

Oregon Newspaper Publishers Association  
**2007 Best Ad Ideas Contest winners**  
(Winners listed alphabetically by newspaper name)

**Baker City Herald**

*First place:* Best use of one color and black, Most effective use of small space, Best multi-sponsor ROP ads

*Second place:* Best black and white ad, Classified: Best private party ad

**Bandon Western World**

*Second place:* Best multi-color merchandising ad

**Beaverton Valley Times**

*First place:* Best institutional section

*Second place:* Best section cover

**Blue Mountain Eagle (John Day)**

*Second place:* Most effective use of small space, Best advertising headline

**The Bulletin (Bend)**

*First place:* Classified: Best promotion of the classified section

*Second place:* Best institutional/image ad, Best multi-color merchandising ad, Most effective use of small space, Best section cover, Best merchandising section, Best institutional section

*Honorable mention:* Best institutional/image ad

**Burns Times-Herald**

*First place:* Best institutional section

*Second place:* Best multi-sponsor ROP ads

**Canby Herald**

*Second place:* Best series

*Honorable mention:* Best multi-sponsor ROP ads

**Central Oregonian (Prineville)**

*First place:* Best institutional/image ad, Best multi-color merchandising ad, Best single house ad

*Honorable mention:* Best use of one color and black

**The Creswell Chronicle**

*First place:* Classified: Best private party ad

*Second place:* Best institutional/image ad

**Curry Coastal Pilot (Brookings)**

*First place:* Classified: Best private party promotion

*Second place:* Best use of one color and black, Best use of alternative media,

Classified: Best promotion of the classified section

*Honorable mention:* Classified: Best promotion of the classified section

**The Dalles Chronicle**

*Second place:* Best institutional section

*Honorable mention:* Best black and white ad

**Grants Pass Daily Courier**

*First place:* Best series

**Hillsboro Argus**

*First place:* Most effective use of small space

*Second place:* Best black and white ad

*Honorable mention:* Best institutional section, Classified: Best private party ad

**Hood River News**

*First place:* Best single house ad

*Second place:* Best institutional section

*Honorable mention:* Best series

**Keizertimes**

*First place:* Best black and white ad, Best merchandising section

*Second place:* Best merchandising section

*Honorable mention:* Best series, Best single house ad

**The Madras Pioneer**

*First place:* Best advertising headline

*Second place:* Best use of alternative media

*Honorable mention:* Best black and white ad, Best use of alternative media

**Mail Tribune (Medford)**

*First place:* Best section cover, Best merchandising section, Best institutional section,  
Best use of alternative media

*Honorable mention:* Best advertising headline

**Molalla Pioneer**

*First place:* Best section cover, Best use of alternative media

*Second place:* Best single house ad, Classified: Best private party promotion

**The New Era (Sweet Home)**

*Second place:* Best section cover

**The News-Guard (Lincoln City)**

*First place:* Best series

*Second place:* Best use of one color and black

**News-Register (McMinnville)**

*First place:* Best use of one color and black, Best institutional/image ad, Best multi-color merchandising ad, Best advertising headline, Best merchandising section

*Second place:* Best single house ad, Best use of alternative media

*Honorable mention:* Best multi-sponsor ROP ads

**The News-Review (Roseburg)**

*First place:* Best section cover

*Honorable mention:* Most effective use of small space

**News-Times (Forest Grove)**

*Second place:* Best series, Best multi-sponsor ROP ads

**The Times (Tigard-Tualatin)**

*Second place:* Best merchandising section

**The World (Coos Bay)**

*First place:* Best black and white ad, Best multi-sponsor ROP ads

*Second place:* Best advertising headline