2015 ADVERTISING & CIRCULATION AWARDS BANQUET

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June 15, 2015

Inn on the Lake

Canandaigua, New York



First, Second and Third Place

122 entries

Then?

✤17 New York State newspapers

Contest Judges:

- Wiley Acheson, Retail Advertising Manager, White Mountain Publishing, Show Low, AZ
- Cindy Meaux, Advertising Manager, Arizona Newspaper Association, Phoenix, AZ
- Greg Tock, Publisher, Independent NewsMedia, Inc., Apache Junction, AZ



<u>(...)</u>

Then?

Under 10,000

* The Citizen, Auburn

m.C. . ?

- 2nd Place Promotional Literature "Cayuga Media Media Kit"
- 2nd Place Innovative Idea "Finger Lakes GO&DO App"
- **3rd Place Black and White Ad** "Southern Tier Stables Haunted Hayrides"
- 3rd Place Locally Prepared Color "Lakeside Entertainment"
- 3rd Place Specialty Supplement "Skaneateles Directory"
- 3rd Place Community Service "35 Objects"

* Observer, Dunkirk

The ??

- 2nd Place Newspaper Self-Promotion "Earth Day"
- 2nd Place Community Service "Grape County Corridor Map"
- 2nd Place Online Animated Advertisement "Gerry Rodeo"
- 3rd Place Ad Campaign "Taste pages"
- 3rd Place Innovative Idea "2015 Observer Calendar"

CA

* The Leader-Herald, Gloversville

me. ?

- 3rd Place Newspaper Supplement "Lake Country"
- 3rd Place Online Animated Advertisement "ADK Gold & Silver"

Register-Star, Hudson

- 2nd Place Black and White Ad "Pat Shanley"
- 2nd Place Ad Campaign "Work Life Balance"
- 2nd Place Newspaper Supplement "Progress"
- 2nd Place Specialty Supplement "Best of Columbia County"
- 2nd Place Online Static Advertisement "Falcon Ridge"
- 3rd Place Newspaper Self-Promotion "18-Months Growth"
- 3rd Place Promotional Literature "River Chronicle Rate Sheet"

m.C. 3

*Adirondack Daily Enterprise, Saranac Lake

- 2nd Place Locally Prepared Color "Offering the Best Locations"
- 3rd Place Online Static Advertisement "Adirondack By Owner Leaderboard"

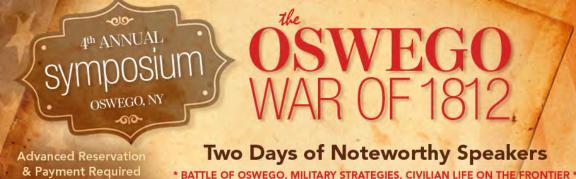
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Then?

First Place Winners

Under 10,000

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* BATTLE OF OSWEGO, MILITARY STRATEGIES, CIVILIAN LIFE ON THE FRONTIER * Saturday, April 5th & Sunday, April 6th Meet & Greet Friday, April 4th Lake Ontario Event & Conference Center * Best Western Hotel

First Place - The Citizen, Auburn

ONLINE ANIMATED ADVERTISEMENT

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First Place - The Citizen, Auburn



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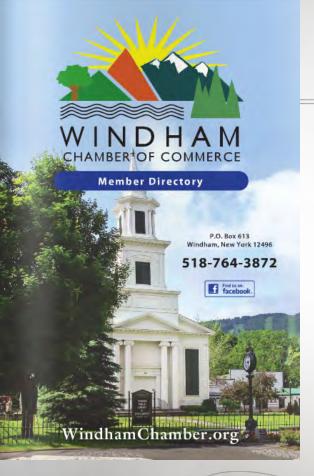
First Place The Daily Mail Catskill



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The Daily Mail www.thedailymail.net ar Hutton City Centry - Suite 202 - Hutton / Y - 518-528-1516

Register Today! www.thedailymail.net



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INNOVATIVE IDEA

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Curlan ?

First Place The Daily Mail Catskill





ADVERTISING SECTION NEWSPAPER SUPPLEMENT









Hot Water Heaters Still The Lowest Price in Town! \$33500

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First Place - Observer, Dunkirk

PROMOTIONAL LITERATURE

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First Place Observer Dunkirk

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ADVERTISING CAMPAIGN

First Place The Header-Herald Gloversville

ADVERTISING SECTION SPECIALTY SUPPLEMENT

First Place The Header-Herald Gloversville



LOCALLY PREPARED COLOR

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First Place - Register-Star, Hudson

COMMUNITY SERVICE

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First Place Register-Star Hudson

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register now!

www.registerstar.com/forms/women

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Then?

10,000-50,000

Finger Lakes Times, Geneva

The ??

- 2nd Place Newspaper Self-Promotion "Year in Review"
- 2nd Place Locally Prepared Color "Health Care Proxy"
- 2nd Place Innovative Idea "Domestic Violence"
- 3rd Place Black and White Ad "ABC's of Back to School"
- 3rd Place Online Static Advertisement "Dr. Littlejohn"

* The Post-Journal, Jamestown

m.C. 9

- 2nd Place Specialty Supplement "Vacation Guide 2014"
- 2nd Place Online Static Advertisement "Southern Chautauqua Federal Credit Union"
- 2nd Place Online Animated Advertisement "Luv Toyota"
- 3rd Place Newspaper Self-Promotion "Hometown Heroes 2014"

* Press-Republican, Plattsburgh

305

- 3rd Place Locally Prepared Color "Battle of the Centuries promo Ad"
- 3rd Place Ad Campaign "Bingo Contest"

✤ Daily Sentinel, Rome

- 2nd Place Black and White Ad "Gem Boutique"
- 2nd Place Newspaper Supplement "Christmas Wishbook 2014"
- 2nd Place Community Service "Breast Cancer Section"
- 3rd Place Innovative Idea "Kennedy Arena Supplement"

Watertown Daily Times

- 2nd Place Ad Campaign "Pick'Em League with Advertiser: Watertown Auto Sales Drive America"
- 3rd Place Newspaper Supplement "Kids Summer Fun"
- 3rd Place Specialty Supplement "NNY Living Weddings"
- 3rd Place Community Service "The Antique Boat Museum 50th Boat Show"

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First Place Winners

10,000-50,000

ADVERTISING CAMPAIGN

m.C. 9



ADVERTISING SECTION SPECIALTY SUPPLEMENT

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First Place *Finger Lakes Times*

Geneva

Your source for: Entertainment • Festivals • Museums Parks • Wineries • and much morel

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Finger Lakes Times

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ONLINE ANIMATED ADVERTISEMENT

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316



First Place Finger Lakes Times Geneva

INNOVATIVE IDEA



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First Place The Post-Journal Jamestown

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NEWSPAPER SELF-PROMOTION

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First Place The Times Herald Olean







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First Place The Times Herald Olean



OZ'S IS A GREAT PLACE FOR COUPLES, FAMILIES AND FRIENDS TO GATHER FOR A COUNTRY GET AWAY, WE OFFER...SKYDIVING, WEDDINGS, PRIVATE

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LOCALLY PREPARED COLOR

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First Place The Times Herald Olean



ADVERTISING SECTION NEWSPAPER SUPPLEMENT



First Place Press-Republican Plattsburgh

COMMUNITY SERVICE

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First Place *Press-Republican* Plattsburgh

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ONLINE STATIC ADVERTISEMENT



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First Place Press-Republican Plattsburgh

ADVERTISING AWARDS

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Over 50,000

* Times Union, Albany

Q.C. 9

- 2nd Place Newspaper Supplement "Home Expo 2014"
- 2nd Place Specialty Supplement "518 Life August 2015"
- 2nd Place Community Service "Historic Cherry Hill Albany History Fair"
- 3rd Place Online Static Advertisement "Times Union Facebook ad"

* Times Herald-Record, Middletown

The ?

- 2nd Place Newspaper Self-Promotion "Now you can touch, scroll, and slide on 'What's happening' in Hudson Valley!"
- 2nd Place Online Static Advertisement "Welcomes 2 Chainz!"
- 3rd Place Locally Prepared Color "We are proud to welcome our new attorneys of 2014"

The Daily Gazette, Schenectady

me . 3

- 2nd Place Locally Prepared Color "Northeastern Fine Jewelry"
- 3rd Place Specialty Supplement "Southern Saratoga Magazine"

The Post-Standard, Syracuse

3.05

- 2nd Place Ad Campaign "Don't Miss a Thing"
- 2nd Place Online Animated Advertisement "This Holiday Season Remember"

ADVERTISING AWARDS

The ?

First Place Winners

Over 50,000

BLACK AND WHITE ADVERTISEMENT

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Helping Adolescents Cope with Loss

Free live webinar and panel discussion

Thursday, April 10 2pm to 5pm Macedonia Baptist Church

Register Online: www.communityhospice.org By phone: 694-4967

26 Wilson Ave., Colonie



Presented by The Community Hospice as part of our ongoing commitment to support kids, teens and adults grieving the loss of a friend or loved one.



First Place - Times Union, Albany



ADVERTISEMENT CAMPAIGN

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First Place – Times Union, Albany



PROMOTIONAL LITERATURE

digital direction



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The **DIGITAL DIRECTION** presentation takes only 45 minutes. It can be the most important forty-five minutes for your business' future, saving your business thousands of dollars! Please set aside some time in your busy day to join us. We are confident you will not be disappointed.

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First Place *Times Union* Albany

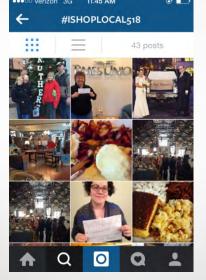


INNOVATIVE IDEA



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First Place – Times Union, Albany

NEWSPAPER **SELF-PROMOTION**

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| Entertainme | ent Values | - |
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| Beflaik Day at Chastangen | Kenan Center 100 American Craftsmen | Shea's Notcocker Shakespeare is |
| Baflak Bone and Garlien Show | Lancaster Opera Rouse | Delaware Park's Fabricons Feast |
| Beflak Philharmonic Oxbestra | MusicalFare Theatre | |

| The News also suppo | ort |
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| Orade Avach, Respon Ave | NEADA, Stocking Stuffers for Weak on Wheek's | |
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| International Institute, Buffalo Without Bordiers | Annual sponsership of four events | |
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Buffalo News Contests

THE BUFFALO NEWS

THE BUFFALO NEWS: Caring for our Community

The mission of The Buffalo News is to provide news and information to the community we serve, and to report it honestly, accurately and fairly. Our service to the community only begins there.

We believe that being a good no also requires being a good citizen. For that reason, we either initiate or are asked to help support many causes throughout Western New York each year. We respond with contributions, promotional support, rinted materials, equipment and clunteers — using our resources to make Western New York an even better place to Iwe. In 2013, The News was involved in all of the projects you see listed here, in some cases

ther instances, organizations or idividuals came to us with proble eds and we helped them with approach. We support progr at provide the greatest amount good for the greatest number icle, especially for tamilie and people with special needs

Overall, nearly \$3 million was raised through the support of Buffalo News Sponsorships.

recognized a need in Western New York and h BN



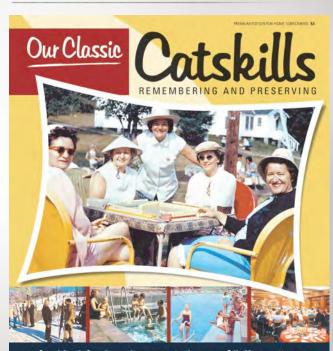


ADVERTISING SECTION NEWSPAPER SUPPLEMENT

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First Place *Times Herald-Record* Middletown

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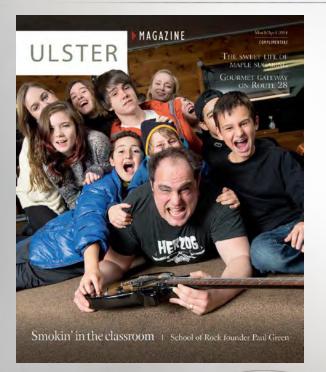


Curro Curro

A fond look back at the resort industry of Sullivan County

ADVERTISING SECTION SPECIALTY SUPPLEMENT

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The ??

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ONLINE STATIC ADVERTISEMENT

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E 3105

First Place The Post-Standard Syracuse World Class Wines Spectacular Views

WINE TRAIL

34 Family Owned Wineries in the Finger Lakes



<u>(</u>...)

*First, Second and Third Place

✤23 entries

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✤5 New York State newspapers

Contest Judges:

- Warren C. Dews Jr., Vice President of Audience Development, Sales & Marketing, New England Newspapers, Inc.
- Michael J. Smith, Director of Consumer Sales and Retention, 21st Century Media
- **Bob DiMatties**, Circulation Director, Caledonian-Record, St. Johnsbury, CT



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Under 40,000

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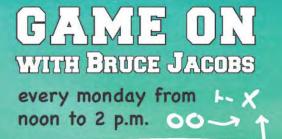
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DIGITAL PROMOTIONS/ E-EDITIONS

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*Leave a voicemail for Game On and it may be played on the show!

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Dear Readers,

You may be asking yourself why you're holding a copy of this week's Mountain Eagle if you're not a subscriber. The simple answer is we at Columbia-Greene Media have undergone some extraordinary changes that we think everyone should see.

Full color on every page, sharp printing and our continued dedication to providing our readers with the best possible coverage of local events all combine to make the Mountain Eagle truly a product of the times. Our expanded website, updated regularly, and our presence on Facebook and Twitter mean we are so much more than "just" a weekly publication. Area businesses can now reach customers both digitally and through print, making us an important element in future success.

The Mountain Eagle began printing in January 1982, serving the mountainto parce of Greene County and the greater Stamford area. It joined the Johnson Newspapers Ianlly in 2001, shifting is focus from Greene County to northern Delaware and southern Schoharie counties. Based in Stamford, the Mountain Eagle is the source for municipal and community news for towns and villages throughout the area. From high school sports and local school events to town hall meetings, community events, new local businesses, the Mountain Eagle reporters are always there, covering the issues that are important to our readers.

Everyone at the Mountain Eagle is committed to bringing our readers the news and features that have an impact on our lives.

We five here. We work here. We care about our communities and we are steadfast in our desire to be the source for news for our coverage area.



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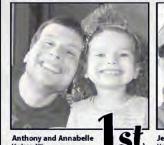
First Place - Columbia-Greene Media, Hudson



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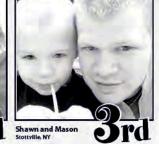


Congratulations to our Winners



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First Place - Columbia-Greene Media, Hudson

DIGITAL PROMOTIONS/ E-EDITIONS

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First Place Columbia-Greene Media Hudson

SPECIAL PROJECTS/ COMMUNITY INVOLVEMENT



First Place Finger Lakes Times

Geneva



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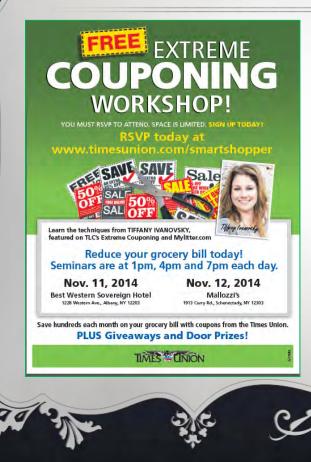
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Over 40,000

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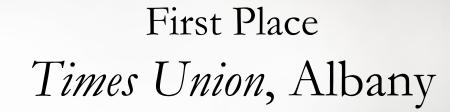


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Pattern of Deception Includes Social Security, Budgeting, 9/11. Legislation, Foreign & Domestic Agendus, Scientific Research...

Third Place - Times Herald-Record, Middletown



Second Place *Times Herald-Record* Middletown

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SPECIAL PROJECTS/ COMMUNITY INVOLVEMENT

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First Place - Times Herald-Record, Middletown

SUBSCRIPTION SALES/RETENTION AND MARKETING PROGRAMS

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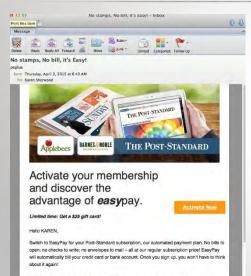
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Third Place The Post-Standard Syracuse

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Second Place The Post-Standard Syracuse

SPECIAL PROJECTS/ COMMUNITY INVOLVEMENT



TALKIN' HOOPS

Join our SU basketball experts and former player **Pearl Washington** in a preview of the Orange's upcoming season.

 Behind the scenes with an Drange lagend
Insights from our coverage team. Bud Poliquin, Mike Waters, Donna Dissta, Brent Ase and Chris Carton. Get the inside scoop on the team.



6:30 p.m. Thursday, Nov. 13 Syracuse Media Group 220 S. Warren St., Syracuse

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THE POST-BEAMARD



Second Place – The Post-Standard, Syracuse

DIGITAL PROMOTIONS/ E-EDITIONS

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Second Place – The Post-Standard, Syracuse

2015 ADVERTISING & CIRCULATION AWARDS BANQUET

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Congratulations to all of

this year's winners!





2015 PRESIDENT'S AWARD

m. C. 3



Gwen Tomaselli Metro Creative Graphics





PRIZE RAFFLES

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