



Welcome to the

2014 Advertising & Circulation Awards Banquet

June 9, 2014
Crowne Plaza Hotel
Syracuse, New York



Advertising Awards

Advertising Awards

- ▶ First, Second, and Third Place Winners
- ▶ 119 Entries
- ▶ 15 Participating Newspapers

Advertising Awards

► Contest Judge:

- Janet Corrinne-Harvey, Executive Director, Digital and Marketing – Trib Total Media, Pittsburgh, Pennsylvania.



Advertising Awards

Advertising Awards Under 10,000



Under 10,000

2nd and 3rd Place Winners

► *The Citizen*, Auburn

- 2nd Place – Specialty Supplement
- 3rd Place – Ad Campaign
- 3rd Place – Newspaper Supplement
- 3rd Place – Online Animated Advertisement

Under 10,000

2nd and 3rd Place Winners

- ▶ *The Daily Mail*, Catskill
 - 3rd Place – Black and White Ad

Under 10,000

2nd and 3rd Place Winners

► *Cortland Standard*

- 2nd Place – Promotional Literature
- 2nd Place – Innovative Idea
- 3rd Place – Newspaper Self-Promotion
- 3rd Place – Online Static Advertisement

Under 10,000

2nd and 3rd Place Winners

► *Observer*, Dunkirk

- 2nd Place – Newspaper Self-Promotion
- 2nd Place – Community Service
- 2nd Place – Online Animated Advertisement
- 3rd Place – Promotional Literature

Under 10,000

2nd and 3rd Place Winners

- ▶ *The Leader-Herald, Gloversville*
 - 2nd Place – Black and White Ad
 - 2nd Place – Locally Prepared Color
 - 2nd Place – Ad Campaign
 - 2nd Place – Online Static Advertisement
 - 3rd Place – Specialty Supplement

Under 10,000

2nd and 3rd Place Winners

- ▶ *Register-Star*, Hudson
 - 2nd Place – Newspaper Supplement
 - 3rd Place – Community Service

Under 10,000

2nd and 3rd Place Winners

- ▶ *Adirondack Daily Enterprise*, Saranac Lake
 - 3rd Place – Locally Prepared Color

The background of the slide is a dark blue-grey color with a faint, light-grey topographic map pattern. The map features various contour lines and a compass rose in the lower-left corner. The compass rose includes a needle pointing towards the top-left, with letters 'N', 'E', 'S', and 'W' indicating the cardinal directions. There are also some smaller, less legible markings on the compass rose.

First Place Winners Under 10,000

Black and White Ad

The Citizen
Auburn

First Place
Under 10,000

wednesdays wine

Uncork New York Summer Tasting Schedule

- July 10th FOX RUN, Seneca Lake
- July 17th HERMANN J. WIEMER,
Seneca Lake
- July 24th THIRSTY OWL, Cayuga Lake
- July 31st SWEDISH HILL, Cayuga Lake
- August 7th DR. KONSTANTIN FRANK
VINIFERA WINE CELLARS,
Keuka Lake
- August 14th DR. KONSTANTIN FRANK
VINIFERA WINE CELLARS,
'SALMON RUN', Keuka Lake
- August 21st HOSMER WINERY,
Cayuga Lake
- August 28th HEART AND HAND WINERY,
Cayuga Lake
- September 4th LAMOREAUX LANDING
WINE CELLARS,
Seneca Lake

Summer Tasting Schedule
Sherwood Inn Lobby
5:00 - 7:30 Pm

Summer 2013 Special
20% Off

the purchase of any bottle of
New York State Wine
every Wednesday

SHERWOOD INN Pr 1007



**get this
close**

Does your classroom, club, or organization
**want to learn more about
The Citizen?**

Please contact Carol Speech to schedule a tour today!
(315) 282-2211 • Tours are complimentary

C. The Citizen.
auburnpubl.com

Locally Prepared
Color

The Citizen
Auburn

First Place

Under 10,000

Promotional Literature



The Citizen, Auburn

First Place - Under 10,000

Online Static Advertisement



The Citizen, Auburn

First Place - Under 10,000

Innovative Idea

The Citizen

Auburn

First Place

Under 10,000



Ad Campaign

TAX REFUND = NEW DECK



TAIT
INCORPORATED

37267 Route 23
Grand Gorge, NY

(800) 491-2560 • (607) 588-7511 • taitinc@catskill.net

Dan Tait, Inc. is a professional, reliable, and reputable firm located in Grand Gorge, NY. With over 50 years of experience, we have built a solid reputation based on customer satisfaction.

- KITCHENS
- BATHS
- RENOVATIONS
- ADDITIONS
- DOORS & WINDOWS
- FLOORING
- FREE ESTIMATES



TAX REFUND = NEW KITCHEN



TAIT
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- KITCHENS
- BATHS
- RENOVATIONS
- ADDITIONS
- DOORS & WINDOWS
- FLOORING
- FREE ESTIMATES



TAX REFUND = NEW BATH



TAIT
INCORPORATED

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Grand Gorge, NY

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- BATHS
- RENOVATIONS
- ADDITIONS
- DOORS & WINDOWS
- FLOORING
- FREE ESTIMATES



The Daily Mail, Catskill

First Place - Under 10,000

Newspaper Supplement



Cortland Standard

First Place - Under 10,000

**In print. On the web.
Mobile app. Facebook & Twitter.**

**Wherever you want your news,
we are there.**

The Leader-Herald

"Make Us A Part Of Your Day!"



Newspaper Self-Promotion

The Leader-Herald

Gloversville

First Place

Under 10,000

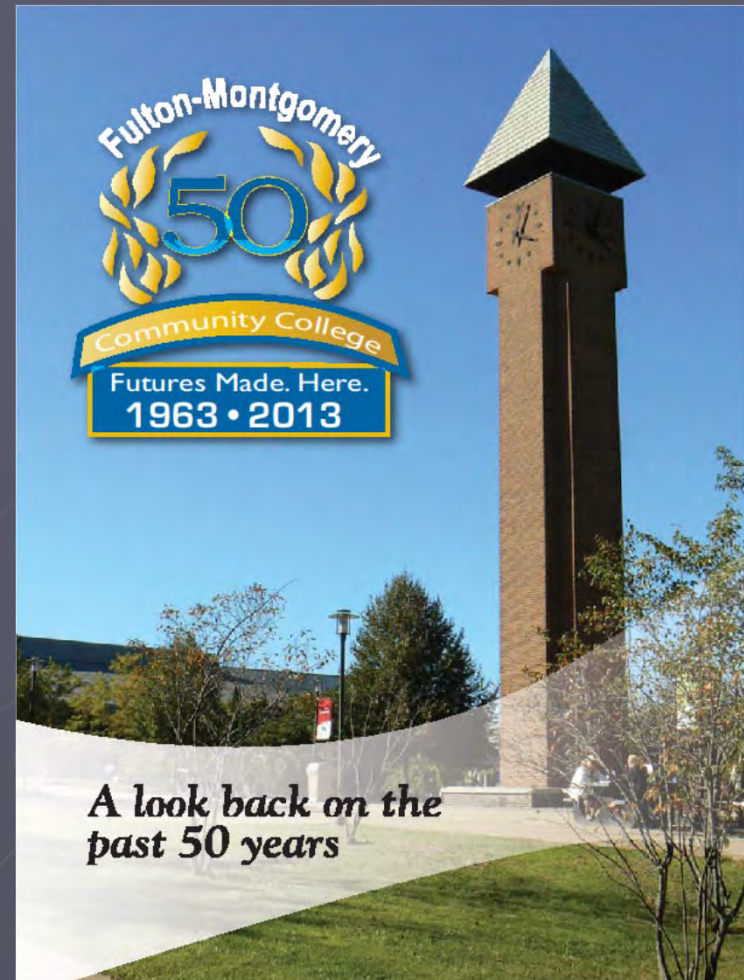
Community Service

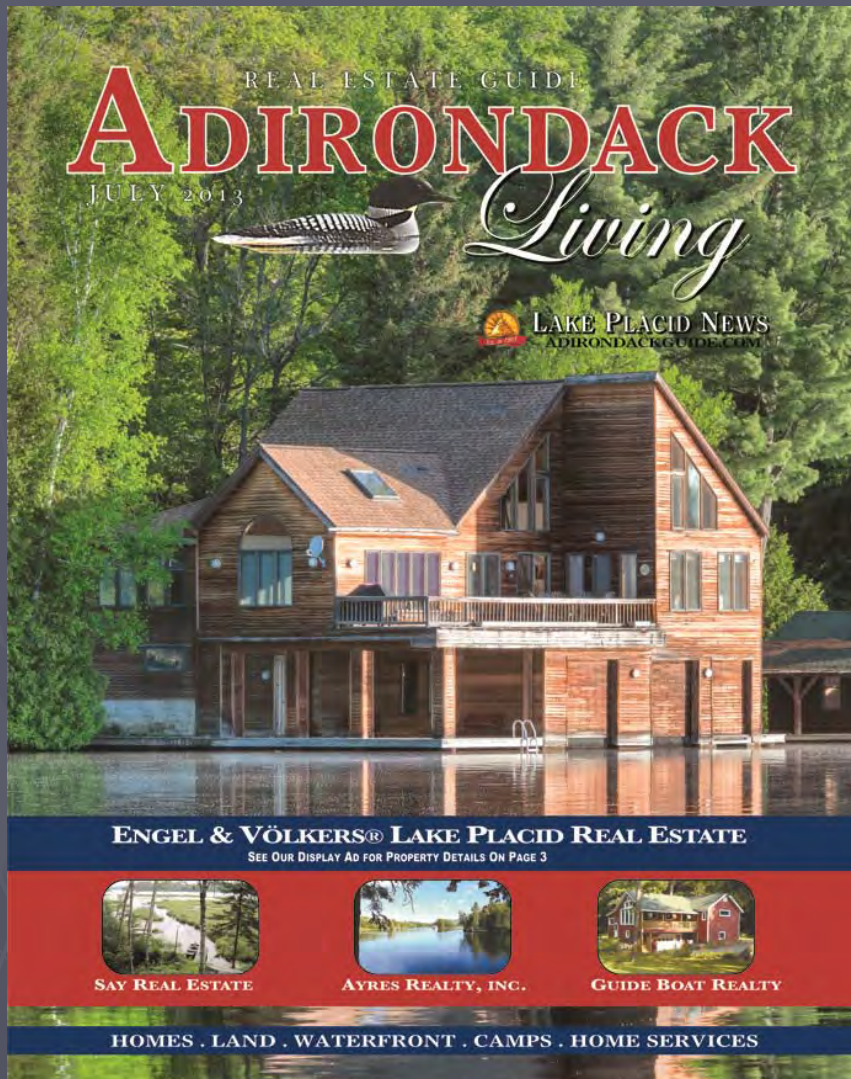
The Leader-Herald

Gloversville

First Place

Under 10,000





Specialty Supplement

*Adirondack Daily
Enterprise*

Saranac Lake

First Place

Under 10,000

Online Animated Advertisement



(Click to view animation)

Adirondack Daily Enterprise

First Place - Under 10,000

Advertising Awards 10,000 – 50,000



10,000 – 50,000

2nd and 3rd Place Winners

► *Finger Lakes Times, Geneva*

- 2nd Place – Newspaper Self-Promotion
- 2nd Place – Black and White Ad
- 2nd Place – Locally Prepared Color
- 2nd Place – Newspaper Supplement
- 2nd Place – Specialty Supplement
- 3rd Place – Community Service
- 3rd Place – Online Static Advertisement

10,000 – 50,000

2nd and 3rd Place Winners

- ▶ *The Post-Journal*, Jamestown
 - 3rd Place – Ad Campaign
 - 3rd Place – Specialty Supplement

10,000 – 50,000 2nd and 3rd Place Winners

- ▶ *Press-Republican*, Plattsburgh
 - 2nd Place – Promotional Literature
 - 2nd Place – Innovative Idea

10,000 – 50,000

2nd and 3rd Place Winners

► *Daily Sentinel*, Rome

- 2nd Place – Ad Campaign
- 3rd Place – Locally Prepared Color
- 3rd Place – Innovative Idea

10,000 – 50,000

2nd and 3rd Place Winners

► *Watertown Daily Times*

- 2nd Place – Community Service
- 2nd Place – Online Static Advertisement
- 3rd Place – Newspaper Supplement
- 3rd Place – Promotional Literature

The background of the slide is a dark blue-grey color with a faint, light-grey topographic map pattern. In the lower-left corner, there is a faint compass rose showing cardinal and intercardinal directions (N, NE, E, SE, S, SW, W, NW) and a dollar sign (\$) near the bottom left.

First Place Winners 10,000 – 50,000

Ad Campaign



ASHTON Place
A SENIOR LIVING community

*Need a helping hand?
Learn about Enriched Living at Ashton Place.*



Stop in for a Tour!

- Personal Care Assistants
- Medication ordering, assistance and supervision
- Assistance with personal care needs
- Case Management Services – Liaison with physicians and other health care professionals
- Housekeeping, laundry and linen service
- Chef prepared meals
- Transportation
- And a host of other services

*Move in before
July 31 and we'll pay
for your move!**
*certain restrictions apply

190 Ashton Court • Clifton Springs, NY
1.800.819.5791 • AshtonPlaceNY.com

 **Licensed by New York State to provide enriched living**
A Heritage of Caring Spanning 3 Generations 

Finger Lakes Times

First Place - 10,000 – 50,000

Innovative Idea

Finger Lakes Times

Geneva

First Place

10,000 – 50,000

 Finger Lakes Times

Business Card Directory

2013

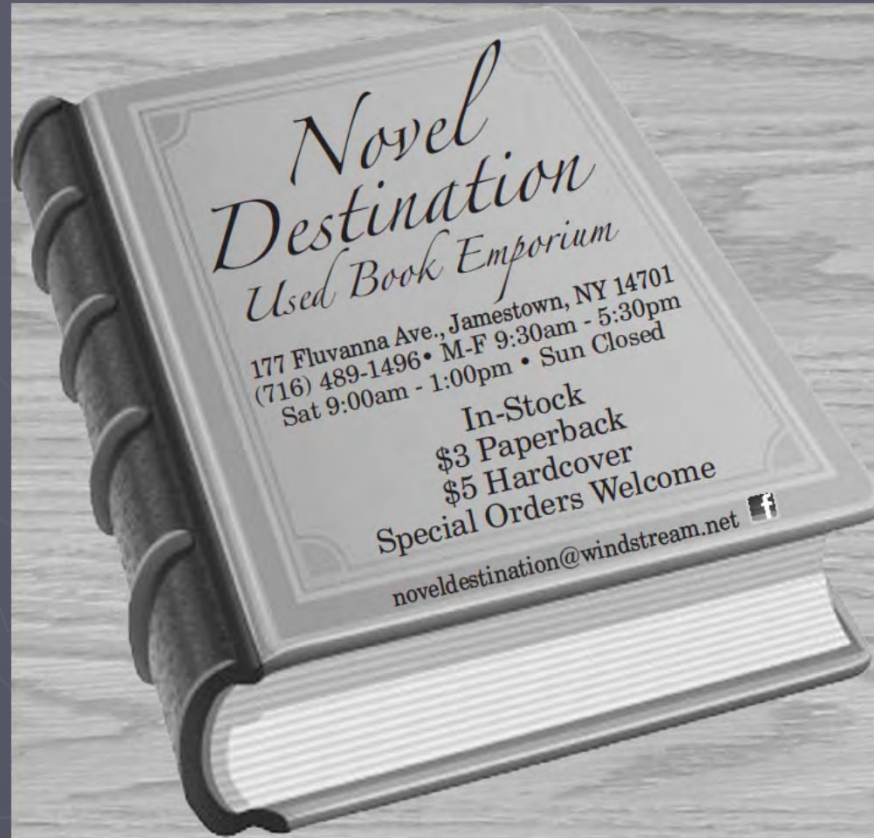
YOUR LOCAL
GUIDE TO

Accommodations,
Automotive, Boutiques,
Clothing, Dining,
Education, Entertainment,
Financial, Floral, Funeral,
Grocery, Health Care,
Home Services, Insurance,
Real Estate &
Repair Professionals



218 Genesee Street, Geneva, NY • 315-789-3333 • 800-388-6652 • www.fltimes.com

Black and White Ad



The Post-Journal, Jamestown

First Place - 10,000 – 50,000

Locally Prepared Color

Pal Joey's
Where Everybody Knows Your Name

Monday & Thursday
Wing & Brew Night

Coldest Beer
in Town

Every Saturday
Night is
Martini Night!

Amazing
1/2 Pound
Burgers

Ice Cold Air
Conditioning

Parking in Rear
of Building

2245 Washington St., Jamestown • 664-6604
To Go Orders • Serving 11am 'til Close

Find us on
Facebook

The Post-Journal, Jamestown

First Place - 10,000 – 50,000



Newspaper Supplement

The Post-Journal

Jamestown

First Place

10,000 – 50,000

Online Static Advertisement



Press-Republican, Plattsburgh

First Place - 10,000 – 50,000

Promotional Literature



Daily Sentinel, Rome

First Place - 10,000 – 50,000

Community Service

Daily Sentinel

Rome

First Place

10,000 — 50,000

HORIZONS

Part I • Major Business • Health Care • Education



TURNING STONE CASINO page 3



ROME MEMORIAL HOSPITAL page 4



ST. ELIZABETH MEDICAL CENTER page 5



DUCC ENERGY page 6



WCC page 10



WCC page 12



THE BEGINNING — Turning Stone opened July 20, 1993, on an approximately 400-acre parcel in the Town of Rome. A large, multi-story building and other structures were added over the years. The casino now employs 4,500 people and is a major attraction in the area. (Continued on page 12)

Casino dealt a winning hand 20 years ago

BY DAN GUERIN

Staff writer

On the Indian Nation Reservation, the Turning Stone Casino was not just a gamble when it opened 20 years ago this July. In looking back at the last two decades, the casino hit a jackpot. The site is now the region's largest employer at 4,500, with most workers affiliated with the casino. No other casino that had some table games and a few slots in July 20, 1993, in the Town of Rome, Esperanza, kept and small, have become major employers. The casino has become a major employer in the area, with many workers affiliated with the casino. The casino has become a major employer in the area, with many workers affiliated with the casino.

to a variety of interests. "We haven't had a bad day since we opened," he said. "We're here for the duration," he said. "We're never going anywhere."

He says unlike many large operations, the nation has no multiple or even multinational interests. "All the money we make is spent right here," he said.

The casino has used their gambling profits to — among other things — buy more than 17,000 acres of undeveloped land, open a chain of gas stations and other businesses, start a police force and provide community services, build new housing and a cultural center, and more. (Continued on page 12)

And he's not sitting back as Turning Stone faces increased competition from gambling venues near and not so close that simply didn't exist 20 years ago.

"We study the market," said Halberstam, who says it is necessary to be proactive. "We've got to look forward and anticipate."

Gov. Andrew M. Cuomo's interest in the development of commercial casinos in the state is of concern to him.

"I just think there are a lot of questions," he said of Cuomo's plan to put three casinos outside of the New York City area.

He says it is important that local communities be given assurance that they will have a voice in the process and that the state didn't impose a gaming framework that will burden



GAMBLING AND A WHOLE LOT MORE — About to enter its third decade, Turning Stone Resort and Casino offers golf and tennis, entertainment, dining, accommodations and, of course, gaming. It has undergone several

expansions as the casino pursued a strategy of developing a destination resort. Today's operating complex covers about 2,400 acres.

Halberstam also notes that the tribe is committed to Central New York only.

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COOPERATION

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Daily Times...

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for more information call
1-800-724-1012

Newspaper Self-Promotion

Watertown Daily Times

First Place

10,000 – 50,000

Specialty Supplement

*Watertown
Daily Times*

First Place

10,000 – 50,000





Online Animated Advertisement

*Watertown
Daily Times*

First Place

10,000 – 50,000

The background is a dark blue-grey color. It features a faint, light-grey topographic map with various contour lines. In the lower-left corner, there is a faint compass rose with a needle pointing towards the bottom-left. The compass rose includes labels for 'N' (North), 'E' (East), 'S' (South), and 'W' (West), as well as a dollar sign (\$) and a small 'M' symbol.

Advertising Awards Over 50,000

Over 50,000 2nd and 3rd Place Winners

► *Times Union, Albany*

- 2nd Place – Newspaper Self-Promotion
- 2nd Place – Black and White Ad
- 2nd Place – Ad Campaign
- 2nd Place – Newspaper Supplement
- 2nd Place – Community Service
- 2nd Place – Innovative Idea
- 3rd Place – Locally Prepared Color
- 3rd Place – Specialty Supplement

Over 50,000 2nd and 3rd Place Winners

► *Times Herald-Record*, Middletown

- 2nd Place – Locally Prepared Color
- 2nd Place – Specialty Supplement
- 3rd Place – Black and White Ad
- 3rd Place – Ad Campaign
- 3rd Place – Newspaper Supplement
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Over 50,000 2nd and 3rd Place Winners

- ▶ *The Post-Standard*, Syracuse
 - 2nd Place – Promotional Literature
 - 2nd Place – Online Animated Advertisement

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First Place Winners Over 50,000

Promotional Literature

Times Union
Albany

First Place

Over 50,000



THE total SEARCH SOLUTION

Freedom and peace of mind with
Reputation Management

VISIBILITY
Checks to see if your business is listed correctly on review sites, search engines, directory and social sites.

REVIEWS
Looks at the following sites to see if your business has any reviews:
UrbanSpoon, TripAdvisor, Yelp, Judy's Book, Insider Pages, CitySearch, and YahooLocal.

BENEFITS

- Monitors any strong positive or negative comments about your business.
- Keeps an eye on your competition.
- Alerts and reporting available to provide timely updates.
- Useful in developing SEM strategies.

MENTIONS
Looks to find any mention of your business and its competitors on the web, including blogs, articles, etc.

KEYWORDS
Determines what keywords are being used most often to find your business.

TIMES UNION
Times Union Media. Delivering Results.
Times | Herald | Tribune | Press-Bulletin | Daily | Mirror | Register

Call your local Times Union media consultant for more information on how we can make these solutions work for you.

11/20/2017

Online Animated Advertisement



(Click image to view animation)

Times Union, Albany

First Place - Over 50,000

Newspaper Self-Promotion



The Post-Standard, Syracuse

First Place - Over 50,000

Black and White Ad

The Post-Standard
Syracuse

First Place

Over 50,000

your
**on-the-
spot**
source for
where to go
and
what to do

● your
entertainment team
Katrina Tulloch, Chris Baker,
Geoff Herbert, Don Cazentre,
Melinda Johnson, David Figura

syracuse.com | THE POST-STANDARD
SYRACUSE MEDIA GROUP

Locally Prepared Color

The Post-Standard Syracuse

First Place Over 50,000



More to Savor

Check out the new syracuse.com/food

Whether you like dining in or out, our new online Food & Dining pages will hit the spot.

They're stuffed with reviews and recipes, cooking tips and kids' favorites, and the skinny on events, food trends and restaurants' comings and goings.

With local content as well as offerings from Dash, Epicurious, The Skinny Chef and Eating Well, these new pages are sure to be a food fanatic favorite.



Hungry for business?

Contact Cody Hooper at 315-766-6430
or chooper@syracuse.com for new
and unique advertising opportunities.

syracuse.com | **THE POST-STANDARD**

Parade of Homes is coming!



Stay connected to The Parade of Homes from start to finish on your desktop, laptop, smart phone or tablet.

» check out syracuse.com/realestate for local listings and agents

JAMESVILLE GROVE ESTATES • LAFAYETTE, NY • SEPTEMBER 7-22
Visit Parade of Homes to see the latest in custom architecture, landscaping & interior design



sponsored by
syracuse.com
THE POST-STANDARD

For advertising opportunities contact mwilliams@syracuse.com

Ad Campaign

The Post-Standard

Syracuse

First Place

Over 50,000

Newspaper Supplement



The Post-Standard, Syracuse

First Place - Over 50,000

Specialty Supplement

*The
Post-Standard*

Syracuse

First Place

Over 50,000



Give them
Hope
for the Holidays



Donate to the
**OLD NEWSBOYS
Christmas Toy Fund**
Friday and Saturday
December 13 and 14



For over 89 years, The Old Newsboys Christmas Fundraiser volunteers have hawked a special edition of The Post-Standard at various locations (stores, malls, businesses) around Onondaga County. Buy your special Post-Standard from an "Old Newsboy" and support this worthy cause! 100% of the monies go to The Salvation Army/United Way's Christmas Bureau to buy food, toys and books for less fortunate children.

YES, I'd like to help bring joy to a child over the holidays and contribute now!
I'd like to make the following contribution (enclosed):
☐ \$15 ☐ \$25 ☐ \$50 ☐ \$

Name _____
Address _____
City _____ State _____ Zip _____
Email _____



Please make checks out to: The Old Newsboys Christmas Toy Fund
Mail to: The Post-Standard
Attn: Circulation — Ours Coverage
121 N. Salina St., Syracuse, NY 13202

4 WAYS TO HELP:
1. Donate online at www.syracuse.com/oldnewsboys
2. Complete the coupon and mail it with your donation.
3. Buy a special edition Post-Standard from an Old Newsboy Dec. 13 - 14.
4. Get a team together to sell the special edition Post-Standard.

100% of the monies
go to The
Salvation Army/
United Way's Christmas Bureau to
buy food, toys and books for less
fortunate children.

THE POST-STANDARD
syracuse.com

Community Service

The Post-Standard Syracuse

First Place

Over 50,000

Online Static Advertisement



The Post-Standard

Syracuse

First Place - Over 50,000

Innovative Idea

The collage displays a variety of promotional materials for the Downtown Syracuse Living Spaces tour. Key elements include:

- Print Ads:** Multiple versions of the tour flyer, featuring project photos, dates (Saturday, May 18th, 12pm-6pm), ticket prices (\$12 in advance, \$15 on the day), and a free shuttle service.
- Online Ads:** Banners and social media-style graphics promoting the tour and the Downtown Syracuse Living Spaces project.
- Mobile App:** Screenshots of the 'Syracuse.com' app, showing a map of the tour stops and information about the projects.
- Interactive Map:** A detailed map of downtown Syracuse with markers for the tour stops, including Pike Block, Deey's Plaza, Vengeance Lofts, and Merchants Commons.
- Tour Stops:** Individual project cards for each location, such as 'Pike Block', 'Deey's Plaza', 'Vengeance Lofts', 'Merchants Commons', 'White Memorial Building', and 'Jennison Clinton Commons'.
- Project Photos:** High-quality images of the new urban living spaces, showing modern interiors and exteriors.

The Post-Standard, Syracuse

First Place - Over 50,000



Promotion Awards

Promotion Awards

- ▶ First Place, Second Place, and Honorable Mention Winners
- ▶ 46 Entries
- ▶ 7 Participating Newspapers

Promotion Awards

► Contest Judges:

- Christine Moore, President, People for People Fund
- Cynthia Weintraub, People for People Education Liaison
- David Cantor, Vice President, People for People
- Paul Heffernan, retired CFO of Cox & Company
- Bev Weissinger, retired Assistant Controller at a Federal Prison
- Kathy Passineau, former newspaper Advertising Manager
- Bill Rhodes, retired History Teacher
- Maureen Callahan, Insurance Salesperson.



Promotion Awards

Promotion Awards Under 40,000



Under 40,000 Honorable Mention

- ▶ *Poughkeepsie Journal*
 - Digital Promotions/E-Editions

Under 40,000 Honorable Mention

► *Watertown Daily Times*

- Subscription Sales/Retention and Marketing Programs
- Single Copy Sales and Point of Purchase Programs
- Special Projects/Community Involvement

Second and First Place Winners Under 40,000





Newspapers In Education

“Ghost Tales”

The Daily News,
Batavia

Second Place



Subscription Sales

“Free Gift Ad”

*Columbia Greene
Media, Hudson*

First Place

NYSCMA
NEW YORK STATE CIRCULATION MANAGEMENT ASSOCIATION, INC.

**2014 NYSCMA, Inc.
Promotion Awards Entry Form**

Entry Title: Free Gift Ad Entry Category: 1
Newspaper: Columbia Greene Media Date of Publication: Sept. 2013- Present
Address: 1 Hudson City Centre City: Hudson Zip: 12534
Submitted By: Courtney Wigley Contact Phone: 518-943-2100
Contact E-Mail Address: cwigley@registerstar.com
Circulation: ☒ under 40,000 ☐ over 40,000

Objective: Increase home delivery sales or retain home delivery circulation by offering an incentive.

Explanation / Implementation: We offered the option to receive a free gift, cutting board, kitchen scale, or a \$10.00 gift card from either, Cumberland Farms, Stewarts, Price Chopper, or Shoprite if you converted to Auto Pay or if you became a new subscriber.

Results: We increased Auto Pay sales by 19% for CDM from the previous year, as well as increasing 17% for HDS.

CHOOSE A
FREE GIFT

Become a New Subscriber to the Register Star or The Daily Mail and
Choose A Gift!
Cutting Board • Kitchen Scale • \$10 Gift Card
(\$10 Gift Card to enter Cumberland Farms, Stewarts, Shoprite, Price Chopper or Shoprite)

Already a subscriber? Sign up for E-Z Pay and choose a Gift.
CONVERT TO E-Z PAY

The convenient alternative to pay for your subscription via debit or credit card monthly deduction. Convert to E-Z Pay and choose one of the gifts. No need to remember to mail a bill, pay for postage or write a check...

YOU MUST CALL Subscriber Services for any account changes, including cancellations. If payment is delayed a request prior to 10 days, Columbia Greene Media reserves the right to charge your credit card the face value of any gift card involved or subscription premium. A new subscriber must not have been a subscriber for the past 60 days. Prices are subject to change.

COLUMBIA-GREENE MEDIA

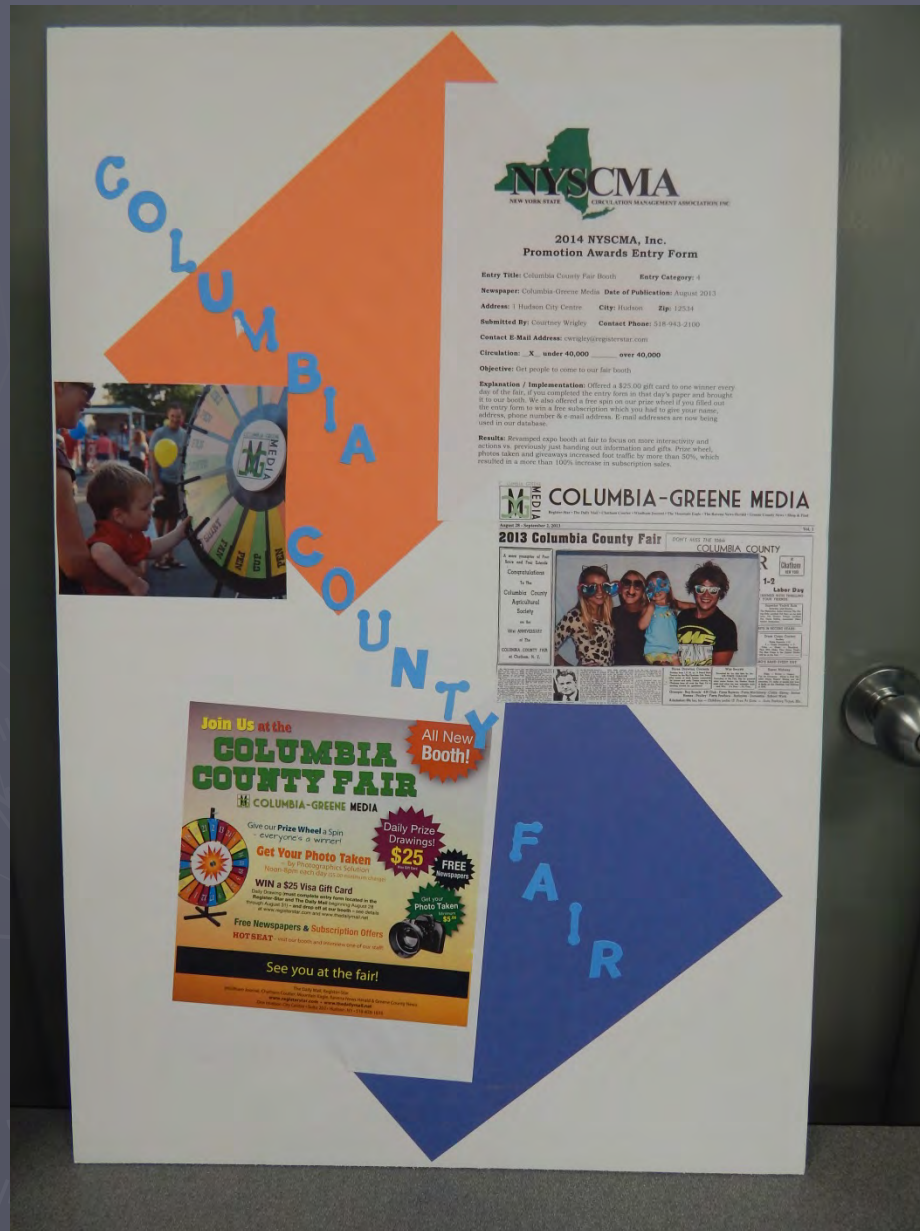
Questions? Visit registerstar.com or thedailymail.net and Click on Our Newspaper. Subscriber Services on our home page or Call 518-943-2100. Ask for Lita.

Special Projects

“Columbia County Fair Booth”

*Columbia Greene
Media, Hudson*

First Place





Single Copy Sales “One Meal”



Poughkeepsie Journal – First Place

Subscription Sales

“Sponsorship Sales Opportunities”

Fliers Made In-House!

12th Annual Gouverneur Business Women BREAST CANCER WALK
Gouverneur Village Park
May 18, 2013
Registration at 9:30 AM - Walk at 10:30 AM

5-k/10-k Run/Walk For Recovery
SPECIAL OFFER: Subscribe to the Watertown Daily Times today! Save 47% off our current subscription rate!
1st year of 7-Day Home Delivery for \$10 a month!

18.12 Challenge & HALF MARATHON
SPECIAL OFFER: Subscribe to the Watertown Daily Times today! Save 47% off our current subscription rate!
1st year of 7-Day Home Delivery for \$10 a month!

Subscribe today
Get the news that matters to you for less!
\$10 Per Month
Sign up today for one year of home delivery, and you can get your first year of 7-Day Home Delivery for \$10 per month! You get our award-winning journalism and photography, paired with our valuable weekly, bi-weekly, and monthly content. You'll also receive a special program. Stay in the know on news, sports and so much more for only \$10 a month for the first year. With a money back guarantee, it's a win-win-win!

47% Savings
In addition to award-winning journalism and photography, our newspaper, essentially paid for itself with hundreds of dollars in coupons each week. Plus, with our local focus, we're the only paper that gets discounts for local restaurants, shops and services all over the North Country.

WATERTOWN DAILY TIMES
LOCAL NEWS • LOCAL SPORTS • LOCAL VIEWS
www.watertowndailytimes.com

NYSCMA
NEW YORK STATE CIRCULATION MANAGEMENT ASSOCIATION, INC.
2014 NYSCMA Promotion Awards Entry Form

Entry Title: Sponsorable Sales Circulation Entry Category: Sponsorable Sales
Newspaper: Watertown Daily Times Date of Publication: Summer 2013
Address: 200 Washington Street, One Watertown, NY 12091
Submitted By: Mary Zorini Contact Phone: (315) 861-2454
Contact E-Mail Address: mzyorini@wdt.com

Circulation: ☐ under 40,000

Objective: We initiate a lot of sponsorships in the summer months as a way to promote the paper to helping local charities and businesses. You use this opportunity to promote special offers.

Explanation / Implementation: As part of sponsorships, we make special offers specific to the many events we attend. These particular ones were for various charity events at a local museum that we were trying to highlight. This way, we can add a special offer for a discount to the people are seeing by attending such events.

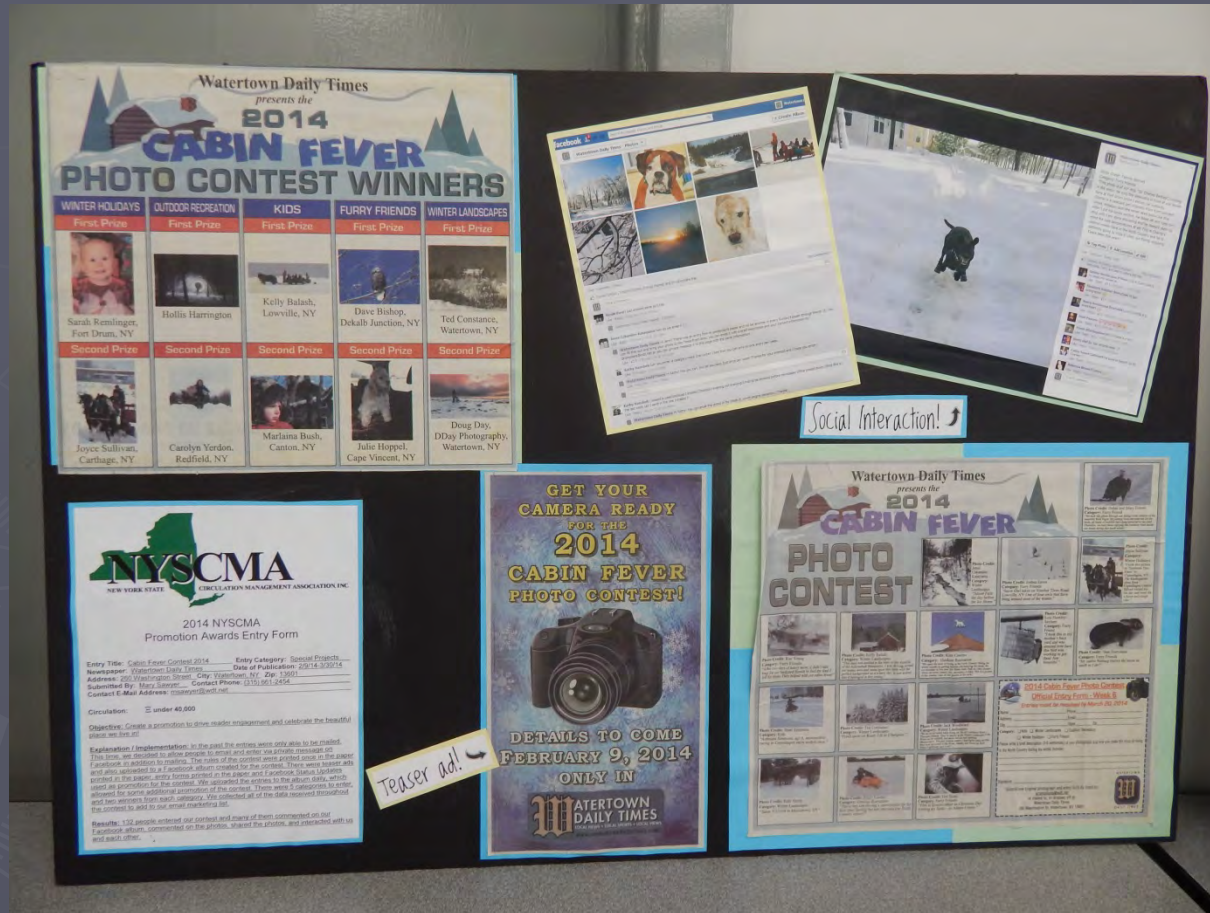
Results: Throughout the summer of 2013, we made 18 sales based on these types of events, all at a very low printing cost to us.

ROP Ad!

Watertown Daily Times - Second Place

Special Projects

“Cabin Fever Contest 2014”



Watertown Daily Times - Second Place

Digital Promotions

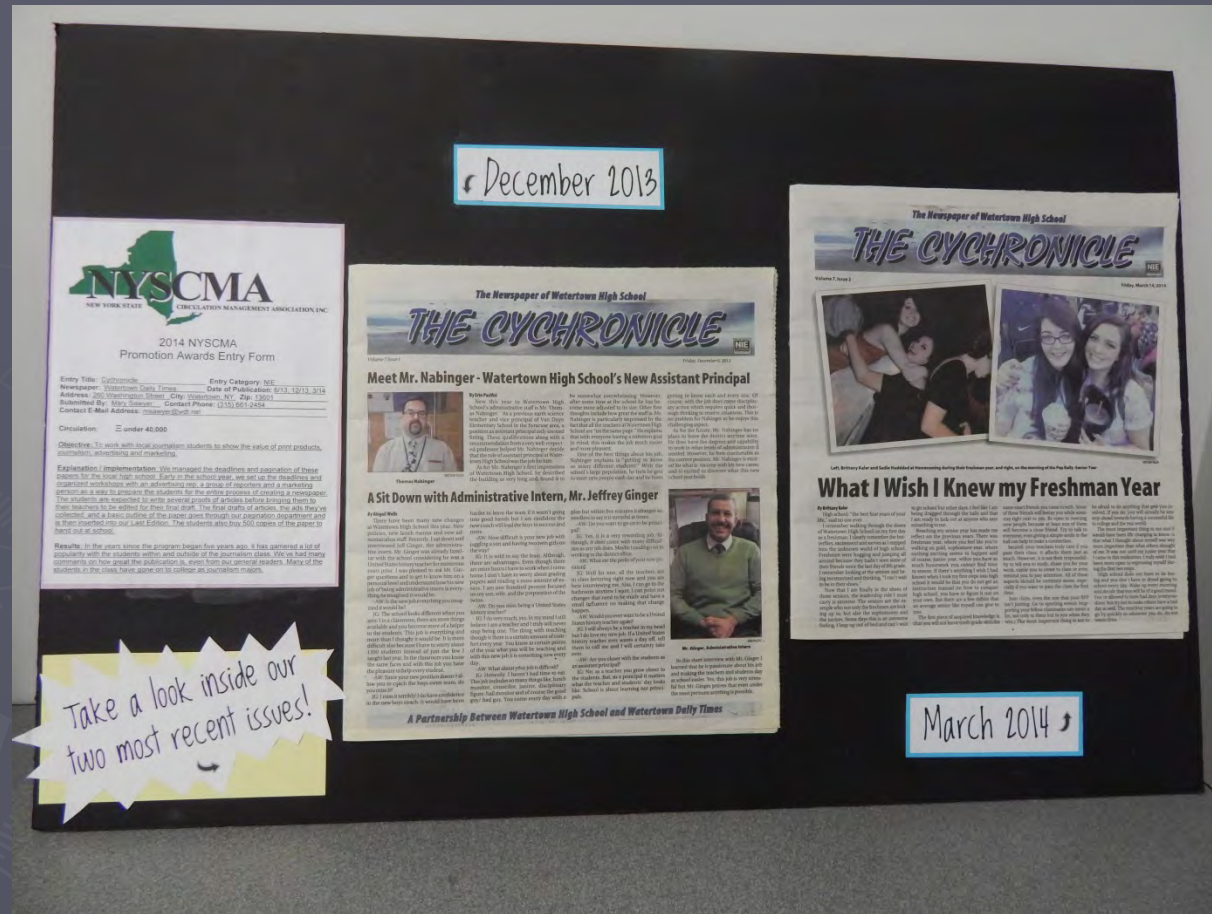
“Free E-Edition Trial”



Watertown Daily Times - Second Place

Newspapers In Education

"Cychronicle"



Watertown Daily Times - First Place

Promotion Awards Over 40,000



Over 40,000 Honorable Mention

- ▶ *Times Herald-Record*, Middletown
 - Special Projects/Community Involvement

Over 40,000 Honorable Mention

- ▶ *The Post-Standard*, Syracuse
 - Subscription Sales/Retention and Marketing Programs
 - Single Copy Sales and Point of Purchase Programs
 - Digital Promotions/E-Editions

Second and First Place Winners
Over 40,000



Single Copy Sales

“Breakfast Purchase Program”

Times Union
Albany

Second Place



2014 NYSCMA, Inc. Promotion Awards Entry Form

Entry Title: Breakfast Purchase Program
Category: Single Copy Sales and Point of Purchase Programs
Newspaper: Times Union Date of Publication: August 2013
Address: News Plaza, Box 15000 City: Albany Zip: 12212
Submitted By: Greg Stapleton Contact Phone: 518.454.5573
Contact E-Mail Address: gstapleton@timesunion.com

Circulation: _____ under 40,000 _____ X _____ over 40,000
Objective: Increase number of single copy sales.

Explanation / Implementation:
Local diners/breakfast restaurants can purchase copies of the Times Union to make available when their customers purchase breakfast.

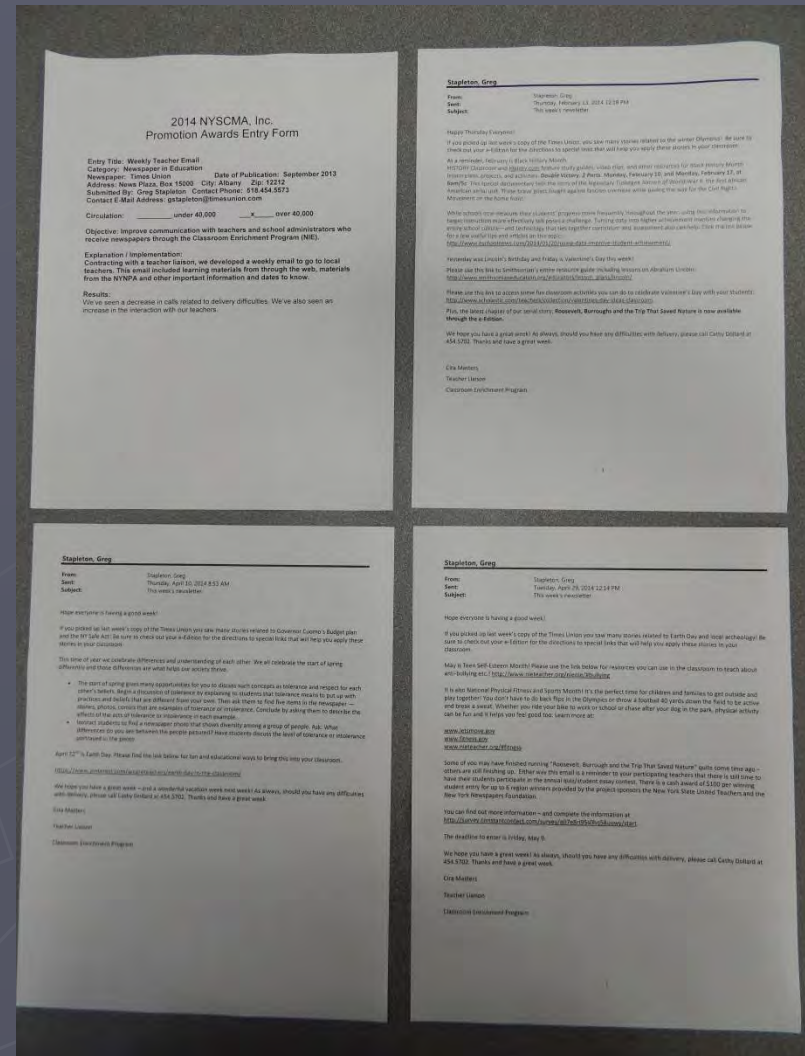
Results:
During the six weeks of the Saratoga Track horse racing meet in the summer of 2013, they purchased 175 copies per day (except Tuesday, when there is no racing), at a reduced rate. These copies were then given to all patrons who came from early morning breakfast at the Track. Not only does this increase the single copy number, but also increase visibility with a highly-sought after demographic. Since we launched a program with Mike's Diner on December 15, 2013, they have purchased 30 copies every Sunday. These copies are then given to customers with the purchase of a breakfast valued at \$10.00 or more. Customers who do not opt for a copy of the Sunday Times Union will have the cost subtracted from their bill.

Newspapers In Education

“Weekly Teacher E-Mail”

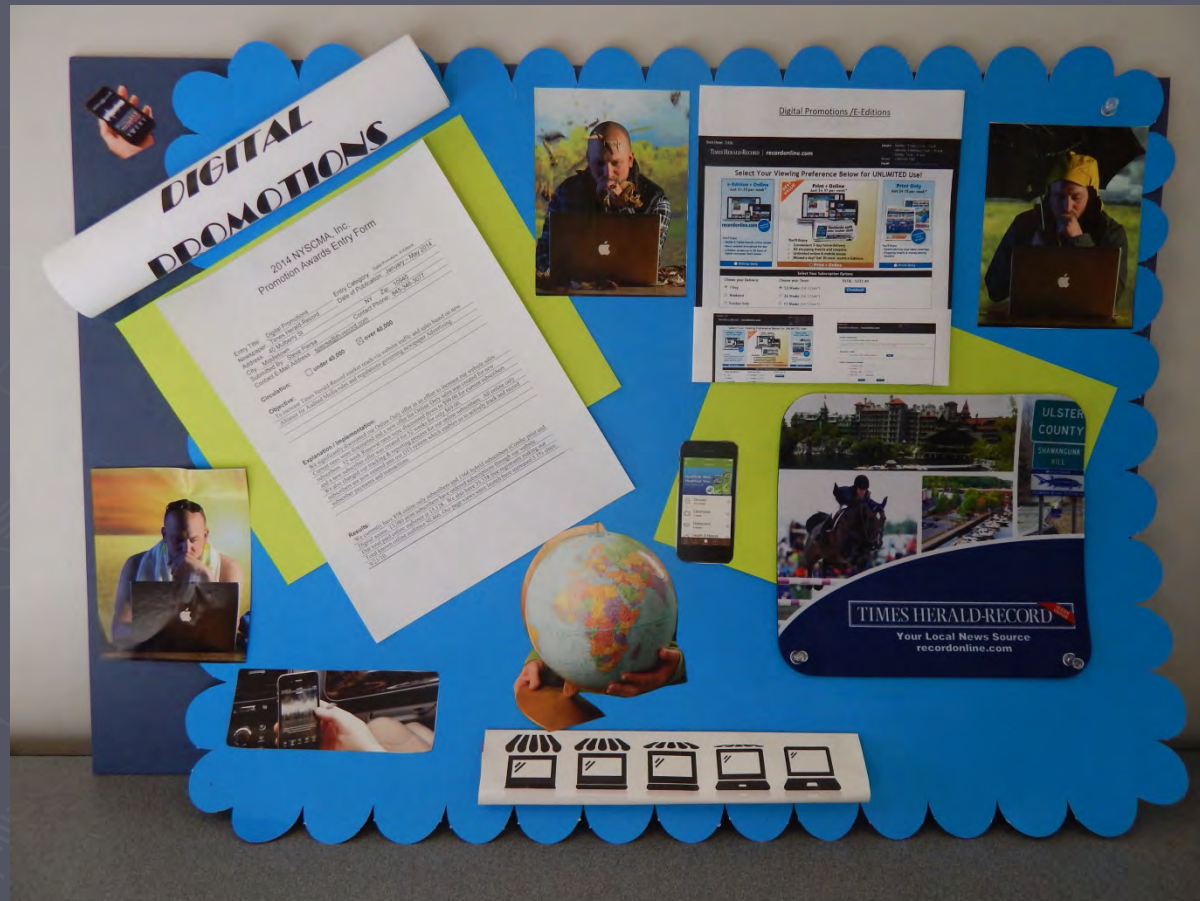
Times Union
Albany

Second Place



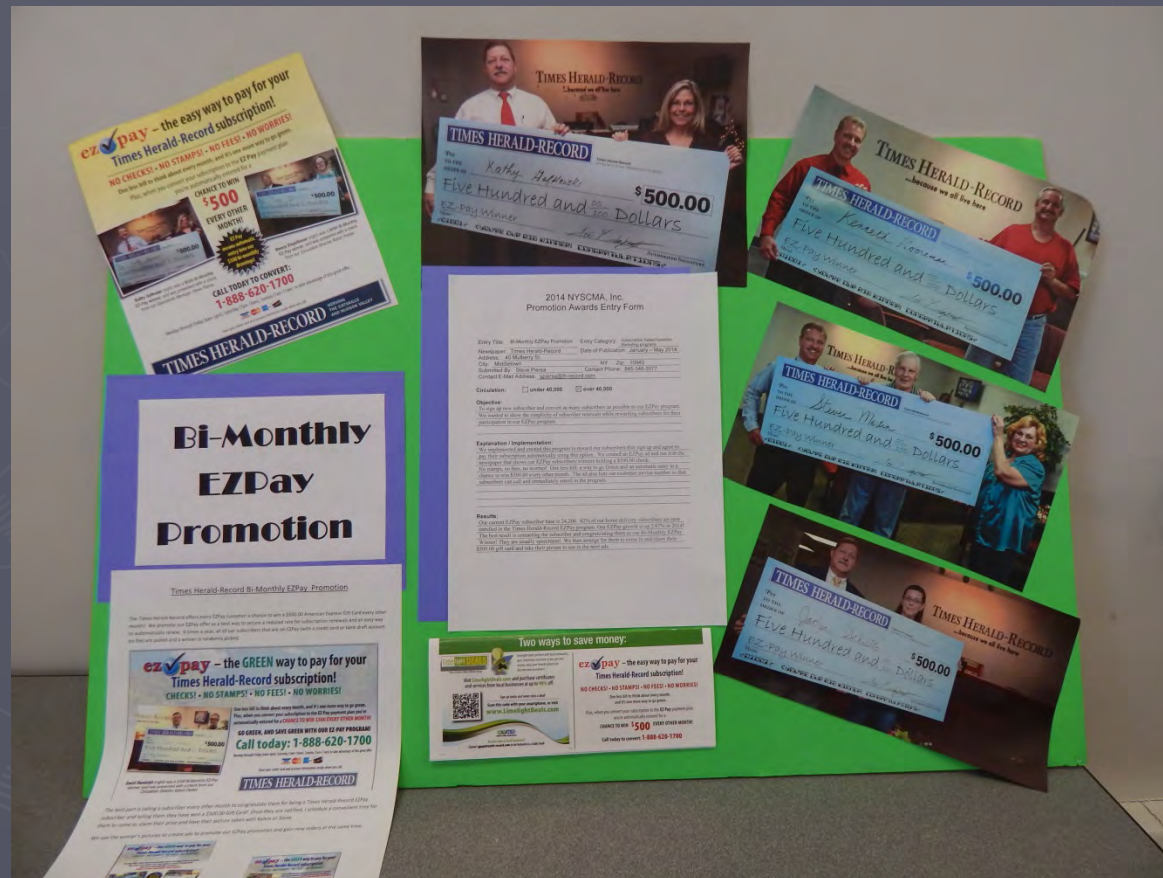
Digital Promotions

“Reduced Online Rate”



Times Herald-Record – Second Place

Subscription Sales “Bi-Monthly EZ Pay”



Times Herald-Record – First Place

Single Copy Sales “Grocery Giveaway”



Times Herald-Record – First Place

Newspapers In Education

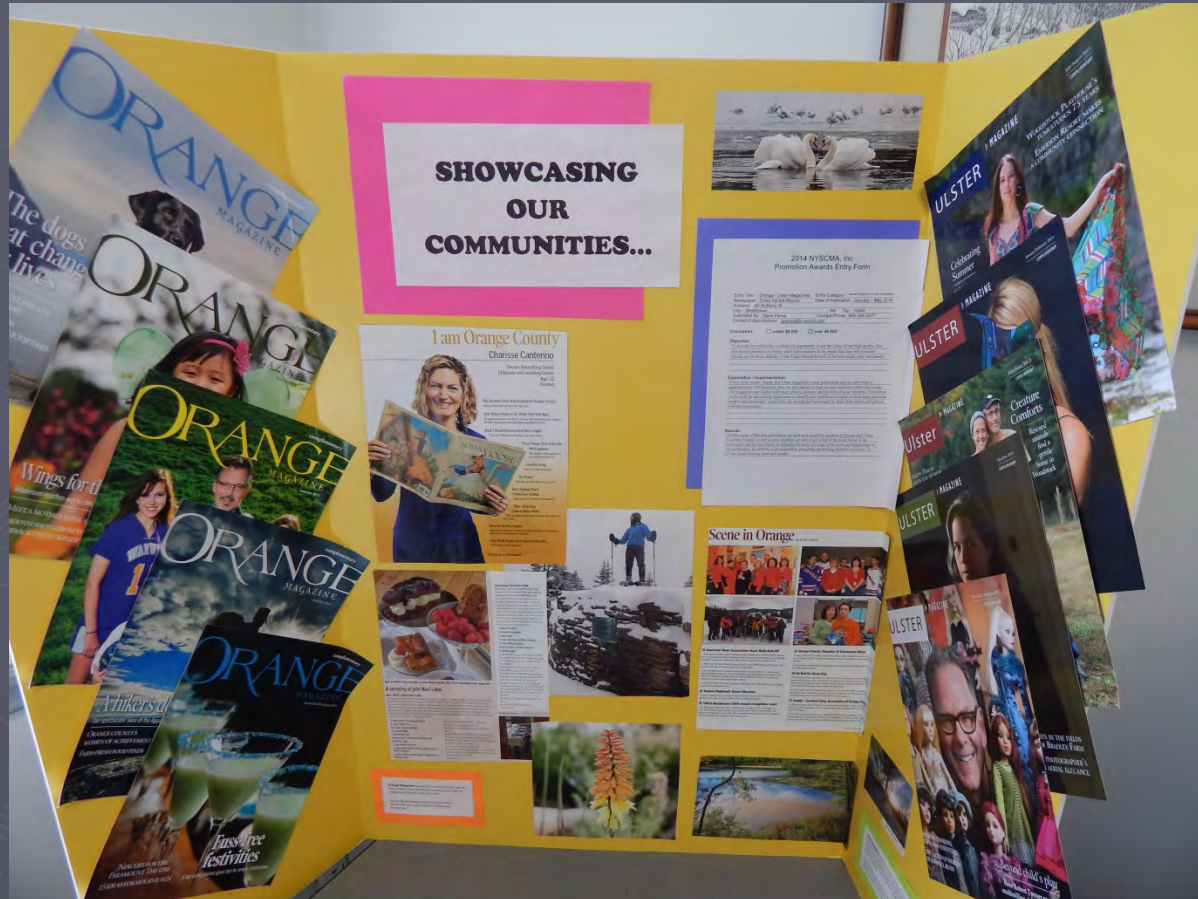
“NIE Online”

*Times
Herald-Record
Middletown
First Place*



Special Projects

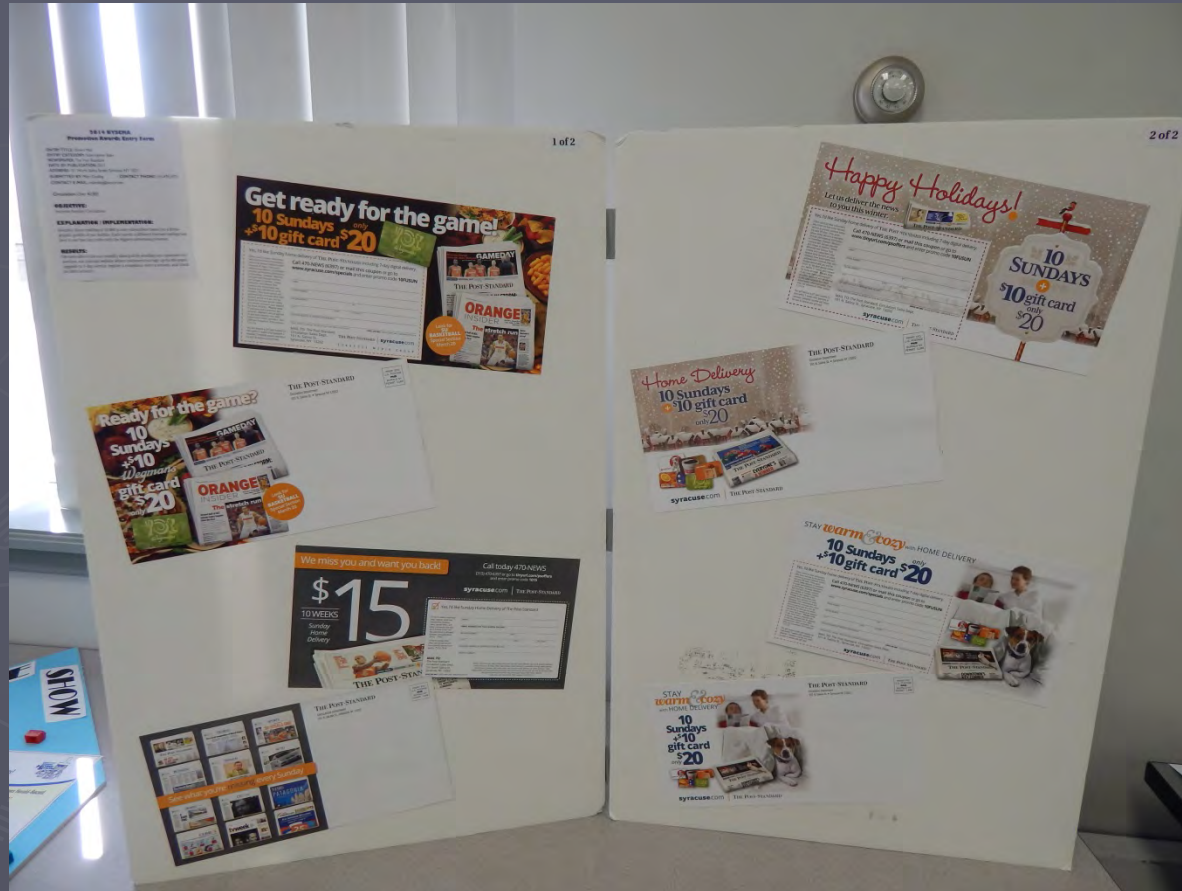
“Orange/Ulster Magazines”



Times Herald-Record – First Place

Subscription Sales

“Direct Mail – Sales”



The Post-Standard, Syracuse - Second Place

Special Projects

“Walk a Mile in Her Shoes”




The Post-Standard, Syracuse - Second Place

Digital Promotions

“Digital Outreach Workshops”



The Post-Standard, Syracuse - First Place

The background is a dark blue-grey color. On the left side, there is a faint, light-grey graphic of a compass rose with a needle pointing towards the top-left. The compass rose has letters for North (N), South (S), East (E), and West (W). To the right of the compass rose is a faint, light-grey topographic map with various contour lines. The text is centered in the upper half of the image.

NYNAME and NYSCMA, Inc.
congratulate all of this
year's winners!



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Lifetime Membership



Future Leaders Scholarship



Prize Raffles

2015 Conference

Canandaigua, New York



June 12-14, 2015

www.nynewspaperconference.com



Welcome to the

2014 Advertising & Circulation Awards Banquet

June 9, 2014
Crowne Plaza Hotel
Syracuse, New York