

## 2002 BEST AD IDEAS CONTEST

The Best Ad Ideas Contest is divided into five divisions for each category. They are:

**Division A -- Dailies with a circulation of 20,001 and above**

**Division B -- Dailies with a circulation 20,000 and below**

**Division C -- Weeklies with a circulation of 5,001 and above**

**Division D -- Weeklies with a circulation of 5,000 and below**

**Division E -- Newspapers with a circulation of 2,000 and below**

### A. Best Use of One Color and Black

#### Division D: Weeklies - 5,000 & below

H.M. Central Oregonian, Prineville (Cinnabar Pizzeria)

3rd Blue Mountain Eagle, John Day (John Day Office Supply)

2nd News-Times, Forest Grove (Van Dyke Appliances)

1st The Hermiston Herald (Heller & Sons)

#### Division C: Weeklies - 5,001 & above

3rd Tigard Times and Tualatin Times (Sonus)

2nd Hood River News (Hood River Supply/Franz Hardware)

1st News-Register, McMinnville (Sunflower Farms)

#### Division B: Dailies - 20,000 & below

3rd Herald and News, Klamath Falls (Klamath Pump Center)

2nd The World, Coos Bay (Oregon Tool & Supply)

1st Ashland Daily Tidings (West Coast Appliances & Furniture)

#### Division A: Dailies - 20,001 & above

3rd The Bulletin, Bend (Benjamin's Home Furnishings)

2nd Statesman Journal, Salem (La Rouge)

1st The Bulletin, Bend (Periwinkle)

## **B. Best Institutional Image Ad**

### Division D: Weeklies - 5,000 & below

- 3rd Blue Mountain Eagle, John Day (Veterans/Grant Union High School)
- 2nd Wallowa County Chieftain, Enterprise (Valley Bronze of Oregon)
- 1st The Siuslaw News, Florence (KCST)

### Division C: Weeklies - 5,001 & above

- 3rd Portland Tribune (Les Schwab)
- 2nd Hood River News (Port of Hood River)
- 1st Lake Oswego Review (City of Lake Oswego)

### Division B: Dailies - 20,000 & below

- 3rd Ashland Daily Tidings (DesignWise)
- 2nd The Dalles Chronicle (Schock Welding)
- 1st Herald and News, Klamath Falls (Merle West Medical Center)

### Division A: Dailies - 20,001 & above

- 3rd Mail Tribune, Medford (Why Knot Bridal Wear)
- 2nd The Register-Guard, Eugene (Lane Independent Primary Physicians)
- 1st The Bulletin, Bend (Kirby Nagelhout)

## **C. Best Multi Color Merchandising Ad**

### Division D: Weeklies - 5,000 & below

- 3rd Appeal Tribune, Silverton (Silver Creek Gallery)
- 2nd Central Oregonian (Robberson)
- 1st The Siuslaw News, Florence (Cottages at Ocean Dunes)

### Division C: Weeklies - 5,001 & above

- 3rd The Polk County Itemizer Observer, Dallas (Murphy's Grill)
- 2nd Lake Oswego Review (Lake Oswego Merchants)
- 1st The Polk County Itemizer Observer, Dallas (Monmouth Hardware)

### Division B: Dailies - 20,000 & below

- H.M. Ashland Daily Tidings (Mt. Shasta Board and Ski Park)
- 3rd The Dalles Chronicle (Ray Schultens Motors)
- 2nd Ashland Daily Tidings (Southern Oregon Nursery)

Division A: Dailies - 20,001 & above

- 3rd The Register-Guard, Eugene (Wentworth Buick Pontiac GMC)
- 2nd The Bulletin, Bend (Murray & Holt/Jack Holt)
- 1st The Bulletin, Bend (Dave Hamilton)

**D. Best Black and White Ad**

Division D: Weeklies - 5,000 & below

- 3rd Wallowa County Chieftain, Enterprise (Good Things)
- 2nd Blue Mountain Eagle, John Day (Century 21)
- 1st Central Oregonian, Prineville (Grizzly Power Plant)

Division C: Weeklies - 5,001 & above

- H.M. Portland Tribune (Tantalus)
- 3rd Lake Oswego Review (City of Lake Oswego)
- 2nd Curry Coastal Pilot, Brookings (Chetco Federal Credit Union)
- 1st Portland Tribune (Postal Annex)

Division B: Dailies - 20,000 & below

- 3rd The Dalles Chronicle (Wasco-Sherman Health Dept.)
- 2nd Ashland Daily Tidings (Ashland Family YMCA)
- 1st Ashland Daily Tidings (Tabu)

Division A: Dailies - 20,001 & above

- 3rd The Bulletin, Bend (Spa and Pool Country)
- 2nd The Register-Guard, Eugene (Eugene Spa & Hot Tub Company)
- 1st Statesman Journal, Salem (Volcanoes)

**E. Best Series**

Division D: Weeklies - 5,000 & below

- 3rd Appeal Tribune, Silverton (Lind's Market)
- 2nd Blue Mountain Eagle, John Day (Mosier's Home Furnishings)
- 1st Appeal Tribune, Silverton (Silverton Area Chamber of Commerce)

Division C: Weeklies - 5,001 & above

- H.M. Hood River News (Columbia Gorge Pediatric Dental Center)
- 3rd Hood River News (PBS)
- 2nd The Polk County Itemizer Observer, Dallas (Hayward Ford)
- 1st News-Register, McMinnville (Furniture Outlet)

Division B: Dailies - 20,000 & below

- 3rd The World, Coos Bay (Coos Bay Toyota)
- 2nd Ashland Daily Tidings (Gold & Gems)
- 1st The World, Coos Bay (Totally Cellular)

Division A: Dailies - 20,001 & above

- 3rd The Bulletin, Bend (Hertz Car Sales)
- 2nd The Register-Guard, Eugene (Andrea)
- 1st The Bulletin, Bend (Mercedes Benz of Bend)

**F. Most Effective Use of Small Space**

Division D: Weeklies - 5,000 & below

- 3rd The Siuslaw News, Florence (Bicycles 101)
- 2nd Willowa County Chieftain, Enterprise (Forget-Me-Not Flowers & Gifts)
- 1st Central Oregonian, Prineville (Ochoco West Open House)

Division C: Weeklies - 5,001 & above

- 3rd Hood River News (The Big Easy)
- 2nd News-Register, McMinnville (Gallery Theatre)
- 1st News-Register, McMinnville (New to You)

Division B: Dailies - 20,000 & below

- 3rd Herald and News, Klamath Falls (Shutterbug Photo)
- 2nd The Dalles Chronicle (Thomas Motors)
- 1st Ashland Daily Tidings (Village Shoes)

Division A: Dailies - 20,001 & above

- 3rd Statesman Journal, Salem (YMCA)
- 2nd The Bulletin, Bend (The Paper Place)
- 1st Mail Tribune, Medford (Cataract & Laser Institute of Southern Oregon)

**G. Best Section Cover**

Division E: Newspapers - 2,000 & below

- 1st Rogue River Press (Our Town)

Division D: Weeklies - 5,000 & below

- H.M. Appeal Tribune, Silverton (Silverton Visitor's Guide)
- H.M. Appeal Tribune, Silverton (Neighbors)
- 3rd Blue Mountain Eagle, John Day (Home and Garden)
- 2nd The Hermiston Herald (Heroes)

1st Blue Mountain Eagle (Come Play With Us)

Division C: Weeklies - 5,001 & above

3rd Hood River News (Panorama)

2nd Portland Tribune (Readers' Choice Dining Guide)

1st Tigard Times and Tualatin Times (Portrait)

Division B: Dailies - 20,000 & below

3rd Herald and News, Klamath Falls (Klamath Life 2002)

2nd Herald and News, Klamath Falls (Summer of Struggle)

1st Daily Journal of Commerce, Portland (DJC/PGE Park)

Division A: Dailies - 20,001 & above

3rd The Bulletin, Bend (Central Oregon New Home Living - Fall 2001)

2nd Statesman Journal, Salem (Neighborhoods)

1st The Bulletin, Bend (Central Oregon New Home Living - Holiday 2001)

**H. Best Merchandising Section**

Divisions C&D Combined: Weeklies

3rd The Polk County Itemizer Observer, Dallas (Gift Guide)

2nd Curry Coastal Pilot, Brookings (Parade of Homes)

1st Central Oregonian, Prineville (Stone Ridge)

Divisions A&B Combined - Dailies

3rd Statesman Journal, Salem (2002 Home Furnishings)

2nd Baker City Herald (Welcome Visitors - Coupon Section)

1st The Bulletin, Bend (Periwinkle)

**I. Best Institutional Section**

Division D: weeklies - 5,000 & below

H.M. Appeal Tribune, Silverton (Silverton Hospital Family Birth Center)

3rd Wallowa County Chieftain, Enterprise (Visitor's Guide)

2nd The Hermiston Herald (Heroes)

1st Blue Mountain Eagle, John Day (Come Play With Us)

Division C: Weeklies - 5,001 & above

- H.M. Curry Coastal Pilot, Brookings (Waste Not, Want Not)
- 3rd Hood River News (Panorama)
- 2nd The Polk County Itemizer Observer, Dallas (Spring Home and Garden)
- 1st Tigard Times and Tualatin Times (Portrait)

Division B: Dailies - 20,000 & below

- H.M. Baker City Herald (Agriculture 2002)
- 3rd The News-Review, Roseburg (Umpqua Edition)
- 2nd Daily Journal of Commerce, Portland (DJC/PGE Park)
- 1st Ashland Tidings (Shakespeare 2001)

Division A: Dailies - 20,001 & above

- H.M. Mail Tribune, Medford (The Chamber of Southern Oregon)
- 3rd The Bulletin, Bend (Central Oregon New Home Living - Spring 2002)
- 2nd The Bulletin, Bend (The High Desert Museum)
- 1st The Register-Guard, Eugene (Family Matters)

**J. Best Multi Sponsor ROP Ads**

Division D: Weeklies - 5,000 & below

- 3rd The Hermiston Herald (Hermiston Plaza)
- 2nd West Linn Tidings (West Linn High School Graduation)
- 1st Blue Mountain Eagle, John Day (Holiday Gift Express)

Division C: Weeklies - 5,001 & above

- 3rd Lake Oswego Review (Lake Oswego Merchants)
- 2nd Portland Tribune (Discover Downtown)
- 1st Portland Tribune (Eastside Furniture Adventure)

Division B: Dailies - 20,000 & below

- 3rd Baker City Herald (Merchants' Christmas Series)
- 2nd Grants Pass Daily Courier (Signs of Summer - Downtown Grants Pass)
- 1st The News-Review, Roseburg (Veterans Page)

Division A: Dailies - 20,001 & above

- 3rd The Register-Guard, Eugene (Holiday Gifts From A to Z)
- 2nd Mail Tribune, Medford (Wines in Our Valley)
- 1st The Bulletin, Bend (Downtown Bend - Zany Daze)

## **K. Best Single House Ad**

### Division D: Weeklies - 5,000 & below

- 3rd Wallowa County Chieftain, Enterprise (Book of Love)
- 2nd Central Oregonian, Prineville (American Profile)
- 1st Blue Mountain Eagle (Garden Grow)

### Division C: Weeklies - 5,001 & above

- 3rd News-Register, McMinnville (TV This Week)
- 2nd Hood River News (Home and Garden)
- 1st Portland Tribune (Only one thing covers Portland more)

### Division B: Dailies - 20,000 & below

- 3rd Ashland Daily Tidings (Are you in a galaxy...)
- 2nd Baker City Herald (Free Pizza)
- 1st The World, Coos Bay (Newspapers in Education)

### Division A: Dailies - 20,001 & above

- 3rd The Bulletin, Bend (Central Oregon New Home Living)
- 2nd The Register-Guard, Eugene (Loveline)
- 1st Mail Tribune, Medford (Oregon CarZone)

## **L. Best House Ad Series**

### Divisions C&D Combined: Weeklies

- 3rd Portland Tribune (Tribune Columnists)
- 2nd Lake Oswego Review (Testimonial)
- 1st The Polk County Itemizer Observer (Why I read the IO)

### Divisions A&B Combined: Dailies

- 3rd (Tie) The Bulletin, Bend (The Bulletin - Power Series)
- 3rd (Tie) The Dalles Chronicle (Newspaper in Education - NIE)
- 1st Mail Tribune, Medford (Read the Trib First Series)

## **M. Best Copy Writing**

### All Divisions Combined: Weeklies and Dailies

- 3rd The Register-Guard, Eugene (The Flower Market)
- 2nd Portland Tribune (Greenlight Classifieds - Cougars & Cobras...)
- 1st Portland Tribune (Only one thing covers Portland more)

## **N. Best Advertising Headline Writing**

### Divisions C&D Combined: Weeklies

3rd Portland Tribune (Postal Annex)

2nd The Polk County Itemizer Observer, Dallas (Don't bury your head in the sand)

1st News-Register, McMinnville (Harvest Fresh)

### Division B: Dailies - 20,000 & below

3rd The News-Review, Roseburg (Ramcell)

2nd Ashland Daily Tidings (Nimbus)

### Division A: Dailies - 20,001 & above

3rd Mail Tribune, Medford (Good Guys Guns)

2nd The Register-Guard, Eugene (Goldworks)

1st Mail Tribune, Medford (Oregon CarZone)

## **O. Best Overall Advertising (less than 2,000 circulation)**

### Division E: Newspapers with less than 2,000 circulation

2nd The North Coast Citizen, Nehalem

1st Rogue River Press

## **R. Best Use of New Media**

### All Divisions Combined: Weeklies and Dailies

3rd Appeal Tribune (The Vision Blossoms Book and Poster)

2nd News-Register, McMinnville (News-Register.com/Special Sections)

1st Mail Tribune, Medford (ESO Website)

## **CLASSIFIED CONTEST**

### **2. Best Promotion of the Classified Section**

#### All Divisions Combined

3rd Portland Tribune (Greenlight Classifieds - 11x)

2nd Grants Pass Daily Courier (Fred's "Ad-Venture")

1st Mail Tribune, Medford (Little Kid Series)

### 3. **Best Private Party Ad**

#### All Divisions Combined

- 3rd The Polk County Itemizer Observer, Dallas (Gotta keep mama out of the bar)
- 2nd Grants Pass Daily Courier (Hot-tub)
- 1st The Register-Guard, Eugene (Pacific Winds)