

Here are the winner of the 2018 Better Advertising Ideas Contest

Circ Group(s)	Category Name	Award	Organization
group C	Best advertising headline	Third Place	Keizertimes
group C		Second Place	Malheur Enterprise
group C		First Place	Blue Mountain Eagle
group A,group B		Third Place	The News-Review
group A,group B		Second Place	The News-Review
group A,group B		First Place	The News-Review
group C	Best black and white ad	Third Place	Malheur Enterprise
group C		Second Place	Keizertimes
group C		First Place	The Times (Tigard)
group A,group B		Third Place	The Daily Astorian
group A,group B		Second Place	Lake Oswego Review
group A,group B		First Place	The News-Review
group C	Best institutional section	Third Place	Hood River News
group C		Second Place	The Dalles Chronicle
group C		First Place	The Dalles Chronicle
group B		Third Place	The Daily Astorian
group B		Second Place	Mail Tribune
group B		First Place	Mail Tribune
group A		Third Place	The Bulletin
group A		Second Place	Portland Tribune
group A		First Place	Portland Tribune
group C	Best institutional/image ad	Third Place	Keizertimes
group C		Second Place	Keizertimes
group C		First Place	Keizertimes
group A,group B		Third Place	Lake Oswego Review
group A,group B		Second Place	The Daily Astorian
group A,group B		First Place	Lake Oswego Review
group C	Best merchandising section	Third Place	The Times (Tigard)
group C		Second Place	The Times (Tigard)
group C		First Place	The Times (Tigard)
group A,group B		Third Place	Lake Oswego Review
group A,group B		Second Place	The Daily Astorian
group A,group B		First Place	Mail Tribune
group C		Third Place	Keizertimes
group C		Second Place	Keizertimes
group C		First Place	Malheur Enterprise

group A,group B	Best multi-color merchandising Ad	Third Place	The News-Review
group A,group B		Second Place	The Daily Astorian
group A,group B		First Place	The News-Review
group C	Best multi-sponsor ROP ads	Third Place	The Times (Tigard)
group C		Second Place	Malheur Enterprise
group C		First Place	The Times (Tigard)
group A,group B		Third Place	The News-Review
group A,group B		Second Place	The News-Review
group A,group B		First Place	Lake Oswego Review
group A,group B,group C	Best overall advertising (non-dailies)	Third Place	Blue Mountain Eagle
group A,group B,group C		Second Place	Lake Oswego Review
group A,group B,group C		First Place	Daily Journal of Commerce
group C	Best series	Third Place	Malheur Enterprise
group C		Second Place	Keizertimes
group C		First Place	Daily Journal of Commerce
group A,group B		Third Place	The Daily Astorian
group A,group B		Second Place	The News-Review
group A,group B		First Place	The Daily Astorian
group C	Best single house ad	Third Place	Keizertimes
group C		Second Place	Cottage Grove Sentinel
group C		First Place	Keizertimes
group A,group B		Third Place	The News-Review
group A,group B		Second Place	The Bulletin
group A,group B		First Place	The News-Review
group C	Best use of media	Third Place	Hood River News
group C		Second Place	The New Era
group C		First Place	The New Era
group A,group B		Third Place	The News-Review
group A,group B		Second Place	The Daily Astorian
group A,group B		First Place	The Daily Astorian
group C	Best section cover	Third Place	Keizertimes
group C		Second Place	Malheur Enterprise
group C		First Place	The Dalles Chronicle
group A,group B		Third Place	The Bulletin
group A,group B		Second Place	Mail Tribune
group A,group B		First Place	Mail Tribune

group C	Best use of one color and black	Third Place	Keizertimes
group C		Second Place	Keizertimes
group C		First Place	Keizertimes
group A,group B		Third Place	Mail Tribune
group A,group B		Second Place	The News-Review
group A,group B		First Place	The News-Review
group C	Most effective use of small space	Third Place	Blue Mountain Eagle
group C		Second Place	Keizertimes
group C		First Place	The New Era
group A,group B		Third Place	Portland Tribune
group A,group B		Second Place	Portland Tribune
group A,group B		First Place	Mail Tribune
group A,group B,group C	Best private party ad	Second Place	The New Era
group A,group B,group C		First Place	Keizertimes
group A,group B,group C	Best promotion of the classified section	Third Place	The Bulletin
group A,group B,group C		Second Place	The Bulletin
group A,group B,group C		First Place	The Bulletin
group A,group B,group C	Best online animated ad	Second Place	Mail Tribune
group A,group B,group C		First Place	Keizertimes
group A,group B,group C	Best online rich media ad	Second Place	Hood River News
group A,group B,group C		First Place	Mail Tribune
group A,group B,group C	Best online house ad or campaign	Third Place	The News-Review
group A,group B,group C		Second Place	Mail Tribune
group A,group B,group C		First Place	Keizertimes