

Maryland, Delaware, D.C. Press Association

2002 Advertising Contest Winners

Division A: Dailies 35,000 and over

Category	1 st Place	Judges Comments on 1 st Place	2 nd Place	Honorable Mention
1 A Local Retail B&W, less than 1/2 page	Randy Mays, Faith Van Lunen The Washington Post "Magruder's"	Excellent. Clever. Carried the brand throughout. Makes me want to shop there. Creative and eye catching.	Elizabeth Bylan The Washington Times "Alexandria Pastry Shop"	Darrell Giles The Sun "Navy Athletics"
2 A Local Retail B&W, 1/2 page or more	Randy Mays The Washington Post "Boone & Sons Jewelers"	Conveys solid trustworthy image. Well designed - very nice use of white space. Ties in well with history theme.	Barbara Buren The Washington Times "Schaffer & Sons"	Dave Elliott The Sun "Jamie Sharper"
3 A Local Retail Spot Color	Tina Wallech, Chad Trovinger The Herald-Mail "Hoffman Automotive"	A catchy headline and color bring attention. A compelling, strong offer.	George Nassif, Cory Brown The Capital "Great Feather's of Annapolis"	Classified Staff, Cindy Jones The Herald-Mail "Signature Page"
4 A Local Retail Full Color	Barbara Buren The Washington Times "Granitech"	Headline is clever, conveys security and the type selection is superb. Excellent placement adds value to map and ad.	Keith Dean The News Journal "Delaware National"	Regina Weakley, Chad Trovinger The Herald-Mail "Lincoln Electronics"
5 A Local Retail Campaign B&W	Sylvia Gourley The News Journal "Floor Concepts"	Great concept, clear design. Excellent small space campaign.	Sylvia Gourley The News Journal "Claire's"	Tina Wallech, Chad Trovinger The Herald-Mail "Hoffman Chevrolet"
6 A Local Retail Campaign Color	Kim Michalov The Sun "Fall Home & Garden Show"	Use of color expresses the theme.		
7 A Special Section	Sales Staff, Lynn Limpert The Frederick News-Post "Hello Frederick"	Wow! Well packaged. Interesting layout and flow.	Barbara Buren The Washington Times "ACCA - Standing United"	Aaron Burke The Washington Times "Black History Month"
8 A Linage Builder	Sales Staff, Leissa Riley-Crum The Frederick News-Post "Dining Out"	Beautiful design. Excellent and creative added value.	Retail Ad Staff, Angie Sease The Herald-Mail "Scary Savings"	Kim Welty, Cory Brown The Capital "Come Home for the Holidays"
9 A Promotion House Ads	Barbara Tolley, Leissa Riley-Crum The Frederick News-Post "Masters' Series Campaign"	Clever, creative, comedic. Represents the personality of the paper.	Elizabeth Bylan The Washington Times "Celebrating 20 Years"	Barbara Tolley, Stephanie Livelsberger The Frederick News-Post "More' Series Campaign"
10 A Classified Promotion House Ads	Joni Silverstein, Andrew Guschl, Suzanne Duffy The News Journal "MarketPlace"	How wonderful to see private party classified so eagerly promoted.	Sara Anzelmo, Cory Brown The Capital "The Capital/Coldwell Banker"	Cory Brown The Capital "Established, Respected Exposure"

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11 A Classified Display Ads B&W	Kim Welty, Cory Brown The Capital “Anne Arundel County Association of Realtors”	Clarity - great headline.	Keith Dean The News Journal “Gambacorta”	Elizabeth Bylan The Washington Times “Pepsi”
12 A Classified Display Ads Color	Classified Staff, Janet Canfield The Herald-Mail “Halloween”	Festive.	Rob Waters, Keith Dean The News Journal “NuCar Connection”	Karla Wilder The Sun “Coldwell Banker”
13 A Print Promotion of Newspaper	Rhonda Zillig The Sun “Holiday Gift Guide Sales Sheet”	Invites you to open and read. Well done!	Judy Edwards The Washington Times “Fall Wine Guide”	Jay Selway The Sun “Home & Garden 2002”
14 A Community Service	Denise Brady, Leissa Riley- Crum The Frederick News-Post “Big Brothers Big Sisters of Frederick County”	A great ad for a great community service.	Dave Elliott The Sun “The Sun/Spirit of Sharing”	Joni Silverstein, Todd Roselle, Mary Becker, Lynn Miller, Tracy Brey The News Journal “United We Stand”