

Oregon Newspaper Publishers Association
2004 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
- 2nd The Register-Guard, Eugene

Division B

- 1st The News-Review, Roseburg
- 2nd News-Register, McMinnville

Division C

- 1st Keizertimes
- 2nd Blue Mountain Eagle, John Day

B. Best institutional/image ad

Division A

- 1st Mail Tribune, Medford
- 2nd Portland Tribune

Division B

- 1st Herald and News, Klamath Falls
- 2nd Albany Democrat-Herald

Division C

- 1st The Siuslaw News, Florence
- 2nd Blue Mountain Eagle, John Day

C. Best multi-color merchandising ad

Division A

- 1st The Oregonian, Portland
- 2nd The Register-Guard, Eugene

Division B

- 1st Herald and News, Klamath Falls
- 2nd Hillsboro Argus

Division C

- 1st Blue Mountain Eagle, John Day
- 2nd The Hermiston Herald

D. Best black and white ad**Division A**

- 1st Mail Tribune, Medford
- 2nd Portland Tribune

Division B

- 1st Corvallis Gazette-Times
- 2nd Lake Oswego Review

Division C

- 1st Central Oregonian, Prineville
- 2nd Blue Mountain Eagle, John Day

E. Best series**Division A**

- 1st The Register-Guard, Eugene
- 2nd The Oregonian, Portland
- HM (tie) The Register-Guard, Eugene
- HM (tie) Portland Tribune

Division B

- 1st The Polk County Itemizer Observer, Dallas
- 2nd Clackamas Review

Division C

- 1st Appeal Tribune, Silverton
- 2nd The Sandy Post

F. Most effective use of small space**Division A**

- 1st The Bulletin, Bend
- 2nd The Register-Guard, Eugene

Division B

- 1st Corvallis Gazette-Times
- 2nd The Polk County Itemizer Observer, Dallas

Division C

- 1st The Graphic, Newberg
- 2nd Blue Mountain Eagle, John Day

G. Best section cover

Division A

- 1st The Bulletin, Bend
- 2nd The Bulletin, Bend

Division B

- 1st The Outlook, Gresham
- 2nd Hillsboro Argus
- HM Hood River News

Division C

- 1st Blue Mountain Eagle, John Day
- 2nd The Siuslaw News, Florence

H. Best merchandising section

Division A

- 1st Mail Tribune, Medford
- 2nd Mail Tribune, Medford

Division B

- 1st Lake Oswego Review
- 2nd Lake Oswego Review

Division C

- 1st Baker City Herald
- 2nd Keizertimes

I. Best institutional section

Division A

- 1st The Bulletin, Bend
- 2nd The Register-Guard, Eugene

Division B

- 1st Lake Oswego Review
- 2nd News-Register, McMinnville

Division C

- 1st The Hermiston Herald
- 2nd Appeal Tribune, Silverton

J. Best multi-sponsor ROP ads

Division A

- 1st The Bulletin, Bend
- 2nd The Register-Guard, Eugene

Division B

- 1st Curry Coastal Pilot, Brookings
- 2nd Hillsboro Argus

Division C

- 1st The Siuslaw News, Florence
- 2nd The Graphic, Newberg

K. Best single house ad

Division A

- 1st The Bulletin, Bend
- 2nd Mail Tribune, Medford

Division B

- 1st Hillsboro Argus
- 2nd The Polk County Itemizer Observer, Dallas
- HM Curry Coastal Pilot, Brookings

Division C

- 1st News-Times, Forest Grove
- 2nd Blue Mountain Eagle, John Day

M. Best use of alternative media

Division A

- 1st The Bulletin, Bend
- 2nd Portland Tribune

Division B

- 1st Albany Democrat-Herald
- 2nd Curry Coastal Pilot, Brookings

Division C

- 1st Central Oregonian, Prineville
- 2nd Baker City Herald

1. Classified: Best private party promotion

Division A

- 1st Statesman Journal, Salem
- 2nd Portland Tribune

Division B

- 1st The News-Review, Roseburg
- 2nd The News-Review, Roseburg

Division C

- 1st Blue Mountain Eagle, John Day

2nd Blue Mountain Eagle, John Day

2. Classified: Best promotion of the classified section

Division A

1st Statesman Journal, Salem
2nd The Bulletin, Bend
HM The Bulletin, Bend

Division B

1st The News-Review, Roseburg
2nd The News-Review, Roseburg

Division C

1st Cottage Grove Sentinel

3. Classified: Best private party ad

Division B

1st The News-Review, Roseburg
2nd The World, Coos Bay

Division C

1st Central Oregonian, Prineville
2nd The Graphic, Newberg