

INSIDE: COMPLETE LIST OF WINNERS AND JUDGES COMMENTS

Presented April 29, 2022

# NEW ENGLAND BETTER NEWSPAPER COMPETITION AWARD WINNERS ADVERTISING & PROMOTION



NEW ENGLAND NEWSPAPER & PRESS ASSOCIATION





*This year's competition drew nearly 2,000 entries that were published during the contest year August 1, 2020 - July 31, 2021.*

*The entries were evaluated by the New England Newspaper & Press Association's distinguished panel of judges. The results of the competition listed here recognize the excellent revenue and audience building activities that are taking place throughout New England — the finalists and winners are listed, along with the judges' comments.*

*NENPA is proud to celebrate this truly extraordinary work!*

## **Congratulations** **New England Better Newspaper Competition** **Award Winners**

**Entries were judged in six categories:**

**Daily Newspapers with circulation up to 15,000**

**Daily Newspapers with circulation more than 15,000**

**Weekly Newspapers with circulation up to 5,000**

**Weekly Newspapers with circulation more than 5,000**

**Specialty and Niche Publications**

**News Services and Online News Sites**



## **CONTENTS**

### **ADVERTISING / PROMOTION**

Advertiser Campaign  
Advertiser Promotion for Special Section  
Audience Building Promotion  
Automotive Display Ad  
Best Health Ad  
Best Holiday Ad  
Best Idea for Generating Revenue  
Best Integrated Campaign for an Advertiser  
Best Native Advertising  
Business Innovation  
Contests  
Excellence in Revenue Collaboration and Partnerships  
Local Display Ad, Black and White

Local Display Ad, Color  
Local Online Ad  
Most Creative Use of Small Print  
Newspaper-Sponsored Event Promotion  
Niche Publication  
Online/Virtual Events  
Pure Ad Niche Publication  
Real Estate Display Ad  
Special Section / Advertising Supplement  
Subscriber Retention Program  
Subscription Sales Promotion

### **SPECIAL RECOGNITION**

Best Ad Designer  
Advertising General Excellence



## ADVERTISER CAMPAIGN

**1st Place: Christy Lynn, Elsie Lynn Parini,  
Addison County Independent  
Bradford Kitchen & Bath**

Lively, engaging campaign using great lifestyle images to highlight the use of kitchen cabinetry products. Really nice!



**2nd Place: Jorgen Taylor, The Republican  
Hampden County Sheriff's Department Campaign**

Clear graphic headline presentation in well-designed ads with relevant images. Nice campaign for important subject.

**3rd Place: Mount Desert Islander  
Bark Harbor**

Never underestimate the power of cute pets. Nicely-designed ad grouping with attractive border, clear messaging. Good campaign.

## ADVERTISER PROMOTION FOR SPECIAL SECTION

**1st Place: Ashley Carter,  
The Ellsworth American.  
Business Neighbors**

Concise well-done ad featuring cover of section! Nice!



**2nd Place: Megan Connor-Thomas,  
The Republican  
Mother's Day Promotion**

Mother's Day ad sizes clearly indicated with attractive photos & nice layout.

## AUDIENCE BUILDING PROMOTION

**1st Place: Peter Halik,  
The Inquirer and Mirror  
Get Off The Rock**

Enticing contest concept and well-designed execution. Plus - great headline!!



**2nd Place: The Keene Sentinel  
Business Buy-in Readership Program**

Clean, clear messaging with great product shots / layout.

**3rd Place: Vineyard Gazette  
Trusted Then and Now**

Attractive nostalgic concept for audience building and branding.



## BEST HOLIDAY AD

**1st Place: Christy Lynn Addison  
County Independent  
Midd Disc Beverage Holiday**

Entire ad is a coupon offer. Well-designed, good typography, clear messaging to consumer. Winner!



**2nd Place: Christy Lynn,  
Addison County Independent  
UWAC Holiday**

Strong central image. Great headline. Good ad!

**3rd Place: Katerina Hrdlicka,  
Stowe Reporter  
Country Store on Main**

Classic-looking ad for a country store, with great central image. Nice ad!

## BEST IDEA FOR GENERATING REVENUE

**1st Place: The Keene Sentinel  
Business Buy-in Readership  
Program**

Great well-designed ads with clever headlines and nice layouts.





**2nd Place: The Keene Sentinel  
Everyday Heroes**

Powerful central image defines this ad and makes it successful.

**3rd Place: The Ellsworth American.  
From the Pages of**

Cute, localized focus on family / business story is strong.  
Nice layout.

**BEST INTEGRATED CAMPAIGN FOR AN ADVERTISER**

**1st Place: Christy Lynn and  
Elsie Lynn Parini,  
Addison County Independent  
OCM - Candide**

Fun. Great image and use of image throughout all formats of ads.

**3rd Place: Chris Tran,  
The Inquirer and Mirror  
A Safe Place discussion with Elizabeth  
Smart**

Effective layout / design for an important subject. Clean and clear.



## BEST NATIVE ADVERTISING

1st Place:

**Erik Allison and Jeremy Cote,**  
**Record-Journal**  
**Calcagni Real Estate**

Well designed, informative and effective! Clear to consumer that it is sponsored content.



## BUSINESS INNOVATION

1st Place:

**The Keene Sentinel**  
**Radically Rural - Remote**

Innovative concept to bring together community members with experts to tackle several subjects on community life. Congratulations on your successful pivot to holding a remote event.



## CONTESTS

1st Place:

**Vineyard Gazette**  
**Golden Ticket**

Fun, creative promotion that effectively enticed readers to participate. Strong promotion both in print and online.



*2nd Place:* **Chausa Tra,  
The Ellsworth American  
Pet Parade**

Pets always draw attention – and mixing good information with cute photos makes this a win!

*3rd Place:* **The Inquirer and Mirror Production Team  
"Get Off the Rock"**

Well-designed promotion effectively increased engagement.

## **EXCELLENCE IN REVENUE COLLABORATION AND PARTNERSHIPS**

*1st Place:* **Erik Allison, Mark Dullea + RJ Creative Team,  
Record-Journal**

**Latino Communities Reporting Lab Branding + Campaign**

The Record-Journal hit it out of the park with the Latino Communities Reporting Lab. This is an outstanding example of long-term solutions to develop strong

relationships with current and potential readers in the local community.



*2nd Place:* **Addison County Independent  
COVID-19 Resource Guide**

The strong partnership with local hospitals, public schools and college made this resource guide possible. The shared resources and costs to inform and prepare community members make this a huge win or all.

**LOCAL DISPLAY AD  
(BLACK & WHITE)**

**1st Place Production Team,  
The Inquirer and Mirror  
My Roots are Showing!**  
Humorous image with appropriate typography makes this ad successful!



**2nd Place: Christy Lynn,  
Addison County Independent  
Middlebury Frameshop & Gallery**  
Scroll art makes great device to highlight offerings clearly.

**3rd Place: Maryellen Gale,  
The Keene Sentinel  
Masks with Style**  
Small, successful ad.  
'Sewing' layout helps frame information.

**LOCAL DISPLAY AD  
(COLOR)**

**1st Place:  
Christy Lynn, Addison  
County Independent  
Marquis We're Back**  
Dynamic central image makes this ad successful. Good type design as well. Winner!



*2nd Place:* **Greg Douglas, The Republican**  
**Rick's Automotive Ad - February 2021**

Interesting use of auto brands.  
Good layout.

*3rd Place:* **Kristen Braley,**  
**News & Citizen**  
**Ferro charms**

Clever headline and use of products! Clean and upscale ad.

## LOCAL ONLINE AD

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*1st Place:* **Kristen Braley, Stowe Reporter**  
**Ferro Jewelers**



Engaging copywriting with product highlighted well!

*2nd Place:* **Sydney Starkman, Sarah Pope,**  
**Addison County Independent**  
**Frog Hollow holiday web**

Cropped Santa image drives readability of this well-done web ad.

*3rd Place:* **Maryellen Gale,**  
**The Keene Sentinel**  
**Monadnock Oil and Vinegar online ad**

Clear product offer with seasonal photography and text info below looks great!

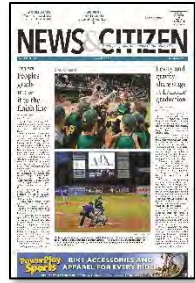
## MOST CREATIVE USE OF SMALL PRINT SPACE

*1st Place: Kristen Braley,*

**News & Citizen**

**Power play**

Dynamic image + clear, readable type / headline make this banner ad great!



*2nd Place: Chris Tran,*

**The Inquirer and Mirror**

**Brace for Winter**

This ad uses graphic measurement device well - highlights product offering and is clear and concise.

*3rd Place: Katerina Hrdlicka,*

**Stowe Reporter**

**Stowe Sweets**

Colorful, whimsical ad with banner heading is charming.

## NEWSPAPER-SPONSORED EVENT PROMOTION

*1st Place: Vineyard Gazette*

**Martha's Vineyard Museum Show**

*2nd Place: The Ellsworth American.*

**Meet the City Council Candidates 2020**

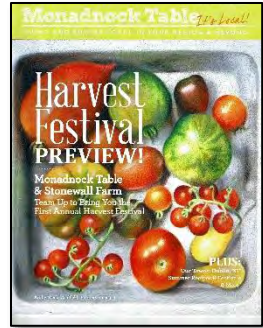
## NICHE PUBLICATION

### **Daily**

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*1st Place:*

**Marcia Passos and  
Douglas Anderson,  
The Keene Sentinel  
Monadnock Table**

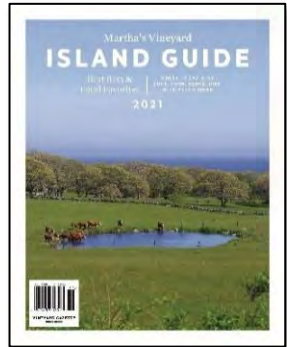


### **Weekly**

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*1st Place:*

**Susie Middleton and Jane  
McTeigue, Vineyard Gazette  
Island Guide 2021**



*2nd Place:* **Vanessa Czarnecki,  
Nicole Mercier, Jane McTeigue,  
Vineyard Gazette  
Island Weddings**

*3rd Place:* **Nicole Mercier and Jared Maciel,  
Vineyard Gazette  
Real Estate Yearbook 2021**

## ONLINE/VIRTUAL EVENTS

*1st Place:*

**Gina De Santis,  
The Keene Sentinel  
Radically Rural - Remote**



*2nd Place:* **Production Team,  
The Inquirer and Mirror  
Halloween at Home 2020 Virtual Costume Contest**

## PURE ADVERTISING NICHE PUBLICATION

*1st Place:* **The Keene Sentinel  
Choice Awards 2020**

Successful reader's choice awards issue highlights local advertisers. A lot of work goes into these. This is a good one!



*2nd Place:* **McKinley Sanders,  
Vineyard Gazette  
Premium Properties**

Fantastic local properties highlighted. Nice layout!

*3rd Place:* **George Clondas,  
The Falmouth Enterprise  
OnCape Magazine - Dining Guide**

Well done dining guide with dynamic layout.



## REAL ESTATE DISPLAY AD

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*1st Place:*

**Krista Johnston,  
The Mountain Times  
Killington Pico Realty**

Effective use of photo snow globe with featured property makes this ad stand out from others. Well done!



*2nd Place: Megan Connor-Thomas,  
The Republican  
Real Living Beth Brogel Real Estate Ad*

'Experience' headline with clear listings below calls attention to stability of realtor and knowledge of market. Nice ad!

*3rd Place: Kristen Braley, Stowe Reporter  
KW Vermont*

Effective headline and attractive listings of properties ties this ad together.

## SPECIAL SECTION / ADVERTISING SUPPLEMENT

**Daily**

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*1st Place: Michelle Johnson,  
The Republican  
Better Health Special Section - January*

Powerful presentation. Dynamic layout with great images, etc. Beautiful broadsheet format.

*2nd Place:* **Bartosz Zinowko,  
RJ Creative Team, Record-Journal  
Celebrate Diversity - Pride Month**

Strong cover image. Great ads, editorial and info within.  
Good section to hold on to!

*3rd Place:* **Michelle Johnson,  
The Republican  
CRQ - Cannabis Review Quarterly, Edition 2**

Interesting logo / brand and cover image. Emerging  
category of content / good information and nice layout.

***Weekly***

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*1st Place:*  
**Stowe Reporter  
RIDE**

Magazine-like well-  
designed section ,  
packed with great  
editorial and ads!



*2nd Place:* **Jason Mikula, Lindsey Rogers,  
Krista Johnston, The Mountain Times  
Real Estate Guide**

Dynamic photography and interior make this a beautiful  
section!

*3rd Place:* **George Clondas, The Falmouth Enterprise  
OnCape Magazine - Cape Cod In Season**

Attractive section with great cover art and well-designed  
interior pages!

# SUBSCRIBER RETENTION PROGRAM

1st Place: The Keene Sentinel

Keene Sentinel Subscriber Retention Work

This organization put in the work, and it paid off.

# SUBSCRIPTION SALES PROMOTION

1st Place:

The Keene Sentinel Business Buy-in Readership Program

Clever and effective!



# BEST AD DESIGNER

1st Place: Mark Dullea, Record-Journal

Mark's clear mastery of typography with a brilliant sense of design nails the first place category here!

Congratulations!



**2nd Place: Jane McTeigue,  
Vineyard Gazette**

Great conceptual ability and execution / coupled with a fantastic design sensibility and type awareness!! Great work, Jane!

**3rd Place: Katerina Hrdlicka,  
Stowe Reporter**

Clean, clear design sense.  
Really nice work, Katerina!

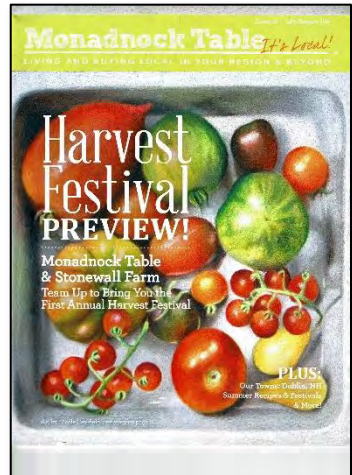
## ADVERTISING GENERAL EXCELLENCE

### ***Specialty***

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**1st Place:**

**Douglas Anderson,  
The Keene Sentinel,  
Monadnock Table**



**2nd Place: Elyse Thornton,  
The New Boston Beacon**

**3rd Place: David Fickett, Ashley Carter,  
The Ellsworth American.  
Out & About, Business Neighbors**

# ADVERTISING GENERAL EXCELLENCE

## Weekly 1

**1st Place:**  
**The Vermont Standard**



**2nd Place: The Inquirer and Mirror**

**3rd Place: Mount Desert Islander**

## Weekly 2

**1st Place:**  
**Addison County Independent**



**2nd Place: News & Citizen**



*Congratulations*

*to all our award winners!*

The logo for the New England Newspaper & Press Association (NEN&PA) is positioned at the bottom center of the page. It features the acronym 'NEN&PA' in a large, bold, serif font. The letters 'NEN' are dark red, the ampersand '&' is a smaller, dark blue font, and the letters 'PA' are dark blue. Below the acronym, the full name 'NEW ENGLAND NEWSPAPER & PRESS ASSOCIATION' is written in a smaller, dark blue, sans-serif font.

**NEN&PA**  
NEW ENGLAND NEWSPAPER & PRESS ASSOCIATION