



NEWS RELEASE

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May 21, 2010

FOR IMMEDIATE RELEASE

FURTHER INFORMATION

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Saratoga Springs, NY – Winners of the New York Newspapers Advertising and Marketing Executive's 2010 Advertising Competition were honored during an awards banquet at the Third Annual Sales & Marketing Joint Conference held in Saratoga Springs on Monday, May 17, 2010.

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, five contest judges from *The Star-Ledger* in Newark, New Jersey selected first, second, and third place winners from a total of 110 entries submitted by 19 New York State daily newspapers. The judges were David Peterson, Graphic Designer for Advertising Business Services; John Bendl, Creative Services Manager for Advertising Business Services; Michele Hayes, Advertising Business Services Manager; Suzanne Anan, Designer for the Creative Services Department; and Henry Yuson, Circulation Creative Services Manager.

Awards were presented in the following ten 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 individual businesses 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.

Prizes for each category were awarded in five circulation classes: Under 12,000, 12,000-25,000, 25,001-50,000, 50,001-100,000, and Over 100,000.

Under 12,000 Circulation Class

The Recorder, Amsterdam

- First Place - Online Static Advertisement
- Third Place - Specialty Supplement

Cortland Standard

- First Place - Locally Prepared Color
- Second Place - Ad Campaign
- Second Place - Promotional Literature
- Third Place - Online Static Advertisement

The Observer, Dunkirk

- First Place - Promotional Literature
- Second Place - Online Animated Advertisement
- Third Place - Newspaper Self-Promotion
- Third Place - Ad Campaign

The Leader-Herald, Gloversville

- Third Place - Locally Prepared Color

The Register-Star, Hudson

- Third Place - Newspaper Supplement
- Third Place - Community Service

The Palladium-Times, Oswego

Second Place - Newspaper Supplement
Third Place - Black and White Ad

Adirondack Daily Enterprise, Saranac Lake

First Place - Newspaper Self-Promotion
First Place - Newspaper Supplement
Second Place - Black and White Ad
Third Place - Online Animated Advertisement

The Saratogian, Saratoga Springs

First Place - Black and White Ad
First Place - Ad Campaign
First Place - Specialty Supplement
First Place - Community Service
First Place - Online Animated Advertisement
Second Place - Newspaper Self-Promotion
Second Place - Locally Prepared Color
Second Place - Online Static Advertisement

Tonawanda News

Second Place - Specialty Supplement
Second Place - Community Service

12,000 to 25,000 Circulation Class

The Daily News, Batavia

Second Place - Newspaper Supplement

Finger Lakes Times, Geneva

First Place - Newspaper Self-Promotion
First Place - Newspaper Supplement
First Place - Community Service
Second Place - Black and White Ad
Third Place - Locally Prepared Color
Third Place - Ad Campaign
Third Place - Specialty Supplement

The Post-Journal, Jamestown

First Place - Specialty Supplement
Third Place - Black and White Ad

Niagara Gazette, Niagara Falls

First Place - Black & White Ad
First Place - Locally Prepared Color
First Place - Ad Campaign
First Place - Online Static Advertisement
Second Place - Specialty Supplement
Third Place - Community Service

Daily Sentinel, Rome

- First Place - Promotional Literature
- Second Place - Newspaper Self-Promotion
- Second Place - Community Service
- Second Place - Locally Prepared Color
- Second Place - Ad Campaign
- Third Place - Newspaper Supplement

25,001-50,000 Circulation Class

The Gazette, Schenectady

- First Place – Specialty Supplement

50,001-100,000 Circulation Class

Times Union, Albany

- First Place - Newspaper Self Promotion
- First Place - Ad Campaign
- First Place - Advertising Section - Newspaper Supplement
- First Place - Advertising Section - Specialty Supplement
- First Place - Community Service
- First Place - Online Static Advertisement
- First Place - Online Animated Advertisement
- Second Place - Black and White Ad
- Second Place - Locally Prepared Color

Times Herald-Record, Middletown

- First Place - Black and White Ad
- First Place - Locally Prepared Color
- Second Place - Newspaper Self Promotion
- Second Place - Ad Campaign

Over 100,000 Circulation Class

The Post-Standard, Syracuse

- First Place - Newspaper Self Promotion
- First Place - Black and White Ad
- First Place - Locally Prepared Color
- First Place - Ad Campaign
- First Place - Advertising Section - Newspaper Supplement
- First Place - Advertising Section - Specialty Supplement
- First Place - Promotional Literature
- First Place - Community Service

Additional Awards

Doug Hill of *The Leader-Herald* was honored with a gavel plaque in recognition of and in gratitude for his years of service as president of NYNAME.

The Times Union was awarded NYNAME's 2011 Conference Registration Scholarship, which covers the cost of registration for one NYNAME representative at the 2011 conference. The winner is selected at random from newspapers that participated in the 2010 Advertising Competition.

Note: The awards banquet slideshow is available for download at www.nynama.org. If you or a member of your staff would like information on how to submit entries in the 2011 Advertising Competition please e-mail donferlazzo@nynpa.com.