

**2002 Best Ad Ideas Contest Winners  
(Sorted by City)**

**Ashland Daily Tidings**

- Best use of one color and black - First
- Best black and white ad - First
- Most effective use of small space - First
- Best institutional section - First
- Best multi-color merchandising ad - Second
- Best black and white ad - Second
- Best series - Second
- Best advertising headline writing - Second
- Best institutional/image ad - Third
- Best single house ad - Third
- Best multi-color merchandising ad – Honorable Mention

**Baker City Herald**

- Best merchandising section - Second
- Best single house ad - Second
- Best multi-sponsor ROP ads - Third
- Best institutional section – Honorable Mention

**Bend, The Bulletin**

- Best section cover - First
- Best use of one color and black - First
- Best merchandising section - First
- Best multi-sponsor ROP ads - First
- Best institutional/image ad - First
- Best multi-color merchandising ad - First
- Best series - First
- Best multi-color merchandising ad - Second
- Most effective use of small space - Second
- Best institutional section - Second
- Best black and white ad - Third
- Best series - Third
- Best section cover - Third
- Best institutional section - Third
- Best single house ad - Third
- Best use of one color and black - Third
- Best house ad series - Third (tie)

**Brookings, Curry Coastal Pilot**

- Best merchandising section - Second
- Best black and white ad - Second
- Best institutional section – Honorable Mention

**Coos Bay, The World**

- Best series - First

Best single house ad - First  
Best use of one color and black - Second  
Best series – Third

**Dallas, The Polk County Itemizer Observer**

Best house ad series - First  
Best multi-color merchandising ad - First  
Best institutional section - Second  
Best series - Second  
Best advertising headline writing - Second  
Best multi-color merchandising ad - Third  
Best merchandising section - Third  
Classified: Best private party ad – Third

**Enterprise, The Wallowa County Chieftain**

Best institutional/image ad - Second  
Most effective use of small space - Second  
Best institutional section - Third  
Best single house ad - Third  
Best black and white ad – Third

**Eugene, The Register-Guard**

Best institutional section - First  
Classified: Best private party ad - First  
Best single house ad – Second  
Best advertising headline writing - Second  
Best institutional/image ad - Second  
Best black and white ad - Second  
Best series - Second  
Best multi-sponsor ROP ads - Third  
Best copy writing - Third  
Best multi-color merchandising ad – Third

**Florence, The Siuslaw News**

Best institutional/image ad - First  
Best multi-color merchandising ad - First  
Most effective use of small space – Third

**Forest Grove, The News-Times**

Best use of one color and black – Second

**Grants Pass Daily Courier**

Classified: Best promotion of the classified section - Second  
Classified: Best private party ad - Second  
Best multi-sponsor ROP ads – Second

**The Hermiston Herald**

Best use of one color and black - First

Best section cover - Second  
Best institutional section - Second  
Best multi-sponsor ROP ads – Third

**Hood River News**

Best use of one color and black - Second  
Best institutional/image ad - Second  
Best single house ad - Second  
Best series - Third  
Most effective use of small space - Third  
Best section cover - Third  
Best institutional section - Third  
Best series – Honorable Mention

**John Day, The Blue Mountain Eagle**

Best section cover - First  
Best institutional section - First  
Best multi-sponsor ROP ads - First  
Best single house ad - First  
Best black and white ad - Second  
Best series - Second  
Best use of one color and black - Third  
Best institutional/image ad - Third  
Best section cover – Third

**Klamath Falls, The Herald and News**

Best institutional/image ad - First  
Best section cover - Second  
Best use of one color and black - Third  
Most effective use of small space - Third  
Best section cover – Third

**Lake Oswego Review**

Best institutional/image ad - First  
Best multi-color merchandising ad - Second  
Best house ad series - Second  
Best multi-sponsor ROP ads - Third  
Best black and white ad – Third

**McMinnville, The News-Register**

Best advertising headline writing - First  
Best use of one color and black - First  
Best series - First  
Most effective use of small space - First  
Most effective use of small space - Second  
Best use of new media - Second  
Best single house ad – Third

**Medford, Mail Tribune**

Most effective use of small space - First  
Best single house ad - First  
Classified: Best promotion of the classified section - First  
Best house ad series - First  
Best advertising headline writing - First  
Best use of new media - First  
Best multi-sponsor ROP ads - Second  
Best institutional/image ad - Third  
Best advertising headline writing - Third  
Best institutional section – Honorable Mention

**Nehalem, The North Coast Citizen**

Best overall advertising (<2,000 circulation) – Second

**Portland, Daily Journal of Commerce**

Best section cover - First  
Best institutional section – Second

**Portland Tribune**

Best multi-sponsor ROP ads - First  
Best single house ad - First  
Best copy writing - First  
Best black and white ad - First  
Best section cover - Second  
Best multi-sponsor ROP ads - Second  
Best copy writing - Second  
Classified: Best promotion of the classified section - Third  
Best advertising headline writing - Third  
Best institutional/image ad - Third  
Best house ad series - Third  
Best black and white ad – Honorable Mention

**Prineville, The Central Oregonian**

Most effective use of small space - First  
Best merchandising section - First  
Best black and white ad - First  
Best multi-color merchandising ad - Second  
Best single house ad - Second  
Best use of one color and black – Honorable Mention

**Rogue River Press**

Best overall advertising (<2,000 circulation) - First  
Best section cover – First

**Roseburg, The News-Review**

Best multi-sponsor ROP ads - First  
Best institutional section - Third

Best advertising headline writing – Third

**Salem, The Statesman Journal**

Best black and white ad - First

Best section cover - Second

Best use of one color and black - Second

Most effective use of small space - Third

Best merchandising section – Third

**Silverton, Appeal Tribune**

Best series - First

Best multi-color merchandising ad - Third

Best series - Third

Best use of new media - Third

Best institutional section – Honorable Mention

Best section cover – Honorable Mention

Best section cover – Honorable Mention

**The Dalles Chronicle**

Best institutional/image ad - Second

Most effective use of small space - Second

Best multi-color merchandising ad - Third

Best black and white ad - Third

Best house ad series – Third (tie)

**Tigard Times/Tualatin Times**

Best section cover - First

Best institutional section - First

Best use of one color and black – Third

**West Linn Tidings**

Best multi-sponsor ROP ads - Second