

Oregon Newspaper Publishers Association
2005 Best Ad Ideas Contest winners
(Winners listed alphabetically by newspaper name)

Albany Democrat-Herald

First place: Best institutional section

Baker City Herald

First place: Best institutional section

Honorable mention: Best black and white ad, Most effective use of small space

Bandon Western World

Second place: Most effective use of small space

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

Beaverton Valley Times

Second place: Best section cover

Blue Mountain Eagle, John Day

First place: Best black and white ad, Best single house ad, Best promotion of the classified section

Second place: Best section cover, Best multi-sponsor ROP ads

Honorable mention: Best use of one color and black, Best series

The Bulletin, Bend

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

Second place: Best use of one color and black, Best merchandising section, Best institutional section, Best single house ad

Honorable mention: Best merchandising section, Best institutional section

Central Oregonian, Prineville

First place: Best use of one color and black, Best institutional/image ad, Best use of alternative media

Second place: Best use of one color and black, Best black and white ad, Best advertising headline

Corvallis Gazette-Times

Honorable mention: Best merchandising section, Best multi-sponsor ROP ads

Cottage Grove Sentinel

Second place: Best multi-color merchandising ad

Honorable mention: Best use of alternative media

The Creswell Chronicle

Second place: Best black and white ad

Grants Pass Daily Courier

First place: Most effective use of small space, Best multi-sponsor ROP ads, Best promotion of the classified section

Second place: Best black and white ad, Best series

Herald and News, Klamath Falls

Second place: Best use of one color and black

The Hermiston Herald

First place: Best multi-color merchandising ad

Second place: Best institutional section

Hillsboro Argus

First place: Best institutional/image ad

Second place: Best multi-color merchandising ad, Most effective use of small space, Best promotion of the classified section

Honorable mention: Best multi-color merchandising ad

Hood River News

Second place: Best merchandising section, Best multi-sponsor ROP ads

Keizertimes

First place: Best multi-sponsor ROP ads

Second place: Best single house ad

Mail Tribune, Medford

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

Second place: Best black and white ad, Best section cover

Honorable mention: Best multi-color merchandising ad

News-Register, McMinnville

First place: Best black and white ad

Second place: Best institutional/image ad

Honorable mention: Best institutional/image ad, Most effective use of small space, Best section cover

The News-Review, Roseburg

First place: Best use of one color and black, Best series, Best section cover, Best advertising headline, Best use of alternative media

Second place: Best institutional section, Best single house ad

Honorable mention: Best institutional/image ad, Best series, Best single house ad, Best promotion of the classified section

News-Times, Forest Grove

First place: Best section cover

Second place: Best use of alternative media

Honorable mention: Best section cover, Best institutional section, Best single house ad

The Observer, La Grande

Honorable mention: Best use of one color and black

The Outlook, Gresham

Honorable mention: Best series, Best institutional section

The Redmond Spokesman

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

Second place: Best institutional/image ad, Best series

The Register-Guard, Eugene

First place: Best black and white ad, Best merchandising section, Best single house ad

Second place: Best institutional/image ad, Best multi-color merchandising ad, Best series, Most effective use of small space, Best multi-sponsor ROP ads

Honorable mention: Best section cover, Best advertising headline, Best single house ad

The Dalles Chronicle

First place: Best series, Best institutional section

Second place: Best institutional/image ad, Best institutional section

Honorable mention: Best multi-color merchandising ad

Tigard Times and Tualatin Times

First place: Best merchandising section

The World, Coos Bay

First place: Best multi-color merchandising ad, Best single house ad

Honorable mention: Best single house ad