

Oregon Newspaper Publishers Association
2004 Best Ad Ideas Contest winners
(Winners listed alphabetically by newspaper name)

Albany Democrat-Herald

First Place: Best use of alternative media

Second Place: Best institutional/image ad

Appeal Tribune, Silverton

First Place: Best series

Second Place: Best institutional section

Baker City Herald

First Place: Best merchandising section

Second Place: Best use of alternative media

Blue Mountain Eagle, John Day

First Place: Best multi-color merchandising ad, Best section cover, Classified: Best private party promotion

Second Place: Best use of one color and black, Best institutional/image ad, Best black and white ad, Most effective use of small space, Best single house ad, Classified: Best private party promotion

The Bulletin, Bend

First Place: Best use of one color and black, Most effective use of small space, Best section cover, Best institutional section, Best multi-sponsor ROP ads, Best single house ad, Best use of alternative media

Second Place: Best section cover, Classified: Best promotion of the classified section

Honorable Mention: Classified: Best promotion of the classified section

Central Oregonian, Prineville

First Place: Best black and white ad, Best use of alternative media, Classified: Best private party ad

Clackamas Review

Second Place: Best series

Corvallis Gazette-Times

First Place: Best black and white ad, Most effective use of small space

Cottage Grove Sentinel

First Place: Classified: Best promotion of the classified section

Curry Coastal Pilot, Brookings

First Place: Best multi-sponsor ROP ads

Second Place: Best use of alternative media

Honorable Mention: Best single house ad

The Graphic, Newberg

First Place: Most effective use of small space

Second Place: Best multi-sponsor ROP ads, Classified: Best private party ad

Herald and News, Klamath Falls

First Place: Best institutional/image ad, Best multi-color merchandising ad

The Hermiston Herald

First Place: Best institutional section

Second Place: Best multi-color merchandising ad

Hillsboro Argus

First Place: Best single house ad

Second Place: Best multi-color merchandising ad, Best section cover, Best multi-sponsor ROP ads

Hood River News

Honorable Mention: Best section cover

Keizertimes

First Place: Best use of one color and black

Second Place: Best merchandising section

Lake Oswego Review

First Place: Best merchandising section, Best institutional section

Second Place: Best black and white ad, Best merchandising section

Mail Tribune, Medford

First Place: Best institutional/image ad, Best black and white ad, Best merchandising section

Second Place: Best merchandising section, Best single house ad

News-Register, McMinnville

Second Place: Best use of one color and black, Best institutional section

The News-Review, Roseburg

First Place: Best use of one color and black, Classified: Best private party promotion, Classified: Best promotion of the classified section, Classified: Best private party ad

Second Place: Classified: Best private party promotion, Classified: Best promotion of the classified section

News-Times, Forest Grove

First Place: Best single house ad

The Oregonian, Portland

First Place: Best multi-color merchandising ad

Second Place: Best series

The Outlook, Gresham

First Place: Best section cover

The Polk County Itemizer Observer, Dallas

First Place: Best series

Second Place: Most effective use of small space, Best single house ad

Portland Tribune

Second Place: Best institutional/image ad, Best black and white ad, Best use of alternative media, Classified: Best private party promotion

Honorable Mention: Best series

The Register-Guard, Eugene

First Place: Best series

Second Place: Best use of one color and black, Best multi-color merchandising ad, Most effective use of small space, Best institutional section, Best multi-sponsor ROP ads

Honorable Mention: Best series

The Sandy Post

Second Place: Best series

The Siuslaw News, Florence

First Place: Best institutional/image ad, Best multi-sponsor ROP ads

Second Place: Best section cover

Statesman Journal, Salem

First Place: Classified: Best private party promotion, Classified: Best promotion of the classified section

The World, Coos Bay

Second Place: Classified: Best private party ad