

Oregon Newspaper Publishers Association
2003 Best Ad Ideas Contest winners
(Winners listed by contest category and division)

Entries in 18 categories were judged in the following divisions:

- Division A:** Newspapers with circulation of 20,001 or higher
- Division B:** Newspapers with circulation of 5,001-20,000
- Division C:** Newspapers with circulation of 2,001-5,000
- Division D:** Newspapers with circulation of 2,000 or lower

A. Best use of one color and black

Division A

- 1st The Bulletin, Bend (Better Ideas Audio & Video Inc.)
- 2nd Portland Tribune (Fernando's Hideaway)
- HM Mail Tribune, Medford (Nimbus)

Division B

- 1st (tie) The Outlook, Gresham (Westlie Ford)
- 1st (tie) Ashland Daily Tidings (Village Shoes)
- 2nd (tie) News-Register, McMinnville (McMinnville Grand Ballroom)
- 2nd (tie) News-Register, McMinnville (Mary's Hallmark)
- HM The News-Review, Roseburg (Oregon Federal Credit Union)

Division C

- 1st Central Oregonian, Prineville (Ray's Food Place)
- 2nd Appeal Tribune, Silverton (KFC/Taco Bell)
- HM Central Oregonian, Prineville (The Posie Shoppe)

B. Best institutional/image ad

Division A

- 1st The Bulletin, Bend (Sparrow Clubs)
- 2nd Portland Tribune (Les Schwab)
- HM The Register-Guard, Eugene (Eugene Public Library)

Division B

- 1st Ashland Daily Tidings ('A' St. Marketplace)
- 2nd (tie) Hood River News (Les Schwab)
- 2nd (tie) The News-Review, Roseburg (The Neil Company)
- HM The News-Review, Roseburg (Lithia Automotive)

Division C

- 1st The Dalles Chronicle (Mid-Columbia Medical Center)
- 2nd The Redmond Spokesman (9/11 Memorial)

C. Best multi-color merchandising ad

Division A

- 1st Mail Tribune, Medford (Cancun Grill)
- 2nd The Bulletin, Bend (Balian)
- HM The Register-Guard, Eugene (Brenner's Furniture)

Division B

- 1st Ashland Daily Tidings (Southern Oregon Nursery)
- 2nd The Outlook, Gresham (Action Motor Sports)
- HM (tie) The Polk County Itemizer Observer, Dallas (Independence Appliance)
- HM (tie) The Outlook, Gresham (Oregon Rustics)

Division C

- 1st The Dalles Chronicle (Ray Schultens Ford)
- 2nd The Redmond Spokesman (Best in the West)
- HM (tie) The Redmond Spokesman (Cascade Lakes Brewing Company)
- HM (tie) The Dalles Chronicle (Auto Country)

D. Best black and white ad

Division A

- 1st Portland Tribune (Irvington Flowers)
- 2nd The Register-Guard, Eugene (Musgrove Family Mortuary)
- HM The Oregonian, Portland (Transitions Realty Inc.)

Division B

- 1st Ashland Daily Tidings (Ashland Springs Spa & Boutique)
- 2nd Ashland Daily Tidings (Ashland Fiber Network)
- HM The News-Review, Roseburg (Bruce's Appliance)

Division C

- 1st Central Oregonian, Prineville (Posie Shoppe/The Robin's Nest/Prineville Men's Wear)
- 2nd Keizertimes (Town & Country Lanes)
- HM Baker City Herald (Valley Metal & Heating)

E. Best series

Division A

- 1st The Bulletin, Bend (Ray's Food Place)
- 2nd Portland Tribune (Les Schwab Series)
- HM The Bulletin, Bend (Ernesto's)

Division B

- 1st The World, Coos Bay (Cone 9)
- 2nd The World, Coos Bay (Julia Digthee's Gifts and Home Decor)
- HM Ashland Daily Tidings (Bloomsbury Books)

Division C

- 1st Keizertimes (Java Crew)
- 2nd Keizertimes (Lore Christopher for Mayor)
- HM The Dalles Chronicle (Wasco Title, Inc.)

F. Most effective use of small space

Division A

- 1st Mail Tribune, Medford (The Peerless Restaurant)
- 2nd The Register-Guard, Eugene (Louie's Village)
- HM The Bulletin, Bend (Old Mill Mortgage Group)

Division B

- 1st The Outlook, Gresham (Dirty Girl)
- 2nd The News-Review, Roseburg (Levi Van Slyke Construction)
- HM The Polk County Itemizer Observer, Dallas (American Realty)

Division C

- 1st The Dalles Chronicle (Cannon Packer - Bridal Choices Made New Every Day)
- 2nd The Dalles Chronicle (Cannon Packer - A Bride. A Choice. A Gift.)
- HM Blue Mountain Eagle, John Day (Byron's Excavating)

G. Best section cover

Division A

- 1st Portland Tribune (At Home in Portland - March 2003)
- 2nd The Bulletin, Bend (Central Oregon Baby Book)
- HM The Bulletin, Bend (Central Oregon New Home Living - Winter 2002)

Division B

- 1st Hood River News (Panorama Blossoms)
- 2nd Ashland Daily Tidings (Shakespeare 2002)
- HM (tie) The Outlook, Gresham (Portrait)
- HM (tie) The Outlook, Gresham (Last Minute Gift Ideas 2002)

Division C

- 1st Central Oregonian, Prineville (Phone Book)
- 2nd Central Oregonian, Prineville (Exploring Central Oregon)
- HM Appeal Tribune, Silverton (Neighbors 2003)

H. Best merchandising section

Division A

- 1st Portland Tribune (Portland Presents)
- 2nd Portland Tribune (Be Downtown- Holiday Issue)
- HM Mail Tribune, Medford (HomeLife - February 2003)

Division B

- 1st Corvallis Gazette-Times (Peak Sports)
- 2nd Beaverton Valley Times (Thinking Outside the Box)
- HM Ashland Daily Tidings (Real Estate Guide December 2002)

Division C

- 1st Baker City Herald (Welcome Visitors)
- 2nd Blue Mountain Eagle, John Day (Mosier's Home Furnishings)
- HM News-Times, Forest Grove (Home and Garden 2003)

I. Best institutional section

Division A

- 1st Portland Tribune (Entree 2003)
- 2nd The Bulletin, Bend (Central Oregon New Home Living - Spring 2003)
- HM The Bulletin, Bend (The Story of a Decade)

Division B

- 1st Hood River News (Panorama Blossoms)
- 2nd Lake Oswego Review (Perspective)
- HM (tie) News-Register, McMinnville (Bridal Planner)
- HM (tie) The News-Review, Roseburg (Reflections)
- HM (tie) The Outlook, Gresham (Portrait)

Division C

- 1st Keizertimes (2002 Iris Festival Guide)
- 2nd News-Times, Forest Grove (Kids Say No)
- HM Keizertimes (Keizer's 20th Birthday)

J. Best multi-sponsor ROP ads

Division A

- 1st The Register-Guard, Eugene (Gifts For Cooks)
- 2nd Portland Tribune ('FORE' Golf Group Page)
- HM The Bulletin, Bend (Spring & Summer Fashion)

Division B

- 1st The News-Review, Roseburg (Umpqua Valley Logo Mania)
- 2nd Ashland Daily Tidings (4th of July)
- HM The News-Review, Roseburg (Parks and Recreation)

Division C

- 1st (tie) The Redmond Spokesman (Boys and Girls Basketball Pages)
- 1st (tie) Blue Mountain Eagle, John Day (Christmas Train)
- 2nd West Linn Tidings (Students of Excellence)

K. Best single house ad

Division A

- 1st The Bulletin, Bend (The Morning Bulletin)
- 2nd The Oregonian, Portland (January Content Promo)
- HM The Register-Guard, Eugene (Home Finder)

Division B

- 1st Grants Pass Daily Courier (Happy Holidays)
- 2nd The World, Coos Bay (Holiday Greeting)

Division C

- 1st Blue Mountain Eagle, John Day (Kick-Back)
- 2nd Appeal Tribune, Silverton (The Oregon Garden Guide)
- HM West Linn Tidings (Delivering the Best)

M. Best use of alternative media

All Divisions Combined

- 1st Appeal Tribune, Silverton (Outlook: A Day in Our Life)
- 2nd Appeal Tribune, Silverton (Movie Theater PreShow Slides)
- HM Central Oregonian, Prineville (We Can Do It!)

1. Classified: Best private party promotion

All Divisions Combined

- 1st The World, Coos Bay (Have you found a home?)
- 2nd Grants Pass Daily Courier (Christmas Basket)
- HM The Oregonian, Portland (Pets for sale)

2. Classified: Best promotion of the classified section

All Divisions Combined

- 1st Albany Democrat-Herald (Mid-Valley Newspapers Classified Section)
- 2nd The Bulletin, Bend (Give Your Garage Sale A Jump Start)
- HM Portland Tribune (Greenlight Classifieds (Tear-Out series))