

**Arizona Newspapers Foundation recognizes newspapers
for outstanding advertising design**

The Arizona Republic, Yuma Daily Sun, Daily News-Sun, Ahwatukee Foothills News, Payson Roundup and The Journal (Camp Verde) each won first-place General Excellence awards in their respective divisions in the 2000 Advertising Contest sponsored by the Arizona Newspapers Foundation.

Second-place General Excellence winners were The Tribune, The Daily Courier, Northwest Explorer, White Mountain Independent, and Coolidge Examiner.

Awards were presented during a luncheon at the Ramada Resort & Spa on Saturday, May 6, in Prescott. The event capped off the Foundation's 2000 Spring Advertising & Marketing Workshop, which began May 3.

Fifty-one Arizona newspapers submitted 571 entries in the annual contest which recognizes originality, copy, layout, typography, and reader appeal in newspaper advertising. Top winners will increase their chances of garnering the Newspaper of the Year award in the 2000 Better Newspapers Contest later this year.

Contest divisions are divided into two sections - dailies and non-dailies. In the dailies division, there are two subcategories: newspapers with circulation less than 25,000, and newspapers with circulation more than 25,000. In the non-dailies division, there are three subcategories: newspapers with circulation less than 3,500, newspapers with circulation of 3,500 to 10,000, and newspapers with circulation more than 10,000.

Category 1A - Best Single Paid Retail Ad (Black & White)

Div. 1 - Non-Daily Under 3,500

1st The JOURNAL (Camp Verde)

2nd Florence Reminder & Blade Tribune

Div. 2 - Non-Daily 3,500 to 10,000

1st Payson Roundup

2nd Eastern Arizona Courier

Div. 3 - Non-Daily Greater than 10,000

1st West Valley View

2nd Ahwatukee Foothills News

Div. 4 - Daily Less than 25,000

1st Today's News Herald

2nd State Press

Div. 5 - Daily Greater than 25,000

1st Tucson Citizen

2nd NONE

Category 1B - Best Single Paid Retail Ad (Color)

Div. 1 - Non-Daily Under 3,500

1st The Coolidge Examiner

2nd NONE

Div. 2 - Non-Daily 3,500 to 10,000

1st Surprise Today

2nd White Mountain Independent

Div. 3 - Non-Daily Greater than 10,000

1st Ahwatukee Foothills News

2nd Green Valley News & Sun

Div. 4 - Daily Less than 25,000

1st Daily News-Sun

2nd Today's News Herald

Div. 5 - Daily Greater than 25,000

1st The Tribune

2nd NONE

Category 2A - Best Paid Ad Series (Black & White)

Div. 1 - Non-Daily Under 3,500

1st The Coolidge Examiner

2nd The Copper Era

Div. 2 - Non-Daily 3,500 to 10,000

1st White Mountain Independent

2nd Payson Roundup

Div. 3 - Non-Daily Greater than 10,000

1st Chandler /Sun Lakes Independent

2nd Ahwatukee Foothills News

Div. 4 - Daily Less than 25,000

1st Casa Grande Dispatch

2nd NONE

Div. 5 - Daily Greater than 25,000

1st NONE

2nd NONE

Category 2B - Best Paid Ad Series (Color)

Div. 1 - Non-Daily Under 3,500

1st NONE

2nd NONE

Div. 2 - Non-Daily 3,500 to 10,000

1st White Mountain Independent

2nd NONE

Div. 3 - Non-Daily Greater than 10,000

1st Northwest EXPLORER

2nd NONE

Div. 4 - Daily Less than 25,000

1st The Daily Courier

2nd NONE

Div. 5 - Daily Greater than 25,000

1st Arizona Republic

2nd NONE

Category 3 - Best use of Color

Div. 1 - Non-Daily Under 3,500

1st San Pedro Valley News-Sun

2nd NONE

Div. 2 - Non-Daily 3,500 to 10,000

1st Sedona Red Rock News

2nd NONE

Div. 3 - Non-Daily Greater than 10,000

1st Northwest Explorer

2nd Green Valley News & Sun

Div. 4 - Daily Less than 25,000

1st Casa Grande Dispatch

2nd Today's News-Herald

Div. 5 - Daily Greater than 25,000

1st Tucson Citizen

2nd Arizona Republic

Category 4 - Most Effective Use of Paid Small Space

Div. 1 - Non-Daily Under 3,500

1st Arizona Range News

2nd The Journal (Camp Verde)

Div. 2 - Non-Daily 3,500 to 10,000

1st Payson Roundup

2nd Fountain Hills Times

Div. 3 - Non-Daily Greater than 10,000

1st Northwest EXPLORER

2nd NONE

Div. 4 - Daily Less than 25,000

1st Yuma Daily Sun

2nd Daily News-Sun

Div. 5 - Daily Greater than 25,000

1st Arizona Republic

2nd NONE

Category 5 - Best Classified Section

Div. 1 - Non-Daily Under 3,500

1st Arizona Range News

2nd The Journal (Camp Verde)

Div. 2 - Non-Daily 3,500 to 10,000

1st Payson Roundup

2nd Cottonwood Journal Extra

Div. 3 - Non-Daily Greater than 10,000

1st Apache Junction Independent

2nd NONE

Div. 4 - Daily Less than 25,000
1st Tie Mohave Valley Daily News
1st Tie Yuma Daily Sun
2nd The Daily Courier
Div. 5 - Daily Over 25,000
1st Arizona Republic
2nd NONE

Category 6 - Best Special Section

Div. 1 - Non-Daily Under 3,500
1st The Journal (Camp Verde)
2nd The Copper Era
Div. 2 - Non-Daily 3,500 to 10,000
1st Sedona Red Rock News
2nd Payson Roundup
Div. 3 - Non-Daily Greater than 10,000
1st Gilbert Independent
2nd NONE
Div. 4 - Daily Less than 25,000
1st Tie Daily News-Sun
1st Tie Mohave Valley Daily News
2nd Yuma Daily Sun
Div. 5 - Daily Greater than 25,000
1st Arizona Republic
2nd The Tribune

Category 7 - Best Newspaper Promotion Ad, Series or Section

Div. 1 - Non-Daily Under 3,500
1st San Pedro Valley News-Sun
2nd NONE
Div. 2 - Non-Daily 3,500 to 10,000
1st Payson Roundup
2nd Sedona Red Rock News
Div. 3 - Non-Daily Greater than 10,000
1st Chandler/Sun Lakes Independent
2nd Apache Junction Independent
Div. 4 - Daily Less than 25,000
1st Yuma Daily Sun
2nd NONE
Div. 5 - Daily greater than 25,000
1st Arizona Republic
2nd The Tribune

Category 8 - Best Classified Promotion

Div. 1 - Non-Daily Under 3,500
1st Coolidge Examiner

2nd NONE

Div. 2 - Non-Daily 3,500 to 10,000

1st Payson Roundup

2nd NONE

Div. 3 - Non-Daily Greater than 10,000

1st Green Valley News & Sun

2nd Ahwatukee Foothills News

Div. 4 - Daily Less than 25,000

1st Daily News-Sun

2nd NONE

Div. 5 - Daily greater than 25,000

1st Arizona Republic

2nd The Tribune

Category 9 - Best "Pro Bono" Public Service Ad

Div. 1 - Non-Daily Under 3,500

1st Copper Era

2nd San Pedro Valley News-Sun

Div. 2 - Non-Daily 3,500 to 10,000

1st Payson Roundup

2nd White Mountain Independent

Div. 3 - Non-Daily Greater than 10,000

1st Apache Junction Independent

2nd Ahwatukee Foothills News

Div. 4 - Daily Less than 25,000

1st The Daily Courier

2nd NONE

Div. 5 - Daily Greater than 25,000

1st NONE

2nd NONE