Mainland Publishing
Abbotsford News, Abbotsford, BC
Category 4, Best Advertising Sales Promotional Materials
Class: C, **1st Place**
CRISTINE MACDONALD

Black Press/Lower Mainland Publishing
Abbotsford News, Abbotsford, BC
Category 14, Best Single ROP Ad (Two or more colors)
Class: C, **2nd Place**
SUSAN LANPHEAR



2008 Advertising & Promotions Contest Winners – Company Order

Black Press/Lower Mainland Publishing

Abbotsford News, Abbotsford, BC

Category 16, Best Cover Design

Class: C, **3rd Place**

MARGOT GOULDING

Black Press/Lower Mainland Publishing

Chilliwack Progress, Chilliwack, BC

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

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

OUTCAST III - BUSINESS EDITION

Black Press/Lower Mainland Publishing

Chilliwack Progress, Chilliwack, BC

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

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

LIVING FREE IS EASY

Black Press/Lower Mainland Publishing

Chilliwack Progress, Chilliwack, BC

Category 4, Best Advertising Sales Promotional Materials

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

CHILLIWACK BRUINS PRESENTATION

Black Press/Lower Mainland Publishing

Chilliwack Progress, Chilliwack, BC

Category 12, Best Single Black & White ROP Ad

Class: B, **1st Place**

BRUINS-CHRISTMAS BONUS

Black Press/Lower Mainland Publishing

Chilliwack Progress, Chilliwack, BC

Category 14, Best Single ROP Ad (Two or more colors)

Class: B, **1st Place**

IF ALIENS ...

Black Press/Lower Mainland Publishing

Chilliwack Progress, Chilliwack, BC

Category 16, Best Cover Design

Class: B, **3rd Place**

THE MAGIC OF THE SEASON

Black Press/Lower Mainland Publishing

Chilliwack Progress, Chilliwack, BC

Category 22, Best Public Service/Community Event Promotion

Class: B, **Honorable Mention**

PROGRESS FOR MS

Black Press/Lower Mainland Publishing

North Shore Outlook, North Vancouver, BC

Category 2, Best Ad Series

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

THOMAS FX

Black Press/Lower Mainland Publishing

North Shore Outlook, North Vancouver, BC

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

Class: C, **3rd Place**

BEST OF THE NORTH SHORE

Black Press/Lower Mainland Publishing

North Shore Outlook, North Vancouver, BC

Category 11, Best Shopping Area Promotion Special Section

Class: C, **2nd Place**

LONSDALE QUAY

Black Press/Lower Mainland Publishing

North Shore Outlook, North Vancouver, BC

Category 12, Best Single Black & White ROP Ad

Class: C, **1st Place**

RED TOM BO

Black Press/Lower Mainland Publishing

North Shore Outlook, North Vancouver, BC

Category 17, Best Signature Page or Signature Section

Class: C, **1st Place**

CANCER AWARENESS

Black Press/Lower Mainland Publishing

North Shore Outlook, North Vancouver, BC

Category 20, Best Homes Publication or Homes Special Section

Class: C, **2nd Place**

PARADE OF RENOVATED HOMES

Black Press/Lower Mainland Publishing

Peace Arch News, White Rock, BC

Category 6, Best Rate Card

Class: B, **1st Place**

RATE CARD

Black Press/Lower Mainland Publishing

Peace Arch News, White Rock, BC

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

Class: B, **1st Place**

50 YEARS WHITE ROCK

Black Press/Lower Mainland Publishing

Peace Arch News, White Rock, BC

Category 8, Best ROP Advertising Section

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

ULTIMATE GUIDE TO GOLF



2008 Advertising & Promotions Contest Winners – Company Order

Black Press/Lower Mainland Publishing

South Delta Leader, Delta, BC
Category 7, Best New Special Advertising Section (ROP and/or Classified)
Class: B, **2nd Place**
CAPTIN TOYOTA - 25TH ANNIVERSARY

Brown Publishing Company

Daily Advocate, Greenville, OH
Category 14, Best Single ROP Ad (Two or more colors)
Class: E, **Honorable Mention**
IT'S A WILD, WILD WIRELESS WORLD - WANTED YOU!

Cleveland Jewish Publication Company

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

Cleveland Jewish Publication Company

Cleveland Jewish News, Beachwood, OH
Category 4, Best Advertising Sales Promotional Materials
Class: A&B, **2nd Place**
CJN MEDIA KIT

Cleveland Jewish Publication Company

Cleveland Jewish News, Beachwood, OH
Category 4, Best Advertising Sales Promotional Materials
Class: A&B, **3rd Place**
WEDDINGS

Cleveland Jewish Publication Company

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

Cleveland Jewish Publication Company

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

Cleveland Jewish Publication Company

Cleveland Jewish News, Beachwood, OH
Category 7, Best New Special Advertising Section (ROP and/or Classified)
Class: A, **1st Place**
NATIONAL ENGINEERS WEEK

Cleveland Jewish Publication Company

Cleveland Jewish News, Beachwood, OH
Category 7, Best New Special Advertising Section (ROP and/or Classified)
Class: A, **Honorable Mention**
CAMP WISE

Cleveland Jewish Publication Company

Cleveland Jewish News, Beachwood, OH
Category 7, Best New Special Advertising Section (ROP and/or Classified)
Class: A, **Honorable Mention**
PAMPERED PETS

Cleveland Jewish Publication Company

Cleveland Jewish News, Beachwood, OH
Category 10, Best General Interest Promotion Special Section
Class: B, **1st Place**
JSTYLE-CLEVELAND JEWISH NEWS

Cleveland Jewish Publication Company

Cleveland Jewish News, Beachwood, OH
Category 10, Best General Interest Promotion Special Section
Class: B, **3rd Place**
WEDDINGS-CLEVELAND JEWISH NEWS

Cleveland Jewish Publication Company

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

Cleveland Jewish Publication Company

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

Cleveland Jewish Publication Company

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

Cleveland Jewish Publication Company

Cleveland Jewish News, Beachwood, OH
Category 20, Best Homes Publication or Homes Special Section
Class: A&B, **3rd Place**
FALL 2007 REAL ESTATE GUIDE



2008 Advertising & Promotions Contest Winners – Company Order

Community Newspaper Group of Post-Newsweek Media Inc.

The Gazette, Gaithersburg, MD
Category 6, Best Rate Card
Class: D, **2nd Place**
THE GAZETTE'S 2008 MEDIA KIT

Community Newspaper Group of Post-Newsweek Media Inc.

The Gazette, Gaithersburg, MD
Category 19, Best Business Publication or Business Special Section
Class: B, **3rd Place**
INSIDE BETHESDA 2008

Community Newspaper Group of Post-Newsweek Media Inc.

The Gazette, Gaithersburg, MD
Category 20, Best Homes Publication or Homes Special Section
Class: A&B, **1st Place**
THE GAZETTE'S HOMES ADVANTAGE

Community Newspaper Group of Post-Newsweek Media Inc.

The Gazette, Gaithersburg, MD
Category 101A, Special Award — Advertising Director or Manager of the Year
Class: Non-Daily, **1st Place**
TRINA LAPIER

Community Newspaper Group of Post-Newsweek Media Inc.

The Gazette of Politics and Business, Gaithersburg, MD
Category 19, Best Business Publication or Business Special Section
Class: B, **1st Place**
MARYLAND'S 25 CEO'S YOU NEED TO KNOW

Community Newspaper Holdings, Inc.

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

Community Newspaper Holdings, Inc.

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

Community Newspaper Holdings, Inc.

The Daily Item, Sunbury, PA
Category 6, Best Rate Card
Class: F, **2nd Place**
THE DAILY ITEM ADVERTISING RATES

Community Newspaper Holdings, Inc.

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

Community Newspaper Holdings, Inc.

The Daily Item, Sunbury, PA
Category 15, Best Single Classified Ad (Two or more colors)
Class: E&F, **3rd Place**
SUSQUEHANNA NISSAN

Community Newspaper Holdings, Inc.

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

Community Newspaper Holdings, Inc.

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

Community Newspaper Holdings, Inc.

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

Community Newspaper Holdings, Inc.

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

Community Newspaper Holdings, Inc..

Valdosta Daily Times, Valdosta, GA
Category 20, Best Homes Publication or Homes Special Section
Class: E, **1st Place**
HOMEFRONT

Consumer News Services

ThisWeek Community Newspapers, Lewis Center, OH
Category 3, Best Promotion to Build Circulation and/or Readership
Class: C&D, **2nd Place**
READ THE RED CAMPAIGN



2008 Advertising & Promotions Contest Winners – Company Order

Consumer News Services

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

Consumer News Services

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

Consumer News Services

ThisWeek Community Newspapers, Lewis Center, OH
Category 20, Best Homes Publication or Homes Special Section
Class: D, **3rd Place**
COLDWELL BANKER - KING THOMPSON

Cox Ohio Publishing

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

Cox Ohio Publishing

Dayton Daily News, Dayton, OH
Category 15, Best Single Classified Ad (Two or more colors)
Class: E&F, **1st Place**
WALKER PONTIAC-DESIGNER KEVIN JOHNSON

Cox Ohio Publishing

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

Cox Ohio Publishing

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

CrossRoadsNews, Inc.

CrossRoadsNews, Decatur, GA
Category 22, Best Public Service/Community Event Promotion
Class: B, **1st Place**
COMMUNITY EXPO SERIES

Fayette Publishing Inc.

The Citizen, Fayetteville, GA
Category 20, Best Homes Publication or Homes Special Section
Class: C, **3rd Place**
REAL ESTATE REVIEW

Fayette Publishing Inc.

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

Gannett Company, Inc.

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

Gannett Company, Inc.

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

Gannett Company, Inc.

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

Gannett Company, Inc.

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

GateHouse Media, Inc.

Suburban Life Publications, Downers Grove, IL
Category 24, Best Parenting Publication (Niche Product)
Class: All Classes Combined, **2nd Place**
NAPERVILLE FAMILY

GateHouse Media, Inc.

The Shawnee News-Star, Shawnee, OK
Category 14, Best Single ROP Ad (Two or more colors)
Class: E, **1st Place**
IFYR2007 AD



2008 Advertising & Promotions Contest Winners – Company Order

GateHouse Media, Inc.

The Shawnee News-Star, Shawnee, OK
Category 17, Best Signature Page or Signature Section
Class: E, **1st Place**
PIGSKIN PREVIEW 2007

Holden Landmark Corporation

Bay State Parent, Millbury, MA
Category 24, Best Parenting Publication (Niche Product)
Class: All Classes Combined, **1st Place**
PARENTING PUBLICATION - AUGUST 2007

Journal Community Publishing Group

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

Journal Community Publishing Group

Lake Country Publications, Hartland, WI
Category 7, Best New Special Advertising Section (ROP and/or Classified)
Class: C, **2nd Place**
SALUTING VETERANS

Journal Community Publishing Group

Lake Country Publications, Hartland, WI
Category 22, Best Public Service/Community Event Promotion
Class: A, **1st Place**
OCONOMOWOC FOCUS - FOCUS FIRST FRIDAYS

Journal Register Company

Advisor & Source Newspapers, Shelby Township, MI
Category 22, Best Public Service/Community Event Promotion
Class: D, **3rd Place**
76TH ANNUAL PEACH FESTIVAL

Journal Register Company

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

Journal Register Company

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

Journal Register Company

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

Journal Register Company

Daily Local News, West Chester, PA
Category 22, Best Public Service/Community Event Promotion
Class: F, **2nd Place**
HEALTHY KIDS EXPO

Journal Register Company

Delaware County Daily Times, Primos, PA
Category 17, Best Signature Page or Signature Section
Class: F, **Honorable Mention**
HIGH SCHOOL SPORTS SCHEDULES

Journal Register Company

Delaware County Daily Times, Primos, PA
Category 22, Best Public Service/Community Event Promotion
Class: F, **3rd Place**
RIVERFRONT RAMBLE

Journal Register Company

Housatonic Publication Company, New Milford, CT
Category 7, Best New Special Advertising Section (ROP and/or Classified)
Class: A, **2nd Place**
TRAVELS NORTH

Journal Register Company

Main Line Life, Ardmore, PA
Category 10, Best General Interest Promotion Special Section
Class: A, **1st Place**
THE GUIDE TO THE MAIN LINE

Journal Register Company

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

Journal Register Company

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



2008 Advertising & Promotions Contest Winners – Company Order

Journal Register Company

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

Journal Register Company

Montgomery Newspapers, Fort Washington, PA
Category 15, Best Single Classified Ad (Two or more colors)
Class: C, 1st Place
FRENCH REAL ESTATE

Journal Register Company

Montgomery Newspapers, Fort Washington, PA
Category 23, Best Classified Special Section
Class: C, 1st Place
PHILADELPHIA AUTO SHOW

Journal Register Company

Oneida Daily Dispatch, Oneida, NY
Category 23, Best Classified Special Section
Class: E&F, 3rd Place
CAREER CONNECTION

Journal Register Company

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

Journal Register Company

The Independent, Hillsdale, NY
Category 10, Best General Interest Promotion Special Section
Class: A, 3rd Place
KIDS DRAW THE ADS

Journal Register Company

The Morning Journal, Lorain, OH
Category 21, Best Classified Promotion
Class: E&F, 2nd Place
SIZZLING SUNBURST SEARCH

Journal Register Company

The News-Herald, Willoughby, OH
Category 9, Best Classified Advertising Section – Non-Major Categories
Class: E&F, 1st Place
CHILD CARE GUIDE

Journal Register Company

The News-Herald, Willoughby, OH
Category 17, Best Signature Page or Signature Section
Class: F, 1st Place
HIGHER LEARNING

Journal Register Company

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

Journal Register Company

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

Journal Register Company

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

Journal Register Company

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

Journal Register Company

The Saratogian, LLC, Saratoga Springs, NY
Category 22, Best Public Service/Community Event Promotion
Class: E, 2nd Place
MATURE LIVING EXPO

Journal Register Company

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

Journal Register Company

The Trentonian, Trenton, NJ
Category 14, Best Single ROP Ad (Two or more colors)
Class: F, 2nd Place
ROMA BANK



2008 Advertising & Promotions Contest Winners – Company Order

Journal Register Company

The Trentonian, Trenton, NJ

Category 15, Best Single Classified Ad (Two or more colors)

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

PERRINE

Journal Register Company/Berks-Montgomery Newspaper Group

Hamburg Area Item, Hamburg, PA

Category 11, Best Shopping Area Promotion Special Section

Class: A, **2nd Place**

DISCOVER ORWIGSBURG

Journal Register Company/Heritage Newspapers

News-Herald, Southgate, MI

Category 19, Best Business Publication or Business Special Section

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

BUSINESS CONNECTIONS

Journal Register Company/Intercounty Newspaper Group

The Review, Philadelphia, PA

Category 11, Best Shopping Area Promotion Special Section

Class: A, **Honorable Mention**

MANAYUNK GIFT GUIDE

Journal Register Company/Lapeer County Press Publications

Huron County Press, Bad Axe, MI

Category 17, Best Signature Page or Signature Section

Class: A, **1st Place**

WE SALUTE OUR LOCAL POLICE & EMS PERSONNEL

Journal Register Company/Lapeer County Press Publications

Huron County Press, Bad Axe, MI

Category 17, Best Signature Page or Signature Section

Class: A, **3rd Place**

2007 FOOTBALL PREVIEW

Journal Register Company/Lapeer County Press Publications

Lapeer County Press, Southgate, MI

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

Class: A, **3rd Place**

LAPEER FARMER'S MARKET

Journal Register Company/Lapeer County Press Publications

Lapeer County Press, Southgate, MI

Category 17, Best Signature Page or Signature Section

Class: C, **3rd Place**

RELAY FOR LIFE SIGNATURE PAGE

Journal Register Company/Morning Star Publishing Company

Midland Buyers Guide, Southgate, MI

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

Class: B, **Honorable Mention**

INTRODUCING YOUR ... LOONS SEASON PREVIEW

Journal Register Company/Morning Star Publishing Company

Petoskey/Charlevoix Star, Southgate, MI

Category 22, Best Public Service/Community Event Promotion

Class: B, **2nd Place**

FIRE PREVENTION WEEK

Journal Register Company/Morning Star Publishing Company

Petoskey/Charlevoix Star, Southgate, MI

Category 22, Best Public Service/Community Event Promotion

Class: B, **3rd Place**

CHILDHOOD CANCER AWARENESS MONTH

Journal Register Company/Morning Star Publishing Company

Roscommon County Star, Southgate, MI

Category 17, Best Signature Page or Signature Section

Class: A, **2nd Place**

TIP-UP-TOWN U.S.A 2008

Journal Register Company/Housatonic Publication Company

Litchfield County Times, New Milford, CT

Category 23, Best Classified Special Section

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

A CAMP SKITCH WOULD ENJOY

Lee Enterprises, Inc.

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

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

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

STAR 99-CENT SUBSCRIPTION

Lee Enterprises, Inc.

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

Category 8, Best ROP Advertising Section

Class: F, **1st Place**

SWSTYLE & LIVING

Lee Enterprises, Inc.

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

Category 8, Best ROP Advertising Section

Class: F, **3rd Place**

CALIENTE



2008 Advertising & Promotions Contest Winners – Company Order

Lee Enterprises, Inc.

Arizona Daily Star/Tucson Newspapers (TNI), Tucson, AZ
Category 11, Best Shopping Area Promotion Special Section
Class: F, **1st Place**
REDLINE

Lee Enterprises, Inc.

Arizona Daily Star/Tucson Newspapers (TNI), Tucson, AZ
Category 18, Best Graphically Designed Classified Section
Class: E&F, **2nd Place**
TUCSON.COM CLASSIFIED - JANUARY 31, 2008

Lee Enterprises, Inc.

Billings Gazette, Billings, MT
Category 11, Best Shopping Area Promotion Special Section
Class: F, **2nd Place**
DESTINATION DOWNTOWN TAB

Lee Enterprises, Inc.

Billings Gazette, Billings, MT
Category 14, Best Single ROP Ad (Two or more colors)
Class: F, **3rd Place**
GAZ PREP SPORTS

Lee Enterprises, Inc.

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

Lee Enterprises, Inc.

Billings Gazette, Billings, MT
Category 27, Best Employment Publication (Niche Product)
Class: All Classes Combined, **2nd Place**
BILLINGS PREMIER EMPLOYERS

Lee Enterprises, Inc.

Billings Gazette, Billings, MT
Category 30, Best Wildcard Niche Publication (NEW)
Class: All Classes Combined, **Honorable Mention**
MAGIC CITY MAGAZINE

Lee Enterprises, Inc.

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

Lee Enterprises, Inc.

Chippewa Valley Newspapers, Chippewa Falls, WI
Category 11, Best Shopping Area Promotion Special Section
Class: E, **Honorable Mention**
DOWNTOWN COUPON BOOKS

Lee Enterprises, Inc.

Chippewa Valley Newspapers, Chippewa Falls, WI
Category 19, Best Business Publication or Business Special Section
Class: E, **1st Place**
CHIPPEWA VALLEY BUSINESS REPORT

Lee Enterprises, Inc.

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

Lee Enterprises, Inc.

Democrat-Herald, Albany, OR
Category 17, Best Signature Page or Signature Section
Class: E, **2nd Place**
2007 STATE FINALS

Lee Enterprises, Inc.

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

Lee Enterprises, Inc.

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

Lee Enterprises, Inc.

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

Lee Enterprises, Inc.

Napa Valley Register, Napa, CA
Category 3, Best Promotion to Build Circulation and/or Readership
Class: E&F, **3rd Place**
MORNING CONVERSION PROMOTION



2008 Advertising & Promotions Contest Winners – Company Order

Lee Enterprises, Inc.
North County Times, Escondido, CA
Category 9, Best Classified Advertising Section – Non-Major Categories
Class: E&F, **3rd Place**
WHEEL DEALS

Lee Enterprises, Inc.
North County Times, Escondido, CA
Category 23, Best Classified Special Section
Class: E&F, **1st Place**
MEET THE DEALER

Lee Enterprises, Inc.
Orangeburg Times and Democrat, Orangeburg, SC
Category 104, Special Award – Best Innovation
Class: All Classes Combined, **2nd Place**
2007 DEMOCRATIC DEBATE

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

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

Lee Enterprises, Inc.
Quad-City Times, Davenport, IA
Category 21, Best Classified Promotion
Class: E&F, **1st Place**
QUAD-CITY TIMES HOUSE HUNT

Lee Enterprises, Inc.
Quad-City Times, Davenport, IA
Category 23, Best Classified Special Section
Class: E&F, **2nd Place**
QUAD-CITY TIMES AUTO SHOW

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

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

Lee Enterprises, Inc.
Rapid City Journal, Rapid City, SD
Category 18, Best Graphically Designed Classified Section
Class: E&F, **3rd Place**
CLASSIFIED SECTION - APRIL 22, 2007

Lee Enterprises, Inc.
Suburban Journals of Greater St. Louis, Town & Country, MO
Category 3, Best Promotion to Build Circulation and/or Readership
Class: C&D, **3rd Place**
BRINGING IT HOME!

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

Lee Enterprises, Inc.
Suburban Journals of Greater St. Louis, Town & Country, MO
Category 17, Best Signature Page or Signature Section
Class: D, **2nd Place**
ST. LOUIS' BEST BRIDAL BOUTIQUES

Lee Enterprises, Inc.
Suburban Journals of Greater St. Louis, Town & Country, MO
Category 21, Best Classified Promotion
Class: ABC&D, **3rd Place**
WORLD'S LARGEST GARAGE SALE

Lee Enterprises, Inc.
Suburban Journals of Greater St. Louis, Town & Country, MO
Category 21, Best Classified Promotion
Class: ABC&D, **1st Place**
MAKE A WHOLE LOTTA BREAD . . .

Lee Enterprises, Inc.
Suburban Journals of Greater St. Louis, Town & Country, MO
Category 22, Best Public Service/Community Event Promotion
Class: D, **1st Place**
OLD NEWSBOYS DAY

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



2008 Advertising & Promotions Contest Winners – Company Order

WING HAVEN COUNTRY CLUB AD

Lee Enterprises, Inc.

The Californian, Temecula, CA

Category 12, Best Single Black & White ROP Ad

Class: E, **2nd Place**

FITNESS 19/SG/LAST CHANCE

Lee Enterprises, Inc.

The Californian, Temecula, CA

Category 17, Best Signature Page or Signature Section

Class: E, **3rd Place**

PREP FOOTBALL '07/ALL/STRIP ADS

Lee Enterprises, Inc.

The Californian, Temecula, CA

Category 20, Best Homes Publication or Homes Special Section

Class: E, **Honorable Mention**

DISTINCTIVE HOMES

Lee Enterprises, Inc.

The Citizen, Auburn, NY

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

Class: E, **2nd Place**

GO GREEN

Lee Enterprises, Inc.

The Citizen, Auburn, NY

Category 20, Best Homes Publication or Homes Special Section

Class: E, **3rd Place**

FL HOMES

Lee Enterprises, Inc.

The Citizen, Auburn, NY

Category 22, Best Public Service/Community Event Promotion

Class: E, **1st Place**

PATSY-FIED

Lee Enterprises, Inc.

The Courier, Waterloo, IA

Category 19, Best Business Publication or Business Special Section

Class: F, **2nd Place**

BUSINESS QUARTERLY - 20 UNDER 40

Lee Enterprises, Inc.

The Courier, Waterloo, IA

Category 20, Best Homes Publication or Homes Special Section

Class: F, **2nd Place**

PARADE OF HOMES

Lee Enterprises, Inc.

The Courier, Waterloo, IA

Category 22, Best Public Service/Community Event Promotion

Class: F, **1st Place**

HEALTH EVENT

Lee Enterprises, Inc.

The Pantagraph, Bloomington, IL

Category 30, Best Wildcard Niche Publication (NEW)

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

TC STYLE MAGAZINE

Lee Enterprises, Inc.

The Times, Munster, IN

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

Class: F, **3rd Place**

NWI NOW

Lee Enterprises, Inc.

The Times, Munster, IN

Category 30, Best Wildcard Niche Publication (NEW)

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

SHORE MAGAZINE

Madison Publishing, Ltd.

Powell River Peak, Powell River, BC

Category 10, Best General Interest Promotion Special Section

Class: A, **2nd Place**

RESTAURANT GUIDE

Madison Publishing, Ltd.

Powell River Peak, Powell River, BC

Category 22, Best Public Service/Community Event Promotion

Class: A, **2nd Place**

POWELL RIVER 2007 BC DISABILITY GAMES

Metroland Media Group Ltd.

Mississauga, ON

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

Class: D, **2nd Place**

BRILLIANT MINDS GO ONLINE

Metroland Media Group Ltd.

Mississauga, ON

Category 19, Best Business Publication or Business Special Section

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

THE MBA TOUR



2008 Advertising & Promotions Contest Winners – Company Order

Metroland Media Group Ltd.
Mississauga, ON
Category 27, Best Employment Publication (Niche Product)
Class: All Classes Combined, **3rd Place**
HEALTHCARE CAREERS EXPRESS

Metroland Media Group Ltd.
Mississauga, ON
Category 27, Best Employment Publication (Niche Product)
Class: All Classes Combined, **Honorable Mention**
CAREER CHOICES FALL/WINTER 2007

Metroland Media Group, Ltd.
Hamilton Spectator, Hamilton, ON
Category 3, Best Promotion to Build Circulation and/or Readership
Class: E&F, **2nd Place**
WEEKEND REDESIGN

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

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

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

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

Metroland Media Group, Ltd.
Hamilton Spectator, Hamilton, ON
Category 9, Best Classified Advertising Section – Non-Major Categories
Class: E&F, **2nd Place**
CLASSIFIED MONTHLY THEME CALENDAR

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

Metroland Media Group, Ltd.
Hamilton Spectator, Hamilton, ON
Category 14, Best Single ROP Ad (Two or more colors)
Class: F, **1st Place**
EHR-SOURCE A DEAL WITH SAMSUNG

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

Metroland Media Group, Ltd.
Hamilton Spectator, Hamilton, ON
Category 17, Best Signature Page or Signature Section
Class: F, **3rd Place**
HERE'S MY CARD

Metroland Media Group, Ltd.
Hamilton Spectator, Hamilton, ON
Category 18, Best Graphically Designed Classified Section
Class: E&F, **1st Place**
HAMILTON SPECTATOR CLASSIFIED & CAREERS - MARCH 2008

Metroland Media Group, Ltd.
Hamilton Spectator, Hamilton, ON
Category 19, Best Business Publication or Business Special Section
Class: F, **1st Place**
INVEST IN HAMILTON

Metroland Media Group, Ltd.
Hamilton Spectator, Hamilton, ON
Category 20, Best Homes Publication or Homes Special Section
Class: F, **1st Place**
GO@HOME

Metroland Media Group, Ltd.
Hamilton Spectator, Hamilton, ON
Category 26, Best Automotive Publication (Niche Product)
Class: All Classes Combined, **2nd Place**
WHEELS



2008 Advertising & Promotions Contest Winners – Company Order

Metroland Media Group, Ltd.
Hamilton Spectator, Hamilton, ON
Category 30, Best Wildcard Niche Publication (NEW)
Class: All Classes Combined, **3rd Place**
ENERGY GUIDE/LIVING GREEN

Metroland Media Group, Ltd.
Hamilton Spectator, Hamilton, ON
Category 104, Special Award – Best Innovation
Class: All Classes Combined, **1st Place**
INNOVATION CULTURE

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

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

Metroland Media Group, Ltd./Brampton Division
Brampton Business Times, Mississauga, ON
Category 19, Best Business Publication or Business Special Section
Class: A, **1st Place**
DECEMBER 2007

Metroland Media Group, Ltd./Brampton Division
Brampton Guardian, Brampton, ON
Category 14, Best Single ROP Ad (Two or more colors)
Class: D, **1st Place**
BRAMPTON AUTO MALL

Metroland Media Group, Ltd./Brampton Division
Brampton Guardian, Brampton, ON
Category 20, Best Homes Publication or Homes Special Section
Class: D, **2nd Place**
NEW HOMES

Metroland Media Group, Ltd./Brampton Division
Caledon Enterprise, Caledon, ON
Category 10, Best General Interest Promotion Special Section
Class: B, **2nd Place**
SIDERoads OF CALEDON AND ERIN

Metroland Media Group, Ltd./Brampton Division
Orangeville Banner, Orangeville, ON
Category 10, Best General Interest Promotion Special Section
Class: B, **Honorable Mention**
SIDERoads OF DUFFEZONE COUNTY

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

Metroland Media Group, Ltd./Durham Division
Ajax Pickering News Advertiser, Ajax, ON
Category 4, Best Advertising Sales Promotional Materials
Class: C, **3rd Place**
MEDIA KIT

Metroland Media Group, Ltd./Durham Division
Ajax Pickering News Advertiser, Ajax, ON
Category 7, Best New Special Advertising Section (ROP and/or Classified)
Class: C, **1st Place**
GREEN LIFE

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

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

Metroland Media Group, Ltd./Durham Division
Northumberland News, Cobourg, ON
Category 15, Best Single Classified Ad (Two or more colors)
Class: A&B, **Honorable Mention**
SUPERIOR SHAVING SUPPLY

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

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



2008 Advertising & Promotions Contest Winners – Company Order

Metroland Media Group, Ltd./Durham Division
Northumberland News, Cobourg, ON
Category 18, Best Graphically Designed Classified Section
Class: AB&C, **1st Place**
FARM & SAFETY WEEK

Metroland Media Group, Ltd./Durham Division
Northumberland News, Cobourg, ON
Category 23, Best Classified Special Section
Class: A&B, **1st Place**
CLASSIFIED SECTION - FEBRUARY 6, 2008

Metroland Media Group, Ltd./Durham Division
Northumberland News, Cobourg, ON
Category 27, Best Employment Publication (Niche Product)
Class: All Classes Combined, **1st Place**
IN TOUCH HOSPITAL NEWSLETTER

Metroland Media Group, Ltd./Durham Division
Oshawa This Week, Oshawa, ON
Category 17, Best Signature Page or Signature Section
Class: D, **1st Place**
2007 CHRISTMAS CAROLS

Metroland Media Group, Ltd./Durham Division
Oshawa This Week, Oshawa, ON
Category 23, Best Classified Special Section
Class: D, **2nd Place**
2007 GRADUATION

Metroland Media Group, Ltd./Durham Division
Oshawa This Week, Oshawa, ON
Category 23, Best Classified Special Section
Class: D, **3rd Place**
YOU'RE INVITED - HEALTH & WELLNESS, NURSING

Metroland Media Group, Ltd./Durham Division
Oshawa This Week, Oshawa, ON
Category 26, Best Automotive Publication (Niche Product)
Class: All Classes Combined, **1st Place**
DURHAM WHEELS - OCTOBER 10, 2007

Metroland Media Group, Ltd./Durham Division
Oshawa This Week, Oshawa, ON
Category 29, Best Teenager or Young Person's Publication (Niche Product)
Class: All Classes Combined, **1st Place**
DURHAM KIDS

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

Metroland Media Group, Ltd./Fairway Group Newspapers
Guelph Tribune, Guelph, ON
Category 14, Best Single ROP Ad (Two or more colors)
Class: C, **1st Place**
GUELPH TOYOTA

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

Metroland Media Group, Ltd./Fairway Group Newspapers
Waterloo Chronicle, Waterloo, ON
Category 7, Best New Special Advertising Section (ROP and/or Classified)
Class: B, **3rd Place**
THE PROFILE BOOK

Metroland Media Group, Ltd./Halton Division
Burlington Post, Burlington, ON
Category 18, Best Graphically Designed Classified Section
Class: AB&C, **2nd Place**
FALL REGISTRATION

Metroland Media Group, Ltd./Halton Division
Milton Canadian Champion, Milton, ON
Category 12, Best Single Black & White ROP Ad
Class: B, **2nd Place**
HAIRITAGE SALON

Metroland Media Group, Ltd./Halton Division
Oakville Beaver, Oakville, ON
Category 10, Best General Interest Promotion Special Section
Class: C, **1st Place**
EARTH HOUR

Metroland Media Group, Ltd./Halton Division
Oakville Beaver, Oakville, ON
Category 10, Best General Interest Promotion Special Section
Class: C, **2nd Place**
FAMILY LIFE - OAKVILLE

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



2008 Advertising & Promotions Contest Winners – Company Order

Metroland Media Group, Ltd./Halton Division
Oakville Beaver, Oakville, ON
Category 19, Best Business Publication or Business Special Section
Class: C&D, **2nd Place**
OAKVILLE OUTLOOK 2007

Metroland Media Group, Ltd./Halton Division
Oakville Beaver, Oakville, ON
Category 22, Best Public Service/Community Event Promotion
Class: C, **3rd Place**
EARTH HOUR

Metroland Media Group, Ltd./Mississauga Division
Mississauga Business Times, Mississauga, ON
Category 19, Best Business Publication or Business Special Section
Class: B, **2nd Place**
SEPTEMBER 2007 MISSISSAUGA BUSINESS TIMES

Metroland Media Group, Ltd./Mississauga Division
The Mississauga News, Mississauga, ON
Category 1, Best Advertising Sales Training Materials
Class: All Classes Combined, **3rd Place**
WELCOME TO THE MISSISSAUGA NEWS

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

Metroland Media Group, Ltd./Mississauga Division
The Mississauga News, Mississauga, ON
Category 4, Best Advertising Sales Promotional Materials
Class: D, **1st Place**
RECRUITMENT & ADVERTISING SOLUTIONS

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

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

Metroland Media Group, Ltd./Mississauga Division
The Mississauga News, Mississauga, ON
Category 9, Best Classified Advertising Section – Non-Major Categories
Class: ABC&D, **2nd Place**
CAREER TRAINING

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

Metroland Media Group, Ltd./Mississauga Division
The Mississauga News, Mississauga, ON
Category 12, Best Single Black & White ROP Ad
Class: D, **1st Place**
IMPORTANT NISSAN CLEAROUT

Metroland Media Group, Ltd./Mississauga Division
The Mississauga News, Mississauga, ON
Category 15, Best Single Classified Ad (Two or more colors)
Class: D, **2nd Place**
HAPPY 1ST BIRTHDAY LAUREN - LIL P'NUT

Metroland Media Group, Ltd./Mississauga Division
The Mississauga News, Mississauga, ON
Category 15, Best Single Classified Ad (Two or more colors)
Class: D, **3rd Place**
MARKETING ASSISTANT WANTED

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

Metroland Media Group, Ltd./Mississauga Division
The Mississauga News, Mississauga, ON
Category 20, Best Homes Publication or Homes Special Section
Class: D, **1st Place**
MISSISSAUGA REAL ESTATE/NEW HOMES

Metroland Media Group, Ltd./Mississauga Division
The Mississauga News, Mississauga, ON
Category 21, Best Classified Promotion
Class: ABC&D, **2nd Place**
RENT IN 2 WEEKS OR YOUR 3RD WEEK IS FREE



2008 Advertising & Promotions Contest Winners – Company Order

Metroland Media Group, Ltd./Mississauga Division
The Mississauga News, Mississauga, ON
Category 22, Best Public Service/Community Event Promotion
Class: C, **2nd Place**
THE BOOSTER - SPECIAL LOG CABIN PROGRAM

Metroland Media Group, Ltd./Mississauga Division
The Mississauga News, Mississauga, ON
Category 25, Best Kids Publication (Niche Product)
Class: All Classes Combined, **1st Place**
YTV WHOA! MAGAZINE

Metroland Media Group, Ltd./Mississauga Division
The Mississauga News, Mississauga, ON
Category 25, Best Kids Publication (Niche Product)
Class: All Classes Combined, **2nd Place**
POP! MAGAZINE

Metroland Media Group, Ltd./Mississauga Division
The Mississauga News, Mississauga, ON
Category 28, Best Real Estate or Homes Publication (Niche Product)
Class: All Classes Combined, **2nd Place**
MANOR MAGAZINE

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

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

Metroland Media Group, Ltd./Simcoe Division-Metroland
Barrie Advance, Barrie, ON
Category 23, Best Classified Special Section
Class: C, **2nd Place**
IN-PAPER JOB FAIR

Metroland Media Group, Ltd./Simcoe Division-Metroland
Bracebridge Examiner, Bracebridge, ON
Category 28, Best Real Estate or Homes Publication (Niche Product)
Class: All Classes Combined, **3rd Place**
RETREATS

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

Metroland Media Group, Ltd./Toronto Division-Metroland
Etobicoke Guardian, Etobicoke, ON
Category 18, Best Graphically Designed Classified Section
Class: D, **2nd Place**
ETOBICOKE CLASSIFIED - 3/28/08

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

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

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

Metroland Media Group, Ltd./Toronto Division-Metroland
North York Mirror, Toronto, ON
Category 15, Best Single Classified Ad (Two or more colors)
Class: D, **1st Place**
YOURCLASSIFIEDS.CA - SEARCH, SELL, SAVE

Metroland Media Group, Ltd./Toronto Division-Metroland
North York Mirror, Toronto, ON
Category 23, Best Classified Special Section
Class: D, **1st Place**
JOB FAIR, IN PAPER & ONLINE

Metroland Media Group, Ltd./York Division
Newmarket Era Banner, Newmarket, ON
Category 22, Best Public Service/Community Event Promotion
Class: C, **1st Place**
SOUTHLAKE VIVA LAS VEGAS GALA



2008 Advertising & Promotions Contest Winners – Company Order

Mustang Times, LLC
Mustang Times, Mustang, OK
Category 2, Best Ad Series
Class: A, **3rd Place**
BEDDING DOWN

Mustang Times, LLC
Mustang Times, Mustang, OK
Category 12, Best Single Black & White ROP Ad
Class: A, **1st Place**
THE PAW SPA

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

Ottaway Newspapers, Inc.
Medford Mail Tribune, Medford, OR
Category 30, Best Wildcard Niche Publication (NEW)
Class: All Classes Combined, **Honorable Mention**
OREGON HEALTHY LIVING MAGAZINE

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

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

Ottaway Newspapers, Inc.
SouthCoast Media Group, New Bedford, MA
Category 19, Best Business Publication or Business Special Section
Class: F, **3rd Place**
THE NEW ENGLAND BUSINESS BULLETIN

Ottaway Newspapers, Inc.
SouthCoast Media Group, New Bedford, MA
Category 103, Special Award – Best Implementation of Newspaper Next Principals
Class: B, **1st Place**
DISCOVER NEW BEDFORD

Ottaway Newspapers, Inc.
The Inquirer and Mirror, Nantucket, MA
Category 12, Best Single Black & White ROP Ad
Class: A, **2nd Place**
GEM PALACE OF JAIPUR

Ottaway Newspapers, Inc.
The Inquirer and Mirror, Nantucket, MA
Category 22, Best Public Service/Community Event Promotion
Class: A, **3rd Place**
A NANTUCKET CHRISTMAS 2007

Ottaway Newspapers, Inc.
The Inquirer and Mirror, Nantucket, MA
Category 29, Best Teenager or Young Person's Publication (Niche Product)
Class: All Classes Combined, **2nd Place**
PUBLICUS - MAY 2007

Patuxent Publishing Company
Chesapeake Home, Towson, MD
Category 28, Best Real Estate or Homes Publication (Niche Product)
Class: All Classes Combined, **1st Place**
AUGUST/SEPTEMBER 2007 CHESAPEAKE HOME

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

Patuxent Publishing Company
Maryland Family Magazine, Columbia, MD
Category 24, Best Parenting Publication (Niche Product)
Class: All, **3rd Place**
PARENTING PUBLICATION - JULY 2007

Patuxent Publishing Company
Towson Times, Towson, MD
Category 14, Best Single ROP Ad (Two or more colors)
Class: C, **3rd Place**
PODIATRY WITH A GENTLE TOUCH

Patuxent Publishing Company
Westminster Eagle, Westminster, MD
Category 14, Best Single ROP Ad (Two or more colors)
Class: B, **2nd Place**
DAVID'S JEWELERS



2008 Advertising & Promotions Contest Winners – Company Order

Patuxent Publishing Company

Columbia, MD
Category 2, Best Ad Series
Class: B&C, **1st Place**
ST. JOHN'S JEWELERS

Patuxent Publishing Company

Columbia, MD
Category 4, Best Advertising Sales Promotional Materials
Class: A&B, **Honorable Mention**
2008 GUIDE TO HOMEWOOD FARM . . .

People Newspapers

Dallas, TX
Category 4, Best Advertising Sales Promotional Materials
Class: C, **2nd Place**
2008 MEDIA KIT

People Newspapers

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

People Newspapers

Dallas, TX
Category 20, Best Homes Publication or Homes Special Section
Class: C, **1st Place**
HOMES & ESTATES - AMAZING SPACES

Recorder Community Newspapers

The Bernardsville News, Bernardsville, NJ
Category 2, Best Ad Series
Class: A, **1st Place**
HIGHLANDS ART GALLERY

Recorder Community Newspapers

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

Recorder Community Newspapers

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

Recorder Community Newspapers

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

Recorder Community Newspapers

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

Recorder Community Newspapers

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

Recorder Community Newspapers

The Bernardsville News, Bernardsville, NJ
Category 15, Best Single Classified Ad (Two or more colors)
Class: A&B, **1st Place**
THE STABLE LTD.

Recorder Community Newspapers

The Bernardsville News, Bernardsville, NJ
Category 15, Best Single Classified Ad (Two or more colors)
Class: A&B, **2nd Place**
WEICHERT REALTORS, GLORY-ANN DRAZINAKIS

Recorder Community Newspapers

The Bernardsville News, Bernardsville, NJ
Category 15, Best Single Classified Ad (Two or more colors)
Class: A&B, **3rd Place**
SPRUCE HILL FARM-FAHEY REALTORS

Recorder Community Newspapers

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

Recorder Community Newspapers

The Bernardsville News, Bernardsville, NJ
Category 20, Best Homes Publication or Homes Special Section
Class: A&B, **2nd Place**
SPRING - YOUR HOUSE

Recorder Community Newspapers

The Bernardsville News, Bernardsville, NJ
Category 23, Best Classified Special Section
Class: A&B, **2nd Place**
NEW VEHICLE GUIDE



2008 Advertising & Promotions Contest Winners – Company Order

Review Publishing Limited Partnership
Atlantic City Weekly, West Atlantic City, NJ
Category 23, Best Classified Special Section
Class: C, **3rd Place**
2007 JOB FINDER

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

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

Richner Communications, Inc.
Herald Community Newspapers, Garden City, NY
Category 17, Best Signature Page or Signature Section
Class: D, **3rd Place**
HALLOWEEN SAFETY TIPS

Richner Communications, Inc.
Herald Community Newspapers, Garden City, NY
Category 22, Best Public Service/Community Event Promotion
Class: D, **2nd Place**
NIE PROGRAM

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

Rust Communications, Inc.
Southeast Missourian, Cape Girardeau, MO
Category 19, Best Business Publication or Business Special Section
Class: E, **2nd Place**
BUSINESS TODAY

Rust Communications, Inc.
Southeast Missourian, Cape Girardeau, MO
Category 25, Best Kids Publication (Niche Product)
Class: All Classes Combined, **3rd Place**
SOUTHEAST MISSOURIAN JR.

Rust Communications, Inc.
Southeast Missourian, Cape Girardeau, MO
Category 30, Best Wildcard Niche Publication (NEW)
Class: All Classes Combined, **2nd Place**
SHE

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

Schurz Communications Inc.
The South Bend Tribune, South Bend, IN
Category 21, Best Classified Promotion
Class: E&F, **3rd Place**
JOBMATCH TV

Shaw Suburban Media/Northwest News Group
Northwest Herald, Crystal Lake, IL
Category 1, Best Advertising Sales Training Materials
Class: All Classes Combined, **2nd Place**
VALUE BASED SELLING

Shaw Suburban Media/Northwest News Group
Northwest Herald, Crystal Lake, IL
Category 1, Best Advertising Sales Training Materials
Class: All Classes Combined, **Honorable Mention**
P3: PEAK PERFORMANCE PROGRAM

Shaw Suburban Media/Northwest News Group
Northwest Herald, Crystal Lake, IL
Category 3, Best Promotion to Build Circulation and/or Readership
Class: E&F, **Honorable Mention**
NORTHWEST HERALD READER'S GUIDE - WINTER/SPRING 2008

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

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



2008 Advertising & Promotions Contest Winners – Company Order

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

Shore Publishing, LLC
The Sound-Branford, Madison, CT
Category 19, Best Business Publication or Business Special Section
Class: A, **2nd Place**
BRANFORD TOWN GUIDE

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

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

Sierra Nevada Media Group
Nevada Appeal, Carson City, NV
Category 22, Best Public Service/Community Event Promotion
Class: E, **3rd Place**
NEVADA APPEAL-COMMUNITY AWARDS

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

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

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

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

The News, Community Newspapers of Nevada
Henderson Home News, Henderson, NV
Category 12, Best Single Black & White ROP Ad
Class: D, **2nd Place**
BAB'S DELI

The News, Community Newspapers of Nevada
Henderson Home News, Henderson, NV
Category 18, Best Graphically Designed Classified Section
Class: D, **1st Place**
COMMUNITY CLASSIFIEDS - DECEMBER 20-26, 2007

The News, Community Newspapers of Nevada
South Valley News, Henderson, NV
Category 14, Best Single ROP Ad (Two or more colors)
Class: D, **2nd Place**
BRIGHTON COLLECTIBLES

The Small Newspaper Group
Post Bulletin Company LLC, Rochester, MN
Category 6, Best Rate Card
Class: F, **3rd Place**
RATE CARD

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

The Small Newspaper Group
Post Bulletin Company LLC, Rochester, MN
Category 11, Best Shopping Area Promotion Special Section
Class: F, **3rd Place**
SHOPS AT UNIVERSITY SQUARE

The Small Newspaper Group
Post Bulletin Company LLC, Rochester, MN
Category 17, Best Signature Page or Signature Section
Class: F, **2nd Place**
PIGSKIN PREVIEW

The Small Newspaper Group
Post Bulletin Company LLC, Rochester, MN
Category 18, Best Graphically Designed Classified Section
Class: E&F, **Honorable Mention**
CLASSIFIED SECTION - MARCH 1, 2008

The Small Newspaper Group
Post Bulletin Company LLC, Rochester, MN
Category 20, Best Homes Publication or Homes Special Section
Class: F, **3rd Place**
29TH ANNUAL ROCHESTER AREA BUILDERS HOME SHOW



2008 Advertising & Promotions Contest Winners – Company Order

The Small Newspaper Group

Post Bulletin Company LLC, Rochester, MN
Category 29, Best Teenager or Young Person's Publication (Niche Product)
Class: All Classes Combined, **3rd Place**
EXPOSED

The World Company

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

The World Company

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

The World Company

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

The World Company

Lawrence Journal-World, Lawrence, KS
Category 11, Best Shopping Area Promotion Special Section
Class: E, **3rd Place**
HOLIDAY HAPPENINGS CATALOG

The World Company

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

The World Company

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

The World Company

Lawrence Journal-World, Lawrence, KS
Category 14, Best Single ROP Ad (Two or more colors)
Class: E, **2nd Place**
LAWRENCE'S BEST MUSIC SOURCE

The World Company

Lawrence Journal-World, Lawrence, KS
Category 14, Best Single ROP Ad (Two or more colors)
Class: E, **3rd Place**
TRICK? NO! BOSSIER NISSAN SUBARU

The World Company

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

The World Company

Lawrence Journal-World, Lawrence, KS
Category 19, Best Business Publication or Business Special Section
Class: E, **3rd Place**
PROGRESS 2007

The World Company

Lawrence Journal-World, Lawrence, KS
Category 101B, Special Award — Advertising Director or Manager of the Year
Class: Daily, **1st Place**
SARA WILHELM

TimesLedger Newspapers

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

TimesLedger Newspapers

Bayside Times, Bayside, NY
Category 10, Best General Interest Promotion Special Section
Class: C, **3rd Place**
THE DIVERSE CULTURES OF QUEENS

TimesLedger Newspapers

Bayside Times, Bayside, NY
Category 12, Best Single Black & White ROP Ad
Class: B, **3rd Place**
R&L SALON AND SPA

TimesLedger Newspapers

Bayside Times, Bayside, NY
Category 14, Best Single ROP Ad (Two or more colors)
Class: B, **3rd Place**
TEQUILA SUNRISE



2008 Advertising & Promotions Contest Winners – Company Order

TimesLedger Newspapers

Jamaica Times, Bayside, NY

Category 18, Best Graphically Designed Classified Section

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

JAMAICA TIMES CLASSIFIED SECTION - 12/27/07

Wick Communications Company

Green Valley News & Sun, Green Valley, AZ

Category 6, Best Rate Card

Class: A, **1st Place**

GV NEWS RATE CARD/MEDIA KIT

Wick Communications Company

Green Valley News & Sun, Green Valley, AZ

Category 8, Best ROP Advertising Section

Class: A, **1st Place**

A LA MODE AUTUMN 2007

Wick Communications Company

Green Valley News & Sun, Green Valley, AZ

Category 12, Best Single Black & White ROP Ad

Class: A, **3rd Place**

DESTINATION SOUTHERN AFRICA

Wick Communications Company

Green Valley News & Sun, Green Valley, AZ

Category 16, Best Cover Design

Class: A, **1st Place**

INSIDE GREEN VALLEY SAHUARITA