

Oregon Newspaper Publishers Association
2006 Best Ad Ideas Contest winners
(Winners listed alphabetically by newspaper name)

Albany Democrat-Herald

First place: Best use of one color and black, Best institutional section

Baker City Herald

First place: Best multi-sponsor ROP ads

Second place: Best use of alternative media

Bandon Western World

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

Honorable mention: Best multi-color merchandising ad

Clackamas Review, Milwaukie

Second place: Best use of one color and black

Corvallis Gazette-Times

Second place: Best single house ad

Honorable mention: Best section cover

The Creswell Chronicle

Honorable mention: Best single house ad

The Daily Astorian

First place: Best multi-color merchandising ad

Second place: Most effective use of small space

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

Grants Pass Daily Courier

Honorable mention: Classified: Best promotion of the classified section

Hood River News

First place: Best single house ad

Second place: Best institutional/image ad, Best black and white ad, Best series, Best section cover, Best merchandising section, Best multi-sponsor ROP ads,

Classified: Best private party ad

Keizertimes

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

Second place: Best advertising headline, Best institutional section, Best multi-sponsor ROP ads, Best single house ad

Honorable mention: Best institutional/image ad

Lake Oswego Review

First place: Best multi-color merchandising ad, Best merchandising section

Second place: Best series

Honorable mention: Best institutional section

The Madras Pioneer

First place: Best use of one color and black, Best multi-color merchandising ad, Best section cover

Mail Tribune, Medford

First place: Best black and white ad

Second place: Best multi-color merchandising ad, Best merchandising section

Honorable mention: Best series, Best merchandising section

News-Register, McMinnville

First place: Best series, Most effective use of small space

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

The News-Review, Roseburg

First place: Best institutional/image ad, Best section cover, Best advertising headline, Best use of alternative media

Second place: Classified: Best promotion of the classified section

Honorable mention: Best multi-color merchandising ad, Best advertising headline

News-Times, Forest Grove

First place: Classified: Best private party ad

The Oregonian, Portland

First place: Best multi-sponsor ROP ads

Portland Tribune

First place: Best merchandising section

Second place: Best institutional section

The Redmond Spokesman

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

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

The Dalles Chronicle

Second place: Best institutional/image ad, Best black and white ad, Best series

West Linn Tidings

First place: Best institutional section

The World, Coos Bay

First place: Classified: Best promotion of the classified section

Honorable mention: Best single house ad