

Oregon Newspaper Publishers Association
2003 Best Ad Ideas Contest winners
(Winners listed by newspaper)

Albany Democrat-Herald

First place: Classified: Best promotion of the classified section

Appeal Tribune, Silverton

First place: Best use of alternative media

Second place: Best use of one color and black, Best single house ad, Best use of alternative media

Honorable mention: Best section cover

Ashland Daily Tidings

First place: Best use of one color and black, Best institutional/image ad, Best multi-color merchandising ad, Best black and white ad

Second place: Best black and white ad, Best section cover, Best multi-sponsor ROP ads

Honorable mention: Best series, Best merchandising section

Baker City Herald

First place: Best merchandising section

Honorable mention: Best black and white ad

Beaverton Valley Times

Second place: Best merchandising section

Blue Mountain Eagle, John Day

First place: Best multi-sponsor ROP ads, Best single house ad

Second place: Best merchandising section

Honorable mention: Most effective use of small space

The Bulletin, Bend

First place: Best use of one color and black, Best institutional/image ad, Best series, Best single house ad

Second place: Best multi-color merchandising ad, Best section cover, Best institutional section, Classified: Best promotion of the classified section

Honorable mention: Best series, Most effective use of small space, Best section cover, Best institutional section, Best multi-sponsor ROP ads

Central Oregonian, Prineville

First place: Best use of one color and black, Best black and white ad, Best section cover

Second place: Best section cover

Honorable mention: Best use of one color and black, Best use of alternative media

Corvallis Gazette-Times

First place: Best merchandising section

Grants Pass Daily Courier

First place: Best single house ad

Second place: Classified: Best private party promotion

Hood River News

First place: Best section cover, Best institutional section

Second place: Best institutional/image ad

Keizertimes

First place: Best series, Best institutional section

Second place: Best black and white ad, Best series

Honorable mention: Best institutional section

Lake Oswego Review

Second place: Best institutional section

Mail Tribune, Medford

First place: Best multi-color merchandising ad, Most effective use of small space

Honorable mention: Best use of one color and black, Best merchandising section

News-Register, McMinnville

Second place: Best use of one color and black, Best use of one color and black

Honorable mention: Best institutional section

The News-Review, Roseburg

First place: Best multi-sponsor ROP ads

Second place: Best institutional/image ad, Most effective use of small space

Honorable mention: Best use of one color and black, Best institutional/image ad, Best black and white ad, Best institutional section, Best multi-sponsor ROP ads

News-Times, Forest Grove

Second place: Best institutional section

Honorable mention: Best merchandising section

The Oregonian, Portland

Second place: Best single house ad

Honorable mention: Best black and white ad, Classified: Best private party promotion

The Outlook, Gresham

First place: Best use of one color and black, Most effective use of small space

Second place: Best multi-color merchandising ad

Honorable mention: Best multi-color merchandising ad, Best section cover, Best section cover, Best institutional section

The Polk County Itemizer Observer, Dallas

Honorable mention: Best multi-color merchandising ad, Most effective use of small space

Portland Tribune

First place: Best black and white ad, Best section cover, Best merchandising section, Best institutional section

Second place: Best use of one color and black, Best institutional/image ad, Best series, Best merchandising section, Best multi-sponsor ROP ads

Honorable mention: Classified: Best promotion of the classified section

The Redmond Spokesman

First place: Best multi-sponsor ROP ads

Second place: Best institutional/image ad, Best multi-color merchandising ad

Honorable mention: Best multi-color merchandising ad

The Register-Guard, Eugene

First place: Best multi-sponsor ROP ads

Second place: Best black and white ad, Most effective use of small space

Honorable mention: Best institutional/image ad, Best multi-color merchandising ad, Best single house ad

The Dalles Chronicle

First place: Best institutional/image ad, Best multi-color merchandising ad, Most effective use of small space

Second place: Most effective use of small space

Honorable mention: Best multi-color merchandising ad, Best series

West Linn Tidings

Second place: Best multi-sponsor ROP ads

Honorable mention: Best single house ad

The World, Coos Bay

First place: Best series, Classified: Best private party promotion

Second place: Best series, Best single house ad