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## PRESS RELEASE

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# ANA Announces 2009 Excellence in Advertising Winners

PHOENIX, Ariz. – The Arizona Newspapers Association presented the winners of the ANA 2009 Excellence in Advertising Competition on Friday, May 22, 2009 at Arizona State University's Walter Cronkite School of Journalism and Mass Communication in downtown Phoenix. This is the first part of the Newspaper of the Year competition. ANA Newspaper of the Year awards are calculated from honors won in the Excellence in Advertising Competition added together with winning entries from the Better Newspapers Contest.

The winners are a group of talented, hard-working advertising designers, composers and sales representatives, who continue to raise the bar of newspaper ads.

Attached is a complete list of winners by category. A copy of the slideshow presentation will be available online at <http://www.ananews.com>.

A special congratulatory note to advertising agencies Cramer-Krasselt and Moses Anshell, which were both presented with ADDY awards by the Phoenix Metro chapter of the American Advertising Federation.

Congratulations to all the winners!

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Questions or comments can be sent to [p.collins@ananews.com](mailto:p.collins@ananews.com).

# Winners by Category

## **#1 BEST BLACK & WHITE AD**

### **Division 1: Non-Daily circulation under 3,500**

- 1<sup>st</sup> place: Lake Powell Chronicle – Mariott dinner / Ed Pease, Marty Sisk
- 2<sup>nd</sup> place: The Coolidge Examiner – A fishy story / Kristi Freader
- 3<sup>rd</sup> place: Florence Reminder and Blade-Tribune – Halloween carnival / Connie Hills

### **Division 2: Non-Daily circulation 3,500 to 10,000**

- 1<sup>st</sup> place: White Mountain Independent – White Mountain Roundup / Tauni Newman, Shannon Clark
- 2<sup>nd</sup> place: Fountain Hills Times – We Do custom frames / Duke Kirkendoll
- 3<sup>rd</sup> place: Payson Roundup – Rim Country lanes / Bobby Davis, Sherri McQuerrey, Jay Cooper

### **Division 3: Non-Daily circulation greater than 10,000**

- 1<sup>st</sup> place: Navajo Times – American Car & Truck Centers / Orlando Benally, Vernon Yazzie
- 2<sup>nd</sup> place: The Catholic Sun – 2008 Annual Festival / Mick Welsh
- 3<sup>rd</sup> place: West Valley View – Wigwam Office Supply is moving! / Shannon Murphy, Tina Williams

### **Division 4: Daily circulation under 25,000**

- 1<sup>st</sup> place: Casa Grande Dispatch – Tierra Pointe / Mandy McKinley
- 2<sup>nd</sup> place: Today's News-Herald – London Bridge Day Spa / Kelly Parks
- 3<sup>rd</sup> place: Kingman Daily Miner – Findlay Honda / Nicolette Wood, Amy Johnson

### **Division 5: Daily circulation greater than 25,000**

- 1<sup>st</sup> place: Arizona Daily Star – L&G Mortgage Bank / Vonn Watkins, Sharon Hogan, Dianna Fennie, Enrique Aldana
- 2<sup>nd</sup> place: East Valley Tribune – Audio Video Editor / Staff
- 3<sup>rd</sup> place: None awarded

## **#2 BEST COLOR AD**

### **Division 1: Non-Daily circulation under 3,500**

- 1<sup>st</sup> place: Lake Powell Chronicle – Pumpkin glow / Ed Pease, Marty Sisk
- 2<sup>nd</sup> place: Arizona Capitol Times – Ticketlobster / Gabe Turner, Juliana Norvell
- 3<sup>rd</sup> place: Arizona Jackpot – Buckeye Equestrian Center / Judy Fleming

### **Division 2: Non-Daily circulation 3,500 to 10,000**

- 1<sup>st</sup> place: Green Valley News & Sun – World War II book promo / Graham Harrington
- 2<sup>nd</sup> place: White Mountain Independent – Show Low Motorsports / Terri Madrid
- 3<sup>rd</sup> place: None Awarded

### **Division 3: Non-Daily circulation greater than 10,000**

- 1<sup>st</sup> place: La Voz – Rockin Fuel / Jessika Alejos
- 2<sup>nd</sup> place: Sonoran News – Pages Bookstore / Gena Corcoran, Charles Anthony, Rachel Karls-Gomes
- 3<sup>rd</sup> place: The Catholic Sun – Celebrating marriage / Mick Welsh

### **Division 4: Daily circulation under 25,000**

- 1<sup>st</sup> place: Sierra Vista Herald – Cochise Motorsports / Pam Burris, Julie Ramirez
- 2<sup>nd</sup> place: Casa Grande Dispatch – Pinwheel / Leslie Garcia
- 3<sup>rd</sup> place: Today's News-Herald – Ladybugs / Kelly Parks

### **Division 5: Daily circulation greater than 25,000**

- 1<sup>st</sup> place: Arizona Daily Star – Tucson Dodge / Greg Mannino, Mathew Warfield, Diana Fennie, Alex Rodriguez
- 2<sup>nd</sup> place: East Valley Tribune – Sunset Pioneers / Christy Byerly, Brooke Lindsay
- 3<sup>rd</sup> place: The Arizona Republic – Baker Bros / Steve Escobedo

### **#3 BEST PAID AD SERIES (BLACK AND WHITE)**

#### **Division 1: Non-Daily circulation under 3,500**

- 1<sup>st</sup> place: The Coolidge Examiner – Coolidge Canine Design / Kelli Kent
- 2<sup>nd</sup> place: Arizona Capitol Times – Arizona Rock Products / Gabe Turner, Juliana Norvell
- 3<sup>rd</sup> place: Florence Reminder and Blade-Tribune – Florence Farms Nursery / Connie Hills

#### **Division 2: Non-Daily circulation 3,500 to 10,000**

- 1<sup>st</sup> place: Payson Roundup – Furry Friends / Jay Cooper, Sherri McQuerrey, Bobby Davis
- 2<sup>nd</sup> place: White Mountain Independent – Loft 54 grand opening / Debbie Herbein, Shannon Clark
- 3<sup>rd</sup> place: Fountain Hills Times – Sami wants your “booty” / John Gibson, Jen Gentry

#### **Division 3: Non-Daily circulation greater than 10,000**

- 1<sup>st</sup> place: West Valley View – Bain & Lauritano / Liz Bua, Veronica Verdugo-Lomeli
- 2<sup>nd</sup> place: Navajo Times – Cool Runnings / Orlando Benally, Vernon Yazzie
- 3<sup>rd</sup> place: None awarded

#### **Division 4: Daily circulation under 25,000**

- 1<sup>st</sup> place: Kingman Daily Miner – Donut Depot / Christina Mills, Crystal Kinsey
- 2<sup>nd</sup> place: Casa Grande Dispatch – Dave White Municipal Golf / Jenny Scharf
- 3<sup>rd</sup> place: None awarded

#### **Division 5: Daily circulation greater than 25,000**

- 1<sup>st</sup> place: The Arizona Republic – Interfaith Age Campaign / Maria Alexander
- 2<sup>nd</sup> place: None awarded
- 3<sup>rd</sup> place: None awarded

### **#4 BEST PAID AD SERIES (COLOR)**

#### **Division 1: Non-Daily circulation under 3,500**

- 1<sup>st</sup> place: San Pedro Valley News-Sun – Lawley's / Shannon McBride, Sue Coons
- 2<sup>nd</sup> place: Arizona Capitol Times – Town Talk II / Gabe Turner, Juliana Norvell
- 3<sup>rd</sup> place: None awarded

#### **Division 2: Non-Daily circulation 3,500 to 10,000**

- 1<sup>st</sup> place: White Mountain Independent – Hatch Dodge / Terri Madrid
- 2<sup>nd</sup> place: Fountain Hills Times – Bare Essentials / Brent Cruikshank, Jen Gentry
- 3<sup>rd</sup> place: Payson Roundup – Monthly paid cover of real estate section / Bobby Davis, Sherri McQuerrey, Jay Cooper, Jeff Lodge

#### **Division 3: Non-Daily circulation greater than 10,000**

- 1<sup>st</sup> place: The Catholic Sun – Thunderbird retirement / Mick Welsh
- 2<sup>nd</sup> place: None awarded
- 3<sup>rd</sup> place: None awarded

#### **Division 4: Daily circulation under 25,000**

- 1<sup>st</sup> place: Sierra Vista Herald – Timeless Therapeutic Day Spa / Pam Burris, Debby Coste
- 2<sup>nd</sup> place: Casa Grande Dispatch – Rox / Jenny Scharf
- 3<sup>rd</sup> place: The Sun (Yuma) – Advanced Audiology Series / Jim Foster

#### **Division 5: Daily circulation greater than 25,000**

- 1<sup>st</sup> place: East Valley Tribune – Kokopelli / Christy Byerly, Michelle Torres
- 2<sup>nd</sup> place: The Arizona Republic – 9920 campaign / Angelica Aceves
- 3<sup>rd</sup> place: None awarded

## **#5 MOST EFFECTIVE USE OF SMALL SPACE**

### **Division 1: Non-Daily circulation under 3,500**

- 1<sup>st</sup> place: San Pedro Valley News-Sun – Community Bible / Shannon McBride, Sue Coons
- 2<sup>nd</sup> place: Florence Reminder and Blade-Tribune – Dazzle ‘em / Connie Hills
- 3<sup>rd</sup> place: Arizona Jackpot – Yost / Staff

### **Division 2: Non-Daily circulation 3,500 to 10,000**

- 1<sup>st</sup> place: Payson Roundup – Meat / Bobby Davis, Sherri McQuerrey, Jay Cooper
- 2<sup>nd</sup> place: White Mountain Independent – Mountain Mattress / George Nunn, Kyle Rippy
- 3<sup>rd</sup> place: Jewish News of Greater Phoenix – Carefree Travel / Jeanie Piburn, Monica Gregory

### **Division 3: Non-Daily circulation greater than 10,000**

- 1<sup>st</sup> place: Navajo Times – Four Corners Welding / Orlando Benally, Vernon Yazzie
- 2<sup>nd</sup> place: West Valley View – We're Back at Dennis' Place / Julius Tiritilli
- 3<sup>rd</sup> place: The Catholic Sun – Giants fund raising opportunity / Staff

### **Division 4: Daily circulation under 25,000**

- 1<sup>st</sup> place: Sierra Vista Herald – Huggybug Pet Service / Maggie Saunders, Jody Abbott
- 2<sup>nd</sup> place: Casa Grande Dispatch – Fruits / Mandy McKinley
- 3<sup>rd</sup> place: Today's News-Herald – Rodney Reed Spiritual Service / Cindy Taylor

### **Division 5: Daily circulation greater than 25,000**

- 1<sup>st</sup> place: Arizona Daily Star – HDS Truck Driving Institute / Vonn Watkins, MJ Iggena, Diana Fennie, Sandra Riggins
- 2<sup>nd</sup> place: East Valley Tribune – Stogie Cutter / Staff
- 3<sup>rd</sup> place: The Arizona Republic – Horror Ad / Tracy Harvil

## **#6 BEST CLASSIFIED SECTION**

### **Division 1: Non-Daily circulation under 3,500**

- 1<sup>st</sup> place: The Coolidge Examiner
- 2<sup>nd</sup> place: Lake Powell Chronicle
- 3<sup>rd</sup> place: San Pedro Valley News-Sun

### **Division 2: Non-Daily circulation 3,500 to 10,000**

- 1<sup>st</sup> place: Fountain Hills Times
- 2<sup>nd</sup> place: White Mountain Independent
- 3<sup>rd</sup> place: None awarded

### **Division 3: Non-Daily circulation greater than 10,000**

- 1<sup>st</sup> place: West Valley View
- 2<sup>nd</sup> place: The Catholic Sun
- 3<sup>rd</sup> place: Navajo Times

### **Division 4: Daily circulation under 25,000**

- 1<sup>st</sup> place: The Sun (Yuma)
- 2<sup>nd</sup> place: Sierra Vista Herald
- 3<sup>rd</sup> place: Casa Grande Dispatch

### **Division 5: Daily circulation greater than 25,000**

- 1<sup>st</sup> place: East Valley Tribune
- 2<sup>nd</sup> place: Arizona Daily Star
- 3<sup>rd</sup> place: None awarded

## **#7 BEST SPECIAL SECTION**

### **Division 1: Non-Daily circulation under 3,500**

- 1<sup>st</sup> place: Arizona Range News – Business and Professional Directory
- 2<sup>nd</sup> place: Arizona Capitol Times – Leaders of the Year in Public Policy
- 3<sup>rd</sup> place: Florence Reminder and Blade-Tribune – 76<sup>th</sup> Annual Jr. Parada Rodeo and Parade

### **Division 2: Non-Daily circulation 3,500 to 10,000**

- 1<sup>st</sup> place: Green Valley News & Sun – Inside Green Valley / Sahuarita
- 2<sup>nd</sup> place: Payson Roundup – Summer Visitor's Guide
- 3<sup>rd</sup> place: White Mountain Independent – Northeastern Arizona Anti-Drug Summit

### **Division 3: Non-Daily circulation greater than 10,000**

- 1<sup>st</sup> place: Sonoran News – Wild West Days
- 2<sup>nd</sup> place: West Valley View – Vista Spring 2008
- 3<sup>rd</sup> place: The Catholic Sun – Catholic Community Foundation's Crozier Gala

### **Division 4: Daily circulation under 25,000**

- 1<sup>st</sup> place: The Sun (Yuma) – Southwest Living
- 2<sup>nd</sup> place: Sierra Vista Herald – Business & Services Directory 2008
- 3<sup>rd</sup> place: Casa Grande Dispatch – Boys & Girls Club

### **Division 5: Daily circulation greater than 25,000**

- 1<sup>st</sup> place: Arizona Daily Star – SW Style & Living
- 2<sup>nd</sup> place: East Valley Tribune – Baby Boomers
- 3<sup>rd</sup> place: None awarded

## **#8 BEST ONLINE AD**

### **Division 1: Non-Daily circulation under 3,500**

- 1<sup>st</sup> place: Arizona Range News – Westlawn / Steve Reno, Maxine Carter
- 2<sup>nd</sup> place: None awarded
- 3<sup>rd</sup> place: None awarded

### **Division 2: Non-Daily circulation 3,500 to 10,000**

- 1<sup>st</sup> place: White Mountain Independent – Hon-Dah Crystal Gayle / Lia Angelus, Shannon Clark
- 2<sup>nd</sup> place: Payson Roundup – Tall Pine Realty / Jeff Lodge, Melinda McQuerrey
- 3<sup>rd</sup> place: None awarded

### **Division 3: Non-Daily circulation greater than 10,000**

- 1<sup>st</sup> place: Navajo Times – Navajo Explosion / Elise Bennett, Vernon Yazzie
- 2<sup>nd</sup> place: None awarded
- 3<sup>rd</sup> place: None awarded

### **Division 4: Daily circulation under 25,000**

- 1<sup>st</sup> place: The Sun (Yuma) – Yuma Ballet Academy / Dawn Widmayer
- 2<sup>nd</sup> place: Sierra Vista Herald – Ace Hardware / Eric Talerico, Jody Abbott
- 3<sup>rd</sup> place: Casa Grande Dispatch – Casa Grande Main Street / Leslie Garcia, Diana Coop

### **Division 5: Daily circulation greater than 25,000**

- 1<sup>st</sup> place: East Valley Tribune – Mesa Arts Center / Christy Byerly, Michelle Torres
- 2<sup>nd</sup> place: Arizona Daily Star – Marketing Intern Recruitment Ad / Jay Walsh
- 3<sup>rd</sup> place: None awarded

**#9 BEST NEWSPAPER PROMOTION AD, SERIES OR SECTION**

**Division 1: Non-Daily circulation under 3,500**

- 1<sup>st</sup> place: Arizona Capitol Times – Scoop / Staff
- 2<sup>nd</sup> place: Arizona Jackpot – Hey Tater / Judy Flemming
- 3<sup>rd</sup> place: None awarded

**Division 2: Non-Daily circulation 3,500 to 10,000**

- 1<sup>st</sup> place: The Lumberjack – Find your sanctuary / Amber Ortlinghaus
- 2<sup>nd</sup> place: White Mountain Independent – White Mountain Outdoors / Terri Madrid, Greg Tock
- 3<sup>rd</sup> place: Fountain Hills Times – I'm glad I advertised in the FH Times / Staff

**Division 3: Non-Daily circulation greater than 10,000**

- 1<sup>st</sup> place: Navajo Times – Got Print? / Ophelia Nez, Bobby Martin
- 2<sup>nd</sup> place: Phoenix Business Journal – The Economy / Staff
- 3<sup>rd</sup> place: La Voz – Nuestra Hogar / Maria Reed

**Division 4: Daily circulation under 25,000**

- 1<sup>st</sup> place: The Sun (Yuma) – 2008 ANA Winners / Jill Swafford
- 2<sup>nd</sup> place: Casa Grande Dispatch – Lehmans / Kara K. Cooper
- 3<sup>rd</sup> place: Sierra Vista Herald – They're Back (SmartSource Coupons) / Tracy Edwards

**Division 5: Daily circulation greater than 25,000**

- 1<sup>st</sup> place: East Valley Tribune – Business Opportunities / Christy Byerly
- 2<sup>nd</sup> place: None awarded
- 3<sup>rd</sup> place: None awarded

**#10 BEST CLASSIFIED PROMOTION**

**Division 1: Non-Daily circulation under 3,500**

- 1<sup>st</sup> place: Arizona Jackpot – Looking for a limo / Judy Fleming
- 2<sup>nd</sup> place: Arizona Range News – Coloring contest / Maxine Carter, Steve Reno
- 3<sup>rd</sup> place: The Coolidge Examiner – X Ray Vision / Becki Freader

**Division 2: Non-Daily circulation 3,500 to 10,000**

- 1<sup>st</sup> place: Payson Roundup – Yard Sale / Bobby Davis, Sherri McQuerrey, Jay Cooper
- 2<sup>nd</sup> place: White Mountain Independent – Veteran's Day Promo / George Nunn, Sally Moreno, Jackie Hostler, Jenna Troutt
- 3<sup>rd</sup> place: None awarded

**Division 3: Non-Daily circulation greater than 10,000**

- 1<sup>st</sup> place: None awarded
- 2<sup>nd</sup> place: None awarded
- 3<sup>rd</sup> place: None awarded

**Division 4: Daily circulation under 25,000**

- 1<sup>st</sup> place: Sierra Vista Herald – LEAP on this Classified Special / Pam Burris, Nancy Bernard
- 2<sup>nd</sup> place: None awarded
- 3<sup>rd</sup> place: None awarded

**Division 5: Daily circulation greater than 25,000**

- 1<sup>st</sup> place: None awarded
- 2<sup>nd</sup> place: None awarded
- 3<sup>rd</sup> place: None awarded

**#11 BEST “PRO-BONO” PUBLIC SERVICE AD**

**Division 1: Non-Daily circulation under 3,500**

- 1<sup>st</sup> place: Eloy Enterprise – Fiesta Patrias / Denny Voigt
- 2<sup>nd</sup> place: The Coolidge Examiner – Coolidge High School Homecoming / Kristi Freader
- 3<sup>rd</sup> place: Lake Powell Chronicle – Relay for Life / Sue Shinneman, Ed Pease, Marty Sisk

**Division 2: Non-Daily circulation 3,500 to 10,000**

- 1<sup>st</sup> place: Payson Roundup – Women’s Wellness / Sherri McQuerrey, John Naughton
- 2<sup>nd</sup> place: None awarded
- 3<sup>rd</sup> place: None awarded

**Division 3: Non-Daily circulation greater than 10,000**

- 1<sup>st</sup> place: The Catholic Sun – Ordination 2008 / Mick Welsh
- 2<sup>nd</sup> place: Navajo Times – Read Across America / Orlando Benally, Vernon Yazzie
- 3<sup>rd</sup> place: None awarded

**Division 4: Daily circulation under 25,000**

- 1<sup>st</sup> place: Casa Grande Dispatch – Band of the West / Kara K. Cooper
- 2<sup>nd</sup> place: None awarded
- 3<sup>rd</sup> place: None awarded

**Division 5: Daily circulation greater than 25,000**

- 1<sup>st</sup> place: Arizona Daily Star – Flower Power (UMC Cancer Center Benefit) / Jay Walsh
- 2<sup>nd</sup> place: East Valley Tribune – Mesa United Way / Mary Hall, Mesa United Way
- 3<sup>rd</sup> place: None awarded

**GENERAL EXCELLENCE**

**Division 1: Non-Daily circulation under 3,500**

- 1<sup>st</sup> place: Arizona Capitol Times
- 2<sup>nd</sup> place: San Pedro Valley News-Sun
- 3<sup>rd</sup> place: Lake Powell Chronicle

**Division 2: Non-Daily circulation 3,500 to 10,000**

- 1<sup>st</sup> place: White Mountain Independent
- 2<sup>nd</sup> place: Payson Roundup
- 3<sup>rd</sup> place: Fountain Hills Times

**Division 3: Non-Daily circulation greater than 10,000**

- 1<sup>st</sup> place: Navajo Times
- 2<sup>nd</sup> place: The Catholic Sun
- 3<sup>rd</sup> place: West Valley View

**Division 4: Daily circulation under 25,000**

- 1<sup>st</sup> place: Casa Grande Dispatch
- 2<sup>nd</sup> place: Sierra Vista Herald
- 3<sup>rd</sup> place: The Sun (Yuma)

**Division 5: Daily circulation greater than 25,000**

- 1<sup>st</sup> place: East Valley Tribune
- 2<sup>nd</sup> place: Arizona Daily Star
- 3<sup>rd</sup> place: The Arizona Republic

**SPECIAL CONGRATULATIONS TO THE ADDY WINNERS IN THE NEWSPAPER CATEGORIES!**

**Newspaper: Fractional Page, Color**

- Silver ADDY: Cramer-Krasselt
- Bronze ADDY: Cramer-Krasselt

**Newspaper Campaign: Color**

- Silver ADDY: Moses Anshell