Maryland, Delaware, D.C. Press Association

2002 Advertising Contest Winners

Division D: Non-dailies 10,001 – 20,000

Category	1st Place	Judges Comments on 1st Place	2nd Place	Honorable Mention
1 D **Local Retail B&W, less than 1/2 page**	Paul Starkey **Ocean City Today** "Mario's"	Eye catching.	Carl Kocman, Manette Cramer **Ocean City Today** "Park Place Jewelers"	Jeff Kushner, Chris Saghy **Community Times** "Ellie's Smellies"
2 D **Local Retail B&W, 1/2 page or more**	Paul Starkey **Ocean City Today** "Bayside Realty"	Clean layout. Good use of headline and background art.	Carl Kocman, Denny Bliss **Ocean City Today** "Key West Crab Bag"	Carl Kocman **Ocean City Today** "Fresco's"
3 D **Local Retail Spot Color**	Ron Thomas, Chris Saghy **Community Times** "Glyndon Gardens - Spring is Here"	Use of color with large graphic makes ad appealing and easy to read.	Helen Myers, Chris Saghy **Community Times** "Sea King"	Ron Thomas, Chris Saghy **Community Times** "Glyndon Gardens - Christmas Trees"
4 D **Local Retail Full Color**	Stewart Dobson **Ocean City Today** "Independent Artists Show"	Simple, clean layout. Nice use of color.	Marc Emond, Paul Starkey **Ocean City Today** "Raggamuffin"	Holly Crawford, Chris Saghy **Community Times** "Mills Communications"
5 D **Local Retail Campaign B&W**	Paul Starkey **Ocean City Today** "Headlines Salon & Spa"	Effective use of photos. Very attention getting.	Paul Starkey, Mary Grace Banyas **Ocean City Today** "Fager's Island"	Denny Bliss, Carl Kocman **Ocean City Today** "Nantucket's"
6 D **Local Retail Campaign Color**	Paul Starkey, Mary-Grace Banyas **Ocean City Today** "Holiday Real Estate/Phillips"	Good image choices showcase the best of the region.		
7 D **Special Section**	Wm. Perry Smith **Afro-American Newspapers** "Afro-Gala - Celebrating 110 Years"	Nice mix of old and new.	Mid-Shore Advertising Staff **Dorchester Star** "Discover Dorchester"	Pat Purdum, Jerry Sellman, Debbie Daisey, DeeDee DiFronzo **Delaware Wave** "Homes"
8 D **Linage Builder**	Carl Kocman, Denny Bliss **Ocean City Today** "Historic Berlin"	Good use of process color. Each ad stands out on its own.		
9 D **Promotion House Ads**	Wm. Perry Smith **Afro-American Newspapers** "Holiday Subscription"	The photos are the real strength of this ad.	Bill Ball **The Delmarva Farmer** "Still the Best Bargain in Town"	
10 D **Classified Promotion House Ads**	No Contest			

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11 D **Classified Display Ads B&W**	No Contest			
12 D **Classified Display Ads Color**	No Contest			
13 D **Print Promotion of Newspaper**	Wm. Perry Smith **Afro-American Newspapers** "Afro Gala Invitation"	Well thought out promotion.	Wm. Perry Smith **Afro-American Newspapers** "Character Education Program"	
14 D **Community Service**	No Contest			