

**Oregon Newspaper Publishers Association**  
**2006 Best Ad Ideas Contest winners**  
(Winners listed by contest category and division)

Entries in 19 categories were judged by members of the Mississippi Press Association 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**

Divisions A & B combined

1st Albany Democrat-Herald (Flowerland/Mid-Valley)

2nd Clackamas Review, Milwaukie (Dance Evolve/main)

Divisions C & D combined

1st The Madras Pioneer (Oscar's Building)

2nd Bandon Western World (Wheelhouse/Bandon Visitor Guide)

**B. Best institutional/image ad**

Divisions A & B combined

1st The News-Review, Roseburg (All State Real Estate)

2nd Hood River News (Les Schwab)

HM The Daily Astorian (Easom Property Management)

Divisions C & D combined

1st The Redmond Spokesman (The Redmond Spokesman)

2nd The Dalles Chronicle (Wasco Title, Inc)

HM Keizertimes (Balloon Flying Service of oregon)

**C. Best multi-color merchandising ad**

Divisions A & B combined

1st (tie) The Daily Astorian (Journey's End)

1st (tie) Lake Oswego Review (Kristi Harnish - Harnish Properties)

2nd Mail Tribune, Medford (Kitchen Masters, LLC)

HM (tie) News-Register, McMinnville (Gold's Gym)

HM (tie) The News-Review, Roseburg (Good Vibrations)

Divisions C & D combined

1st The Madras Pioneer (Turf by McPheeters)

2nd The Redmond Spokesman (Century 21 Gold Country Realty)

HM Bandon Western World (Chas Waldrop/Bandon Western World)

**D. Best black and white ad**

Divisions A & B combined

- 1st Mail Tribune, Medford (Veranda)
- 2nd Hood River News (Cascade Hearing)

Divisions C & D combined

- 1st Keizertimes (Copper Creek Mercantile)
- 2nd The Dalles Chronicle (Cascade Eye Center)

#### **E. Best series**

Divisions A & B combined

- 1st News-Register, McMinnville (Luigi's Daughter)
- 2nd (tie) Lake Oswego Review (Lake View Village)
- 2nd (tie) Hood River News (Cascade Hearing)
- HM Mail Tribune, Medford (Camp Run-A-Muck)

Divisions C & D combined

- 1st The Redmond Spokesman (Redmond Prevention Team)
- 2nd The Dalles Chronicle (The Dalles Area Chamber of Commerce)

#### **F. Most effective use of small space**

Divisions A & B combined

- 1st News-Register, McMinnville (Madrona Childcare)
- 2nd The Daily Astorian (Cheryl's Karaoke)
- HM The Daily Astorian (Astor Street Opry)

Divisions C & D combined

- 1st The Redmond Spokesman (Xtreme Fitness)
- 2nd The Redmond Spokesman (Redmond Greenhouse)

#### **G. Best section cover**

Divisions A & B combined

- 1st The News-Review, Roseburg (Umpqua Edition 2005 - Pet Tails)
- 2nd Hood River News (Panorama -- Blossoms)
- HM Corvallis Gazette-Times (To Your Health 2005)

Divisions C & D combined

- 1st The Madras Pioneer (Jefferson County Fair and Rodeo)
- 2nd Bandon Western World (Bandon Visitor Guide)

#### **H. Best advertising headline**

All divisions combined

- 1st The News-Review, Roseburg (Upstart Growers)
- 2nd Keizertimes (Clean Smile)
- HM The News-Review, Roseburg (Winchester Deli)

#### **I. Best merchandising section**

Division A

- 1st Portland Tribune (Entree)

2nd Mail Tribune, Medford (HomeLife January 2006)  
HM Mail Tribune, Medford (Our Valley 2005)

Divisions B & C combined

1st Lake Oswego Review (Style)  
2nd Hood River News (Columbia Gorge Holiday Gift Guide 2005)  
HM News-Register, McMinnville (Holiday Gift Guide)

#### **J. Best institutional section**

Divisions A & B combined

1st Albany Democrat-Herald (Focus 2006)  
2nd Portland Tribune (Neighborhoods)  
HM Lake Oswego Review (Perspective)

Divisions C & D combined

1st West Linn Tidings (Old Time Fair)  
2nd Keizertimes (2005 Iris Festival Guide)

#### **K. Best multi-sponsor ROP ads**

Divisions A & B combined

1st The Oregonian, Portland (Free Travel Brochures pages)  
2nd Hood River News (First Friday)

Divisions C & D combined

1st Baker City Herald (A Little Champagne and a LOT of Chocolate)  
2nd Keizertimes (Search > Find > Win!)

#### **L. Best single house ad**

Divisions A & B combined

1st Hood River News (Hood River News)  
2nd Corvallis Gazette-Times (GT TO GO/Sports)  
HM The World, Coos Bay (The World/Hometown heroes)

Divisions C & D combined

1st Keizertimes (Cheap Cheap Cheap)  
2nd Keizertimes (Did you enter the ... contest?)  
HM The Creswell Chronicle (Mr. Scoop Marmalade)

#### **N. Best use of alternative media**

All divisions combined

1st The News-Review, Roseburg ([www.newsreview.info](http://www.newsreview.info))  
2nd Baker City Herald (Elkhorn Scenic Byway Map)

#### **2. Classified: Best promotion of the classified section**

All divisions combined

1st The World, Coos Bay (The World/classified series)  
2nd The News-Review, Roseburg (Place a little empty?)

HM Grants Pass Daily Courier (Grants Pass Daily Courier Classifieds)

**3. Classified: Best private party ad**

All divisions combined

1st News-Times, Forest Grove (McKillion Group)

2nd Hood River News (C & D Auto Detailing)