

**Winners of the ONPA 2015 Best Ad Ideas Contest
as judged by Virginia Press Assoc.**

Circ Group(s)	Division Name	Cat Code	Category Name	Award	Organization	Entry Title	Credits
group A, group B	General	101	Best advertising headline	First Place	The Register-Guard	We Ship! Sundance Wine Cellar	Shelly Rondestvedt
group A, group B	General	101	Best advertising headline	Second Place	The Register-Guard	What's Your Craft?	Dave Johnson
group A, group B	General	101	Best advertising headline	Third Place	The News-Review	Oh! Pick me! Pick me!	Brandy Davies
group C	General	101	Best advertising headline	First Place	Blue Mountain Eagle	Superior Homes - Looking to Expand	Staff
group C	General	101	Best advertising headline	Second Place	Blue Mountain Eagle	Log Cabin Espresso - May your cup of joy	Staff
group C	General	101	Best advertising headline	Third Place	Hood River News	GPSI	Staff
group A, group B	General	102	Best black and white ad	First Place	Mail Tribune	Good Guys Guns	Staff
group A, group B	General	102	Best black and white ad	Second Place	Portland Tribune	Mr Plywood	Staff
group A, group B	General	102	Best black and white ad	Third Place	The News-Review	make your dream kitchen & bath a realty	Shawna McKim
group C	General	102	Best black and white ad	First Place	The Times (Tigard)	Sherrie's Jewelry Box	Staff
group C	General	102	Best black and white ad	Second Place	The Regal Courier	Sage Hearing - Hearing Issues	Staff
group C	General	102	Best black and white ad	Third Place	Keizertimes	Senior Helpers	Andrew Jackson
group A	General	103	Best institutional section	First Place	Portland Tribune	Veterans	Staff
group A	General	103	Best institutional section	Second Place	Portland Tribune	Super Mariota	staff
group A	General	103	Best institutional section	Third Place	The Register-Guard	Trophy Case Heisman Preview	Advertising Department ,News Department

**Winners of the ONPA 2015 Best Ad Ideas Contest
as judged by Virginia Press Assoc.**

Circ Group(s)	Division Name	Cat Code	Category Name	Award	Organization	Entry Title	Credits
group B	General	103	Best institutional section	First Place	Lake Oswego Review	Dr. Korach Retirement Section	Staff
group B	General	103	Best institutional section	Second Place	The Daily Astorian	Home for the Holidays	Sales Staff ,John Bruijn
group B	General	103	Best institutional section	Third Place	The Daily Astorian	Craft Beer	John Bruijn,Sales Staff
group C	General	103	Best institutional section	First Place	The New Era	85th Anniversary tab	Staff
group C	General	103	Best institutional section	Second Place	Beaverton Valley Times	Portrait	Staff Frank Perea,Holly Nelson,Stephania Baumgart,Susan Pengelly
group C	General	103	Best institutional section	Third Place	The News Guard	Green Living	
group A, group B	General	104	Best institutional/image ad	First Place	The News-Review	2015 Stingray	Shawna McKim
group A, group B	General	104	Best institutional/image ad	Second Place	Herald and News	How to end the drought	JD Zack
group A, group B	General	104	Best institutional/image ad	Third Place	Mail Tribune	Eagle Point Golf	Staff
group C	General	104	Best institutional/image ad	First Place	Wallowa County Chieftain	Safe Harbors: Domestic Violence Awareness Month	Brooke Pace,Robby Day
group C	General	104	Best institutional/image ad	Second Place	Hood River News	Northwest Pediatrics	staff
group C	General	104	Best institutional/image ad	Third Place	Blue Mountain Eagle	Blue Mountain Hospital - Treat your feet	Staff

**Winners of the ONPA 2015 Best Ad Ideas Contest
as judged by Virginia Press Assoc.**

Circ Group(s)	Division Name	Cat Code	Category Name	Award	Organization	Entry Title	Credits
group A, group B	General	105	Best merchandising section	First Place	The Daily Astorian	Our Coast Magazine Number 4	John Bruijn,Staff Display Advertising
group A, group B	General	105	Best merchandising section	Second Place	Grants Pass Daily Courier	Rogue Valley Automotive Guide	Team ,Beth Plater,Rose Cassano
group A, group B	General	105	Best merchandising section	Third Place	The Daily Astorian	Good Health - Health & Wellness Directory 2014	Sales Staff ,John Bruijn
group C	General	105	Best merchandising section	First Place	Beaverton Valley Times	101 Things to Do 2014 Holiday Gift and Event Guide	Staff Andrew Jackson,Paula Moseley,Lyndon Zaitz
group C	General	105	Best merchandising section	Second Place	Keizertimes News-Times (Forest Grove)	Closer Look_ Resource Guide for western Washington	Staff
group A, group B	General	106	Best multi-color merchandising Ad	First Place	The Register-Guard	Perfect Pizza Pairings - Coburg Pizza	Dave Hallock
group A, group B	General	106	Best multi-color merchandising Ad	Second Place	Herald and News Grants Pass Daily	Getting Women in trouble, and men out of it	JD Zack Frankie Craig,Beth Plater
group A, group B	General	106	Best multi-color merchandising Ad	Third Place	Courier	Best Bang for Your Buck	Plater
group C	General	106	Best multi-color merchandising Ad	First Place	Wallowa County Chieftain	BeeCharmed Marketplace	Brooke Pace,Robby Day
group C	General	106	Best multi-color merchandising Ad	Second Place	Keizertimes Wallowa County Chieftain	Tequila Nights Bar and Grill	Andrew Jackson
group C	General	106	Best multi-color merchandising Ad	Third Place	Chieftain	North Street Pizza	Brooke Pace,Robby Day

**Winners of the ONPA 2015 Best Ad Ideas Contest
as judged by Virginia Press Assoc.**

Circ Group(s)	Division Name	Cat Code	Category Name	Award	Organization	Entry Title	Credits
group A, group B	General	107	Best multi-sponsor ROP ads	First Place	The News-Review	Pumpkin & Music Celebration	Brandy Davies
group A, group B	General	107	Best multi-sponsor ROP ads	Second Place	The Daily Astorian	Historic Downtown Astoria	Sales Staff ,John Bruijn
group A, group B	General	107	Best multi-sponsor ROP ads	Third Place	Portland Tribune	Super Mariota Heisman Page	Staff Olivia Passieux, Maureen Zoebelein, Allison Rogers, Michelle Thomas
group C	General	107	Best multi-sponsor ROP ads	First Place	News-Times (Forest Grove)	Don't Drink and Drive_Happy New Year 107.pdf	Staff
group C	General	107	Best multi-sponsor ROP ads	Second Place	The Times (Tigard)	Shop Local Holiday Ad	Staff
group C	General	107	Best multi-sponsor ROP ads	Third Place	Blue Mountain Eagle	Grant County Vets - Salute	Staff
group C	General	108	Best overall advertising (non-dailies)	First Place	Hood River News	Hood River News	staff
group A, group B	General	108	Best overall advertising (non-dailies)	First Place	Lake Oswego Review	Lake Oswego Review Best Overall Advertising - Hillsboro Tribune March 21, 2014, June 2014, October 2014	Staff
group A, group B	General	108	Best overall advertising (non-dailies)	Second Place	Hillsboro Tribune		Staff
group C	General	108	Best overall advertising (non-dailies)	Second Place	West Linn Tidings	West Linn Tidings	Staff

**Winners of the ONPA 2015 Best Ad Ideas Contest
as judged by Virginia Press Assoc.**

Circ Group(s)	Division Name	Cat Code	Category Name	Award	Organization	Entry Title	Credits
group A, group B	General	108	Best overall advertising (non-dailies)	Third Place	Mail Tribune	The Nickel Best Overall Advertising	Staff
group C	General	108	Best overall advertising (non-dailies)	Third Place	News-Times (Forest Grove)	March 5, 2014, June 18, 2014, October 22, 2014	Staff
group A, group B	General	109	Best series	First Place	Grants Pass Daily Courier	Animal Hospital of Grants Pass Series. 2x5 ad, black and white	Frankie Craig, Beth Platter
group C	General	109	Best series	First Place	Keizertimes	Diagnostic Imaging of Salem Enjoy more of what matters to you	Andrew Jackson
group C	General	109	Best series	Second Place	Ashland Daily Tidings	to you	Staff
group A, group B	General	109	Best series	Second Place	The Register-Guard	Lone Pine Farms	Sandy Raney, Bill Kelley
group A, group B	General	109	Best series	Third Place	Grants Pass Daily Courier	Animal Hospital of Grants Pass Series. 2x5 ad, black and white	Frankie Craig, Beth Plater
group C	General	109	Best series	Third Place	Keizertimes	Jones Farm Produce	Andrew Jackson
group C	General	110	Best single house ad	First Place	Cottage Grove Sentinel	Shoppelocal.biz Tastings Promo- Treat Yourself	Matt Koyack
group A, group B	General	110	Best single house ad	First Place	The Register-Guard News-Times (Forest Grove)	...	Sally Wickes, Dan Villani
group C	General	110	Best single house ad	Second Place		Women in Business 2014 110	Allison Rogers
group A, group B	General	110	Best single house ad	Second Place	The Register-Guard	Introducing RG Media Lab	Dan Villani, Sally Wickes
group C	General	110	Best single house ad	Third Place	Cottage Grove Sentinel	Subscription Ad	Ron Annis

**Winners of the ONPA 2015 Best Ad Ideas Contest
as judged by Virginia Press Assoc.**

Circ Group(s)	Division Name	Cat Code	Category Name	Award	Organization	Entry Title	Credits
group A, group B	General	110	Best single house ad	Third Place	Lake Oswego Review	Are you in the know about Lake Oswego?	J. Brian Monihan
group A, group B, group C	General	111	Best use of media	First Place	Grants Pass Daily Courier	The Official 2015 Chamber of Commerce Map of Grants Pass & Josephine County	Laurie Stewart, Travis Moore, Classified Team
group A, group B, group C	General	111	Best use of media	Second Place	The Register-Guard	Blue Chip: Innovation Issue	Advertising Department, News Department
group A, group B, group C	General	111	Best use of media	Third Place	The News Guard	Chamber of Commerce Chamber Directory	Frank Perea, Holly Nelson
group A	Design	201	Best section cover	First Place	Hillsboro Tribune	Hillsboro Downtown April 4, 2014 201	Maureen Zobelein, Doug Burkhardt
group C	Design	201	Best section cover	First Place	Hood River News	Gorge Giving 2015	staff
group B	Design	201	Best section cover	First Place	Mail Tribune	Zombie Apocalypse - Healthy Living	Staff
group C	Design	201	Best section cover	Second Place	Hood River News	Panorama 2014	staff
group B	Design	201	Best section cover	Second Place	The Daily Astorian	Our Coast Magazine Number 4	John Bruijn
group A	Design	201	Best section cover	Second Place	The Register-Guard	Discovery Magazine 2014	Creative Services
group C	Design	201	Best section cover	Third Place	Beaverton Valley Times	101 Things to Do	Staff
group A	Design	201	Best section cover	Third Place	Portland Tribune	Veterans	Staff
group B	Design	201	Best section cover	Third Place	The Daily Astorian	Coastal Weddings Spring 2015	John Bruijn, Sales Staff

**Winners of the ONPA 2015 Best Ad Ideas Contest
as judged by Virginia Press Assoc.**

Circ Group(s)	Division Name	Cat Code	Category Name	Award	Organization	Entry Title	Credits
group C	Design	202	Best use of one color and black	First Place	Keizertimes	McGinty and Belcher	Andrew Jackson
group A, group B	Design	202	Best use of one color and black	First Place	The News-Review	Footwear Clearance	Shawna McKim
group A, group B	Design	202	Best use of one color and black	Second Place	Grants Pass Daily Courier	Look for the yellow envelope... Josephine Community Libraries	Frankie Craig,Beth Plater
group C	Design	202	Best use of one color and black	Second Place	Keizertimes	Boucher Jewelers	Andrew Jackson
group C	Design	202	Best use of one color and black	Third Place	Beaverton Valley Times	Knitting Bee	staff
group A, group B	Design	202	Best use of one color and black	Third Place	Mail Tribune	ZipLines	Staff
group A, group B	Design	203	Most effective use of small space	First Place	Grants Pass Daily Courier	Turn Your Brown Thumb Green! The Book Store	Frankie Craig,Beth Plater
group C	Design	203	Most effective use of small space	First Place	Keizertimes	QuickLane	Andrew Jackson
group A, group B	Design	203	Most effective use of small space	Second Place	Grants Pass Daily Courier	May Neighborhood Tree Walk, only color ad on page	Allison Cashatt,Diane Carlson
group C	Design	203	Most effective use of small space	Second Place	Wallowa County Chieftain	Donate a Bag of Food	Brooke Pace,Robby Day
group C	Design	203	Most effective use of small space	Third Place	Blue Mountain Eagle	Wild West - New Location	Staff
group A, group B	Design	203	Most effective use of small space	Third Place	The News-Review	After Christmas Sale	Shawna McKim

**Winners of the ONPA 2015 Best Ad Ideas Contest
as judged by Virginia Press Assoc.**

Circ Group(s)	Division Name	Cat Code	Category Name	Award	Organization	Entry Title	Credits
group A, group B, group C	Classified	301	Best private party ad	First Place	The News-Review	Theresa Lynn Smith	Shawna McKim
group A, group B, group C	Classified	301	Best private party ad	Second Place	The News-Review	Thank You - Family of Winston Smith	Renee' Talburt
group A, group B, group C	Classified	301	Best private party ad	Third Place	The News-Review	Nona Warren	Shawna McKim
group A, group B, group C	Classified	303	Best promotion of the classified section	First Place	The News-Review	Relax and enjoy	Brandy Davies
group A, group B, group C	Classified	303	Best promotion of the classified section	Second Place	The News-Review	Made Fresh Daily	Brandy Davies Diane Carlson,Tamara Stuebing,Debbie Thomas
group A, group B, group C	Classified	303	Best promotion of the classified section	Third Place	Grants Pass Daily Courier	You Meet The Nicest People Series	
group A, group B, group C	Online	401	Best online animated ad	First Place	Mail Tribune	Jamsill Guard	Staff
group A, group B, group C	Online	401	Best online animated ad	Second Place	East Oregonian	Lifetime Vision Source	Janelle Tate Melissa Caven,Dick McHaffie
group A, group B, group C	Online	401	Best online animated ad	Third Place	The Register-Guard	Edge N Knife 300x600	
group A, group B, group C	Online	404	Best campaign using print and online	First Place	The Daily Astorian	Our Coast Magazine Number 4	John Bruijn

**Winners of the ONPA 2015 Best Ad Ideas Contest
as judged by Virginia Press Assoc.**

Circ Group(s)	Division Name	Cat Code	Category Name	Award	Organization	Entry Title	Credits
group A, group B, group C	Online	404	Best campaign using print and online	Second Place	The News-Review	Fun in the Sun	Shawna McKim
group A, group B, group C	Online	404	Best campaign using print and online	Third Place	Herald and News	Run for your Life	Saffron Owen