



## NEWS RELEASE

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FOR IMMEDIATE RELEASE

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ALBANY, NY – Winners of the New York Newspapers Advertising and Marketing Executive's 2014 Advertising Competition were honored during an awards banquet at the Seventh Annual Sales & Marketing Joint Conference held in Syracuse on June 9, 2014.

Each year, NYNAME recognizes newspapers and their advertising staff for their hard work in service to the art of newspaper advertising. These awards for excellence are a testament to the dedication of advertising professionals to the highest ideals of the industry. These efforts are recognized and rewarded by fellow newspaper professionals who understand the amount of time and effort that goes into each entry submitted to them for judging.

This year, contest judges selected first, second, and third place winners from a total of 119 entries submitted by 15 New York State daily newspapers. The contest was judged by Janet Corrinne-Harvey, Executive Director Digital and Marketing for Trib Total Media in Pittsburgh, Pennsylvania.

Awards were presented in the following eleven categories:

Newspaper Self-Promotion: "Tells the story" of a newspaper or one of its services or accomplishments.

Black and White Ad: Offers the advertiser complete dominance of the page. Great emphasis is placed on the copy illustrations used in the advertisement.

Locally Prepared Color: Ads may take the form of process or spot color. All art and copy must be created by the newspaper or its retail client, and the piece must have been printed on the newspaper's own presses.

Ad Campaign: A series of advertisements, designed to help an individual business create and maintain an easily identifiable image over a long period of time at a relatively low cost.

Advertising Section – Newspaper Supplement: Printed on newsprint using a newspaper's own press.

Advertising Section – Specialty Supplement: Printed on coated stock, stitched, etc.

Promotional Literature: Entries consist of brochures, rate cards and/or sales/media kits that are used to promote the newspaper to advertisers.

Community Service: Ad campaigns, special sections, or projects promoting a newspaper's community or a specific community event. Entries in this category must be designed and at least 51% controlled by a newspaper's advertising department.

Online Static Advertisement: Any non-moving advertisement created by the newspaper that appeared on the newspaper's website.

Online Animated Advertisement: Any animated advertisement created by the newspaper that appeared on the newspaper's website.

Innovative Ad Project: Entries consist of innovative projects or ideas implemented by a newspaper's advertising department that resulted in additional revenue for the paper.

Prizes for each category were awarded in three circulation classes: Under 10,000, 10,000-50,000, and Over 50,000.

### **Under 10,000 Circulation Class**

#### *The Citizen, Auburn*

- **1<sup>st</sup> Place – Black and White Ad** – “Wine Wednesdays, Sherwood Inn” by Kayleigh Tarbet and Greg Hassett
- **1<sup>st</sup> Place – Locally Prepared Color** – “Tour Promo Ad, The Citizen” by Renate Wood
- **1<sup>st</sup> Place – Promotional Literature** – “Media Kit, Cayuga Media” by Kayleigh Tarbet and Renate Wood
- **1<sup>st</sup> Place – Online Static Advertisement** – “United Way of Cayuga County” by Renate Wood
- **1<sup>st</sup> Place – Innovative Idea** – “Front Page Post-it, K&S Car Wash” by Kayleigh Tarbet
- **2<sup>nd</sup> Place – Advertising Section - Specialty Supplement** – “Go & Do Finger Lakes Travel Guide” by Lee Cunningham, Marci Barber, Kayleigh Tarbet and Renate Wood
- **3<sup>rd</sup> Place – Ad Campaign** – “Belhurst” by Renate Wood
- **3<sup>rd</sup> Place - Advertising Section - Newspaper Supplement** – “Monthly Living Well Section” by Lee Cunningham
- **3<sup>rd</sup> Place - Online Animated Advertisement** – “Auburn Downtown BID” by Renate Wood

#### *The Daily Mail, Catskill*

- **1<sup>st</sup> Place – Ad Campaign** – “Tait Incorporated” by Erica Izer
- **3<sup>rd</sup> Place – Black and White Ad** – “The Shamrock House” by Steve LaRowe

#### *Cortland Standard*

- **1<sup>st</sup> Place – Advertising Section - Newspaper Supplement** – “Summer Guide 2013” by Terry VanDyke
- **2<sup>nd</sup> Place – Promotional Literature** – “Cortland Standard Rate Card” by Terry VanDyke
- **2<sup>nd</sup> Place – Innovative Idea** – “Consistent Advertising Package” by Terry VanDyke
- **3<sup>rd</sup> Place – Newspaper Self-Promotion** – “Self Promotion Testimonials” by Terry VanDyke
- **3<sup>rd</sup> Place – Online Static Advertisement** – “Heritage Real Estate” by Mike Riley

Observer, Dunkirk

- **2<sup>nd</sup> Place – Newspaper Self-Promotion** – “Earth Day” by Staff
- **2<sup>nd</sup> Place – Community Service** – “Graduation Edition” by Janice Gee and Creative Services Department Staff
- **2<sup>nd</sup> Place – Online Animated Advertisement** – “Dunkirk Rotary” by Sarah Neumeister and Sales Staff
- **3<sup>rd</sup> Place – Promotional Literature** – “2013 Advertising Rate Schedule” by Staff

The Leader-Herald, Gloversville

- **1<sup>st</sup> Place - Newspaper Self-Promotion** – “Multi-Media Ad” by Marj Kline
- **1<sup>st</sup> Place – Community Service** – “FMCC 50th Anniversary Book” by Marj Kline, Nancy Unczur, Kirsten Knapp and Jeanne Francisco
- **2<sup>nd</sup> Place – Black and White Ad** – “ASAPP’s Promise” by Marj Kline
- **2<sup>nd</sup> Place – Locally Prepared Color** – “Brown’s Ford” by Nancy Unczur
- **2<sup>nd</sup> Place – Ad Campaign** – “ASAPP’s Promise” by Alex Ruggeri and Marj Kline
- **2<sup>nd</sup> Place - Online Static Advertisement** – “ASAPP’s Promise” by Marj Kline
- **3<sup>rd</sup> Place - Advertising Section - Specialty Supplement** – “Portraits” by Staff

Register-Star, Hudson

- **2<sup>nd</sup> Place - Advertising Section - Newspaper Supplement** – “Destinations” by Nancy Whelan
- **3<sup>rd</sup> Place – Community Service** – “Graduation” by Nancy Whelan

Adirondack Daily Enterprise, Saranac Lake

- **1<sup>st</sup> Place - Advertising Section - Specialty Supplement** – “Adirondack Living Real Estate Guide” by Lindsay Moore and Steve Bradley
- **1<sup>st</sup> Place – Online Animated Advertisement** – “Lake Placid Center for the Arts” by Steve Bradley
- **3<sup>rd</sup> Place – Locally Prepared Color** – “The Pub is Back” by Dan Cash and Steve Bradley

**10,000-50,000 Circulation Class**

Finger Lakes Times, Geneva

- **1<sup>st</sup> Place – Ad Campaign** – “Ashton Place” by Mary Thorpe
- **1<sup>st</sup> Place – Innovative Idea** – “Business Card Directory” by Mary Thorpe, Rachael Sergent and Roxanne Ferris
- **2<sup>nd</sup> Place – Newspaper Self-Promotion** – “2012 Year in Review” by Mary Thorpe, Sergent Rachael, Ferris Roxanne and Editorial Staff
- **2<sup>nd</sup> Place – Black and White Ad** – “D’Amico” by Rachael Sergent
- **2<sup>nd</sup> Place – Locally Prepared Color** – “Carpet House” by Rachael Sergent
- **2<sup>nd</sup> Place – Advertising Section - Newspaper Supplement** – “Breast Cancer Awareness” by Mary Thorpe, Rachael Sergent and Roxanne Ferris
- **2<sup>nd</sup> Place – Advertising Section - Specialty Supplement** – “Wayne County Snowmobile Federation” by Mary Thorpe, Rachael Sergent and Roxanne Ferris
- **3<sup>rd</sup> Place – Community Service** – “Destination” by Mary Thorpe, Rachael Sergent and Roxanne Ferris

- **3<sup>rd</sup> Place – Online Static Advertisement** – “Marketplace Banner” by Roxanne Ferris

The Post-Journal, Jamestown

- **1<sup>st</sup> Place – Black and White Ad** – “Novel Destination” by Emily Vercant
- **1<sup>st</sup> Place – Locally Prepared Color** – “Pal Joey’s” by Jessica Clark
- **1<sup>st</sup> Place - Advertising Section - Newspaper Supplement** – “Wine Time” by Dawn Thompson, Brian Johnson, Jessica Clark and Emily Vercant
- **3<sup>rd</sup> Place – Ad Campaign** – “Moran’s Floor Store” by Brian Johnson
- **3<sup>rd</sup> Place - Advertising Section - Specialty Supplement** – “Vacation Guide 2013” by Staff

Press-Republican, Plattsburgh

- **1<sup>st</sup> Place – Online Static Advertisement** – “Jill Magazine Digital Edition” by Michael Gallagher
- **2<sup>nd</sup> Place – Promotional Literature** – “Multimedia Audience Package Media Kit by Michael Gallagher
- **2<sup>nd</sup> Place – Innovative Idea** – “The Mystery of Alan Breck Lodge Great Reads Giveaway” by Michael Gallagher

Daily Sentinel, Rome

- **1<sup>st</sup> Place – Promotional Literature** – “Daily Sentinel Calendar” by Linda Karsten, John Clifford, Makenzi Enos and Staff
- **1<sup>st</sup> Place – Community Service** – “Horizons 2013 – Part I and Part II” by Dan Smith and Staff
- **2<sup>nd</sup> Place – Ad Campaign** – “Vigneto Series” by Lezley LaForest, Linda Doxtader and Irene Tyler
- **3<sup>rd</sup> Place – Locally Prepared Color** – “Ski and Snowboard Warehouse” by Lezley LaForest and Frank Page
- **3<sup>rd</sup> Place – Innovative Idea** – “Rome Map 2013” by Frank Page, Linda Carlson, Linda Karsten and Staff

Watertown Daily Times

- **1<sup>st</sup> Place – Newspaper Self-Promotion** – “New Apps for All Your Devices” by Brian Mitchell and Scott Smith
- **1<sup>st</sup> Place - Advertising Section - Specialty Supplement** – “NNY Business Annual Health Care Issue” by Ken Eysamann, Matt Costantino
- **1<sup>st</sup> Place – Online Animated Advertisement** – “Soft Water by George” by Brian Mitchell and Tom Penn
- **2<sup>nd</sup> Place – Community Service** – “Thousand Islands Bridge - 75 Years of International Goodwill” by Brian Mitchell
- **2<sup>nd</sup> Place – Online Static Advertisement** – “Your Are Invited! 4th Annual Kentucky Derby Day” by Brian Mitchell and Tom Penn
- **3<sup>rd</sup> Place - Advertising Section - Newspaper Supplement** – “Fall Fun Guide” by Brian Mitchell, Tom Penn and Sue Gardner
- **3<sup>rd</sup> Place – Promotional Literature** – “NNY Business Magazine Advertising Brochure and Flyer” by Ken Eysamann and Matt Costantino

## Over 50,000 Circulation Class

### Times Union, Albany

- **1<sup>st</sup> Place – Promotional Literature** – “Reputation Management Sales Sheet” by Tom Kracker
- **1<sup>st</sup> Place - Online Animated Advertisement** – “Saratoga County Fair” by John Michaels
- **2<sup>nd</sup> Place – Newspaper Self-Promotion** – “Live Smarter” by Tom Kracker
- **2<sup>nd</sup> Place – Black and White Ad** – “Times Union Apps” by Alana Feldman
- **2<sup>nd</sup> Place – Ad Campaign** – “Live Smarter” by Tom Kracker
- **2<sup>nd</sup> Place - Advertising Section - Newspaper Supplement** – “New Press Section” by Rex Smith, Jennifer Gish, Tyswan Stewart, Will Waldron and Tom Palmer
- **2<sup>nd</sup> Place – Community Service** – “Capital District Community Gardens” by Jill Address
- **2<sup>nd</sup> Place – Innovative Idea** – “Giving Tuesday” by Charmaine Ushkow
- **3<sup>rd</sup> Place – Locally Prepared Color** – “Capital District Mobile Vet” by Carol Ann Farley
- **3<sup>rd</sup> Place - Advertising Section - Specialty Supplement** – “Life@Home Magazine, April 2013” by Janet Reynolds, Tony Pallone, Colleen Ingerto, Emily Jahn and Brianna Snyder

### Times Herald-Record, Middletown

- **2<sup>nd</sup> Place – Locally Prepared Color** – “New Chef for Bernie's Holiday Restaurant” by Gail Whiting and Greg Appel
- **2<sup>nd</sup> Place - Advertising Section - Specialty Supplement** – “Orange Magazine” by Staff
- **3<sup>rd</sup> Place – Black and White Ad** – “Fleisher, Arlene, MD Spider Veins” by Gail Whiting and Greg Appel
- **3<sup>rd</sup> Place – Ad Campaign** – “Beauty School of Middletown Color Series” by Gail Whiting and Greg Appel
- **3<sup>rd</sup> Place - Advertising Section - Newspaper Supplement** – “Restaurant Guide & More” by Gail Whiting and Greg Appel
- **3<sup>rd</sup> Place – Innovative Idea** – “Reader’s Choice Campaign” by Gail Whiting and Greg Appel

### The Post-Standard, Syracuse

- **1<sup>st</sup> Place – Newspaper Self-Promotion** – “Readers Guide to More” by Becca Gomes and Stephen Hodgens
- **1<sup>st</sup> Place – Black and White Ad** – “SMG-On the Spot Source” by Karen Sherwood and Stephen Hodgens
- **1<sup>st</sup> Place – Locally Prepared Color** – “More to Savor” by Stephen Hodgens and Becca Gomes
- **1<sup>st</sup> Place – Ad Campaign** – “HBA-Parade of Homes Ad Campaign” by Becca Gomes and Stephen Hodgens
- **1<sup>st</sup> Place - Advertising Section - Newspaper Supplement** – “Upstate Home” by MJ Kravec, Sue Santola, Tom Schmidt and Bridget Cerrone
- **1<sup>st</sup> Place - Advertising Section – Specialty Supplement** – “The Good Life, Central New York Magazine” by Linda Bien, Peter Allen and Bridget Cerrone
- **1<sup>st</sup> Place – Community Service** – “Hope for the Holidays” by Karen Sherwood and Stephen Hodgens
- **1<sup>st</sup> Place – Online Static Advertisement** – “Syracuse University Football - SU vs Pitt” by Becca Gomes
- **1<sup>st</sup> Place – Innovative Idea** – “Downtown Living Tour” by Stephen Hodgens and Nick Ruscito
- **2<sup>nd</sup> Place – Promotional Literature** – “SMG Ad Solutions” by Stephen Hodgens and Becca Gomes
- **2<sup>nd</sup> Place – Online Animated Advertisement** – “Lemp’s Animated Sidekick” by Matthew Sourwine

## Additional Awards

**Robert Schoenbacher** of New York City was honored with **Lifetime Membership** in recognition of his years as President, Council Member and an Associate Member of NYNAME.

Schoenbacher's career in the newspaper industry began in the early 1960s at the *Times Union* in Albany. After 18 years at the T.U., he moved on to work at papers in New York, Los Angeles and Portland, Oregon. In 1989, Schoenbacher returned to New York as President of Metrosuburbia, the national sales group for all Newhouse papers.

During his 51-year career, Schoenbacher served as President of NYNAME in 1980, and he was also President of Ad Clubs in Albany and Portland. In addition, he served on many Industry National Committees.

Schoenbacher joins fellow Past-Presidents Tom Miller of Canandaigua (2005) and Karl Davis of Dunkirk (2006) on NYNAME's Lifetime Membership list.

Additionally, the *Times Union* in Albany was selected as the winner of NYNAME's **2015 Conference Registration Scholarship**, which covers the cost of registration for one NYNAME representative at the 2015 conference. The winner is selected at random from newspapers that participated in the 2014 Advertising Competition.

Note: The awards banquet slideshow is available for download at [www.nynama.org](http://www.nynama.org). If you or a member of your staff would like information on how to submit entries in the 2015 Advertising Competition please e-mail [dferlazzo@nynpa.com](mailto:dferlazzo@nynpa.com).